



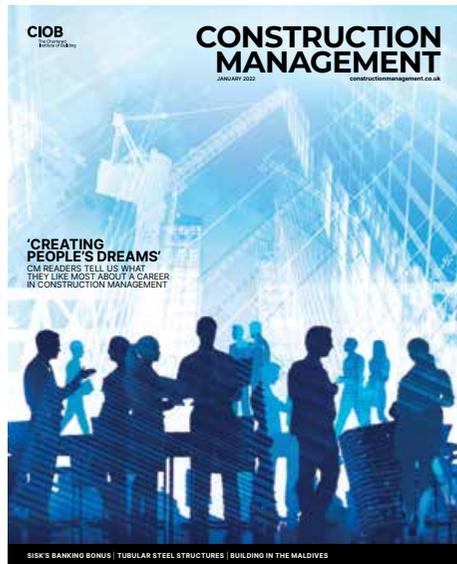
CIOB

The Chartered
Institute of Building

CONSTRUCTION MANAGEMENT

Media Pack
2022

CONSTRUCTION MANAGEMENT



Circulation:

- 31,275 CIOB members monthly.
- The largest circulation of any UK construction title.
- Only major construction title still to be ABC audited.

Content

Construction Manager provides high quality analysis, features, technical content and CPD. Construction Manager is edited by Will Mann, who has almost 20 years' experience as a journalist and editor in the construction and built environment sector.

- focus upon technical content/CPD.
- In depth analysis on key industry issues.
- More interviews and interaction with industry experts.
- Editorial direction informed by a select editorial board of industry experts.



What's an ABC?
An ABC is the recognised industry gold standard of circulation auditing ensuring that every copy of a magazine is being delivered to an individual. All major news publications are ABC audited and quote an ABC rather than a readership figure.

Readership research

51% Of CIOB members work in organisations employing over 500 staff

Includes the UK's top ten contractors;

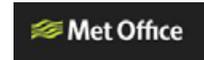
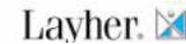
- Balfour Beatty ● Skanska
- Laing O'Rourke ● Morgan Sindall
- Kier ● Galiford Try ● Vinci
- Costain ● Willmott Dixon

These organisations deliver the major commercial, public sector, housing and infrastructure projects across the UK.

*Source: Audit Bureau of Circulation - July 2020 to June 2021

CONSTRUCTION MANAGEMENT

Advertisers



Display

Insertions	1	5	10
DPS	£4,800	£4,400	£3,900
Full page	£3,000	£2,650	£2,300
Half page	£1,600	£1,400	£1,100
Quarter page	£900	£795	£650

Inserts

Up to 20g - £2,300

For costs on heavier items please call the sales team on 020 7490 5595.

Classified

Full Page	£2,000
Half Page	£1,000
QuarterPage	£500
Eighth Page	£250

Special Positions

Inside Front Cover	£250
Outside Back Cover	£300
1st Right Hand Page	£150
2nd Right Hand Page	£100

CONSTRUCTION MANAGEMENT

1 x page print article

Reaches 31,275 in print
500 words plus images
Rate - £3,000.

2 x pages print article

Reaches 31,275 in print
1,000 words plus images
Rate - £5,750.

