

Powered Access

Media Pack
2026