Online partner pieces

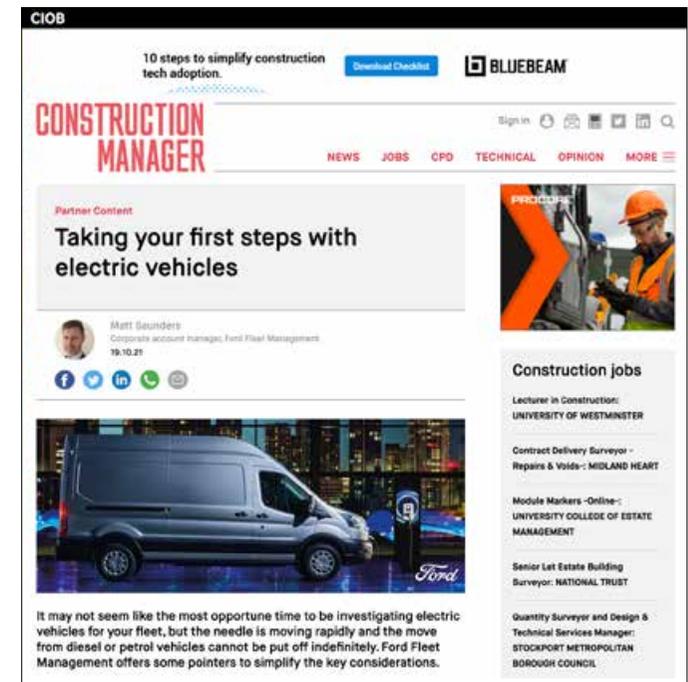
Housed on one of our 3 websites and distributed via our various e-newsletters (40k to 55k subscribers). Given a prominent position on the homepage under our partner content sections for one month. Full social media promotion to our 24,000 Twitter followers. 500+ words plus images and links.

Rate - £1,500.

Print example

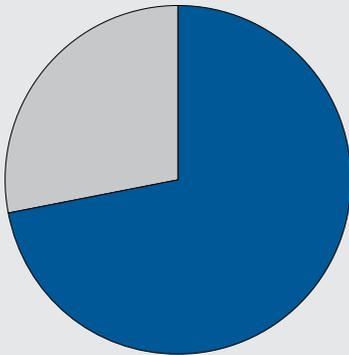


Online example



CONSTRUCTION MANAGEMENT

Readership research



■ 72% of CIOB members work in roles that require them to source and specify building products and systems. This gives our core audience a volume of specifiers higher than the total circulations of our nearest competitors.

CM website:

73,855* unique monthly visitors driven to constructionmanagermagazine.com. Viewing 110,260 pages per month.

Website content:

Constructionmanagermagazine.com provides up to date coverage of the news and issues affecting the construction industry.

Content from the print version of Construction Manager magazine is also available digitally here making the valuable CIOB perspective available to the wider industry.

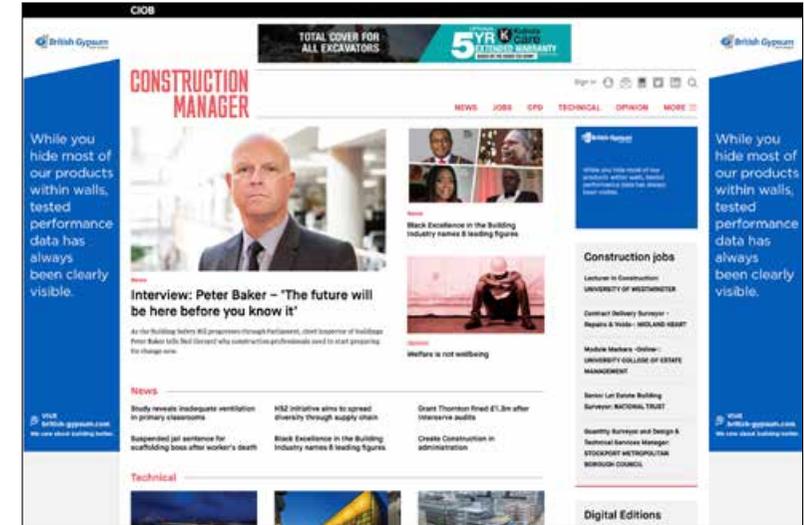
CM weekly newsletters:

3 x weekly newsletters each sent to over 55,000 CIOB members and construction professionals.

CM Newsletters achieve an average 18% open rate and a 16% click through rate.

* Google analytics Jan 1 to Nov 30 2020

CM website



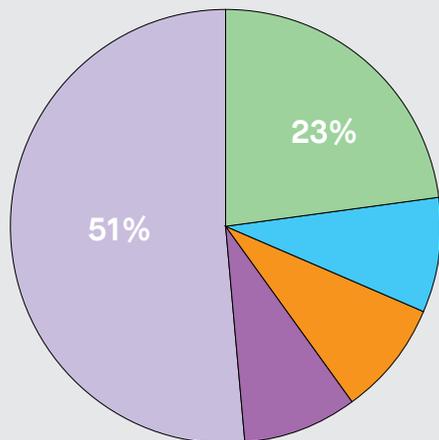
CM newsletter



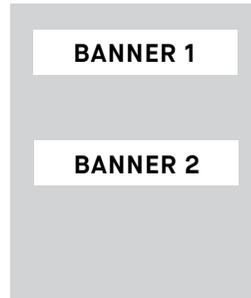
CONSTRUCTION MANAGEMENT

Readership research

How many people are employed in your organisation?



Newsletter Banners



Newsletters are sent on Monday, Tuesday and Thursday to a total list of 55,000 per email.

Benefits:

- Promote messaging on newsletters online to over 55,000 CIOB members and construction professionals.
- Track responses and drive website traffic.

Newsletter Banner Insertion Rates

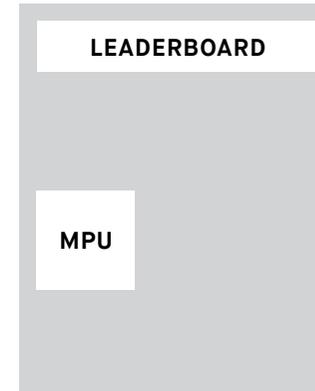
4 x Banner: £1,600

Pillar Banners:

These Pillar banners will track down as you scroll!
Available at minimum of 1 x month booking.

Cost: £2,500

Website Banners



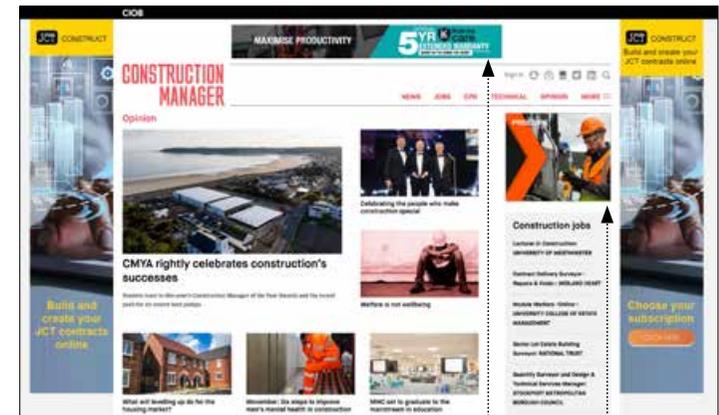
Monthly space rental basis. Banners booked on the main site benefit from traffic created by all newsletters. Average unique monthly visitors 73,855.

- Site takeovers, video hosting & pop up available.

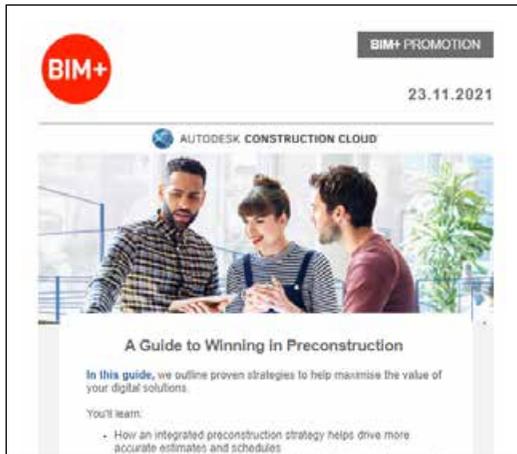
Main Website Advertising Rates

Leaderboard: £1,600 per month

MPU: £1,600 per month



CONSTRUCTION MANAGEMENT



Bespoke email benefits:

- Your content solely sent to our construction industry audience of over 30,000 opt ins.
- Co-branded with Construction Manager to ensure a high open rate and create association with the trusted Construction Manager brand.
- Bespoke emails achieve an average 18% open rate
- The most effective way to communicate a message to our construction audience.

Availability

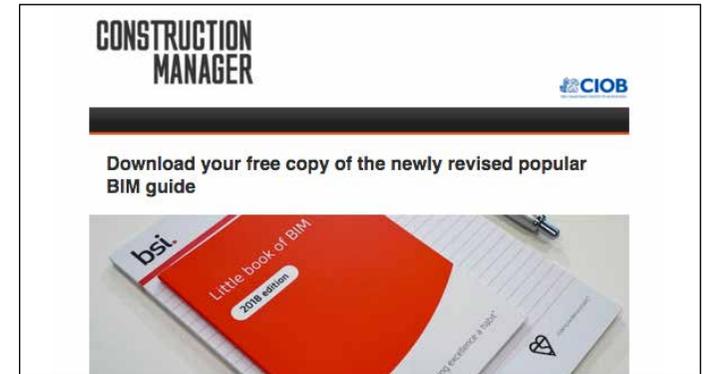
4 X MONTH

Four bespokes available each month sent every Wednesday at 9.30am. Competition for bespoke emails is very high so it's advisable to book two months in advance of intended distribution!

Rates

Bespoke Email only - £1,750

Bespoke Email with all click data - £2,350

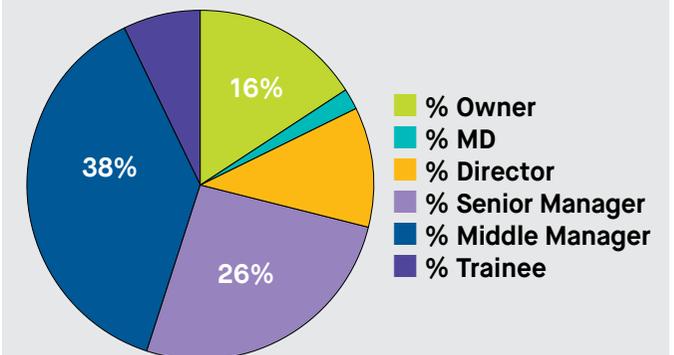


BSI Case Study

BSI chose Construction Manager bespoke emails to publish their Little Book of BIM – a practical guide on BIM adoption. The guide was published via a bespoke email to 35,280 recipients achieving a 20% open rate and an exceptional 20% click through rate with 1,419 downloads of the guide.

Readership research

Which of these best describes the position that you hold in your organisation?



CONSTRUCTION MANAGEMENT



CPD:

CPD articles are an opportunity to engage with the CIOB membership and wider AECO industry on a chosen topic. Articles enable sponsors to demonstrate their expertise on key issues and publish detailed technical information to our audience.

Each article is linked to an online test that CIOB members must complete in order to obtain a CPD certificate. A database of email addresses/leads are passed to the sponsor for follow up.

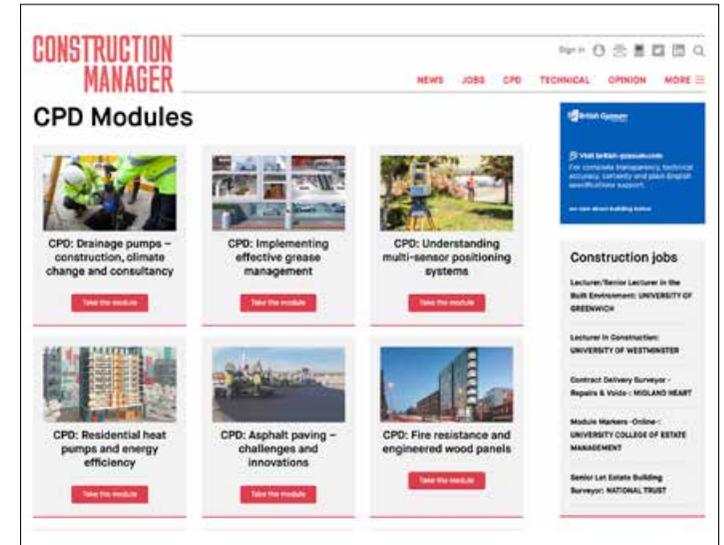
The CPD Package

- Four page article in Construction Manager reaching 31,275 CIOB members.
- Online article promoted to a mailing list of 58,000.
- Five question online test.
- Access to all respondent data.

Data Capture:

- Details captured include job title, company and email address.
- Typically 400 responses/leads.
- Data is provided to the client a full six weeks after publication.
- CM will retain the respondent data as a separate marketing mailing list that can be used on future campaigns.

Investment: £5,000



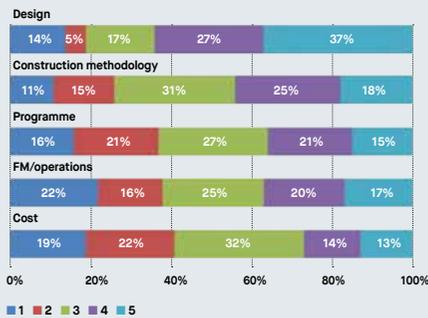
Broad Appeal

The quality and range of content on the CPD site attracts a multi discipline audience illustrated in the respondent data below.

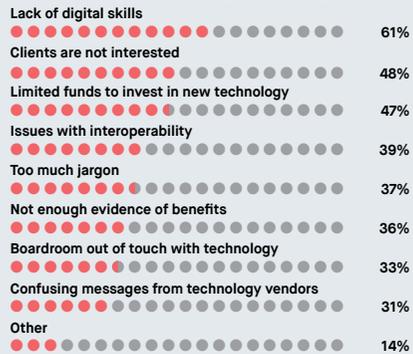
150513	Mr	Abubakarr	Bah	MCIQB, MICE, MCOJ CQP	Quality Mana aba
145397	Mr	Cocou	Abai		Manager aba
144406	Mr	Anthony	Benfield-Ho	MCIQB	Ass Divisionaabh
158328	Mr	Adam	Husseini		technical pla ada
214712	Mr	Adam	Schmid		CPM Ltd ada
146144	Mr	Adam	Sharp		Fluid PM ada
146905	Mr	Adrian	Gutteridge	MCIQB	Partner adg
147056	Mr	JOHN	HALTON	FCABE, FCIQB, MCIAT, FRICS	Acc DIRECTOR adr
152769	Mr	Anthony	Dowse	MRICS	Quantity Surv a dc
239246	Mr	Adrian	Sutherland		Entrust, proje Adr
195187	Mr	Adrian	Youngman	ICIQB	Construction i adr
216397	Mr	adrian	bell	MRICS, PGCE, FHEA	Senior Lectur adr
146924	Mr	Adrian	Chapman	FCIOB	Senior Project a ec
222873	Mrs	Agnieszka	Lysak-Kleko	BSc(Hons); MSc;	Contract Plan Agn
166151	Mr	Wai-Chung	LO	RIBA	Senior Design chu
144434	Mr	anthony	atkinson	MCIQB	Building surv a ja
147741	Mr	AJITRAO	PERKA		RESIDENT TEC a jit

CONSTRUCTION MANAGEMENT

What benefit have you seen from using BIM on projects (on a scale of 1 to 5, where 1 is little benefit and 5 is high benefit)?



What do you think are the main barriers to adoption of BIM and digital technology in your organisation?



Research

- Sponsorship of a survey that gathers the thoughts of the industry on key issues.
- Created in partnership with the Construction Manager team.
- 8-12 questions with input from the Construction Manager team on research direction.
- The full research data is shared with the sponsor and can be used to inform future sales and marketing initiatives.
- Full details of all participants taking the research are made available to the sponsor and can be used to highlight targets for direct follow up activity.

Online Research Project

Format: Online Survey.

Promotion: Bespoke Eshots.

Reach: A construction audience of over 30,000 subscribers!

Rate: £5,000

Print/Online Research Project

Format: Online Survey and print article in magazine.

Promotion: Bespoke eshots.

News stories on weekly newsletters.

Report: 2 page article in the magazine, circulated to 31,275 CIOB Members.

Reach: Over 30,000 subscribers via bespoke eshots and 55,000 via CM newsletter subscribers

Rate: £7,000

BIM & Digital

COVID AIDS BIM ADOPTION, BUT BARRIERS REMAIN

THE YEAR OF WORKING REMEDIATELY HAS LED TO GREATER ADOPTION OF DIGITAL TECHNOLOGIES, BUT NOT AS QUICKLY AS MIGHT HAVE BEEN EXPECTED, AS THE ANNUAL CM AND EMPLOYER SURVEY DEMONSTRATES

How often do you use BIM on your projects (on a scale from 1 to 5, where 1 is not very often and 5 is very often)?

1	2	3	4	5
15%	15%	32%	25%	13%

What benefit have you seen from using BIM on projects (on a scale of 1 to 5, where 1 is little benefit and 5 is high benefit)?

Category	1	2	3	4	5
Design	14%	5%	17%	27%	37%
Construction methodology	11%	15%	31%	25%	18%
Programme	16%	21%	27%	21%	15%
FM/operations	22%	16%	25%	20%	17%
Cost	19%	22%	32%	14%	13%

What do you think are the main barriers to adoption of BIM and digital technology in your organisation?

Lack of digital skills	61%
Clients are not interested	48%
Limited funds to invest in new technology	47%
Issues with interoperability	39%
Too much jargon	37%
Not enough evidence of benefits	36%
Boardroom out of touch with technology	33%
Confusing messages from technology vendors	31%
Other	14%

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“I’ve never used it as a marketing tool used by contractors who pretend to use it on jobs.”

The following answer may ring true with many readers: “BIM is used on public sector projects where I am able to compare clients of the benefits, and frequently cited as a barrier to the adoption of BIM and benefits, which were not expected. For my private projects, only for high value ones.”

Nevertheless, the positive impact of BIM is being more widely felt, nearly two thirds (64%) of respondents said their work would be higher than high benefit on design compared to 58% in last year’s survey.

Benefits of BIM

Design is the area that respondents saw the most improvement in thanks to BIM. More than a third (42%) also cited benefits in construction methodology (down from 46% last year). Benefits were also apparent in programme (38%, down from 39%), FM and operations (37%, up from 34%), and cost (static year on year at 32%).

A couple of verbalisation responses also seem to have been helpful:

One respondent, writing a BIM article, said: “BIM is a great solution for risk prevention, helps build collaboration, provides an opportunity to manage and control risk.”

Another said: “Good information management has provided productivity increases, clarity and better quality of work.”

One respondent wrote that a further, third, saw expected benefits of BIM that is important in light of what they consider the most important of general health, safety and environment of BIM-related design and construction (VOC). To measure we are respondents up

45% in last year’s survey.

The most common barrier to use the same year on year and still comes as no surprise: the lack of digital skills, cited by 61% this year (57% in last year’s survey).

The lack of client interest, at 48%, and limited funds to invest in new technology, at 47%, were the next most prevalent.

One respondent told us: “Clients often don’t want to take BIM beyond pre-contract phase and they won’t invest.”

In contrast, one BIM client told us: “We’ve used the latest data, but something that attracts a huge BIM from the supply chain for the privilege of being passed our own data. Secretly it seems very critical, but that in why BIM is not getting data.”

The year we asked the same question about the importance of BIM features in the last issue with respondents (VOC) and too much jargon (27%).

Winning over management

The common theme of much with technology was cited by a third, one respondent brought to our attention that the most important of BIM-related design and construction (VOC). To measure we are respondents up

“All we want is good data, but something that attracts a huge BIM from the supply chain for the privilege of being passed our own data.”

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Boardroom out of touch with technology	33%
Confusing messages from technology vendors	31%
Other	14%



Sponsor benefits

Chaired by the Construction Manager Editor, a round table event enables a sponsor to interact with an elite and exclusive guest list, contribute to a debate and network with the delegates on the day.

Reach:

- Extensive networking opportunities with the 8-10 professionals on the day.
- The printed report in Construction Manager reaches the CIOB Core Audience in print of 31,275.
- Newsletters promoting a digital version of the article reach the CIOB membership and wider construction Audience online of over 55,000.
- Online report available to 73,000 unique monthly visitors of **www.constructionmanagemagazine.com**.
- An opportunity to engage and network with select AECO professionals, key figures from the CIOB and industry experts.
- Branded editorial content in CM, CM Online and social media providing exposure to our complete audience.
- Leads for follow up provided by a CPD version of the article.
- Your brand promoted as a thought leader on a specific agenda produced in collaboration with CM.
- A multi layered approach enabling engagement with the UK construction industry on key issues.

Sponsorship Fee: £10,000





An online seminar enabling sponsors to present to a live audience online. Moderated by a Construction Manager, BIM+ or GCR editor with a live Q&A with online participants a webinar is a truly interactive piece of online training.

Reach:

- Bespoke emails promoting registration for the webinar and promoting the recording of the webinar reach the CIOB membership and wider construction audience online of 55,000 subscribers.
- Extensive engagement with the live audience on the day. Typically 350 professionals.

Key benefits

- A one hour event online with live PowerPoint presentations and audio commentary.
- A full promotional programme to source online participants and promote the video of the finished webinar.
- Assistance in sourcing industry professionals to present on your topic.
- Data returned to sponsor of all webinar participants that attend on the day and anyone signing up to attend the webinar.

Sponsorship Fee: £7,000

A screenshot of a webinar recording slide. The slide features the 'Construction PDF Coalition' logo at the top left. Below the logo is a small image of a laptop displaying a website. To the right of the laptop image, the text reads 'Grassroots movement to create smarter PDFs'. Below this text are the website URL 'cpccoalition.com' and the Twitter handle '@cpccoalition'. At the bottom left of the slide, the CIOB logo is visible. The slide is titled 'FREE AUDIO WEBINAR RECORDING'. Below the title, there is a paragraph of text: 'In the first in a series of webinars presented by BIM+ and Construction Manager, we focused on how to achieve level 2 on the ground. More than 200 members of the global BIM community from countries as diverse as the US, Kenya, South Africa and Dubai listened to the webinar live -- and it is now available to listen to for free here - link.' Below this paragraph is another paragraph: 'This webinar, presented in association with Bluebeam, looks beyond the theoretical aspects of BIM Level 2 that have been well documented by the BIM Task Force and others. It focuses on actually getting teams to adopt BIM within their every day working practices both in the office and on site.' At the bottom of the slide, there is a line of text: 'Speakers Louise Clewes, group BIM integration manager at Kier, David Philp, global BIM/MC consultancy director at Aecom, and Sasha Reed, VP strategic development at Bluebeam, each present their views on how BIM can be driven into businesses, followed by a Q&A. See the webinar here.'



A factory visit is an article revealing the detailed processes involved in manufacturing a building product. The complete process is covered including the sourcing of raw materials, key parts of the manufacturing process, logistics and site delivery and even how the product is recycled at the end of its life.

73% of the CIOB membership work in roles requiring them to source and specify building products and systems. A factory visit is an opportunity to educate them on how to make an informed choice or to re-enforce their buying habits. Revealing the inherent properties gained during the manufacture of a product enables clients to highlight elements that can make specification of a product more attractive to our readers.

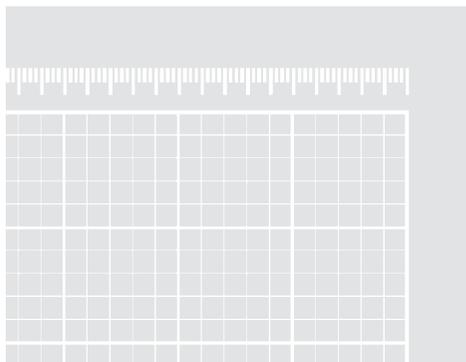
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- Newsletters promoting a digital version of the article reach the CIOB membership and wider construction Audience online of over 55,000.
- Online article available to 73,000 unique monthly visitors of Constructionmagazine.com.

Factory Visit - Key Benefits

- A half day with a Construction Manager editor and a photographer.
- A four page article in Construction Manager taking the reader through your process.
- A full promotional package pushing your article to our complete audience.

Sponsorship fee: £6,500



Digital specifications

We accept digital artwork only. Please supply artwork in PDF format – preferred format must be created according to Pass4Press standards, the pdf should be pdfx 1.3 www.pass4press.com, and using only Quark or Indesign formatting. Ensure that colours are CMYK, fonts are enclosed and images are 300dpi resolution. Copy contact: heather@atompublishing.co.uk

For all advertising enquiries contact David Smith,
dave@atompublishing.co.uk
M: 07703 532 605 or
Tom Peardon,
tom@atompublishing.co.uk
M: 07393 315 250

DPS Trim 255 H x 416 W Bleed 261 H x 422 W Type area 245 H x 406 W

Page Trim 255 H x 208 W Bleed 261 H x 214 W Type Area 245 H x 198 W

1/2 Page horizontal 188 W x 115 H

1/2 Page vertical 92 W x 235 H

1/4 Page vertical 92 W x 115 H

1/4 Page horizontal 188 W x 54 H

(millimetres)

Copy and Distribution Dates

Issue date	Advertising copy deadline	Publishing date
January	Monday 13th of December	Friday 31st December
February	Monday 17th January	Friday 28th January
March	Monday 14th of February	Friday 25th February
April	Monday 14th March	Friday 25th March
May	Tuesday 19th April	Friday 29th April
June	Monday 16th May	Friday 27th May
July/August	Monday 13th June	Friday 24th June
September	Monday 15th August	Friday 26th August
October	Monday 19th September	Friday 30th September
Nov/Dec	Monday 17th October	Friday 28th October

All Website Banner Sizes

Leaderboard 728 x 90

MPU 300 x 250

Pillar banner specs:

The left and right upright ads 225x1000px.

All Newsletter Banner Sizes

Leaderboard 728 x 90

Banner Artwork Specs

Animated GIF File only.

No flash animation.

URL for click throughs.

All artwork to be supplied two days prior to go live date.

Supplying incorrectly will delay your campaign.

Bespoke Tech Specs

Instruction for supplying Bespoke Email Copy:

1. Provide an email subject line
2. Please don't supply the email HTML from a word document. Ideally you should be using a tool that will output a valid HTML file. If you want to mock up a simple email layout in Word for us to produce that's fine, but we can't use HTML generated from a Word document.
3. Individual images should be under 100kb in file size, definitely no more than 200kb. GIFs may be larger, but the smaller they are the better.
4. The total size of all images combined should be under 600kb.
5. Image width should not be larger than the email body container, typically between 600-700px.
6. Images should use one of the following file formats: JPEG, PNG, or GIF.
7. Inline CSS instead of putting it in a separate CSS file that needs to be referenced.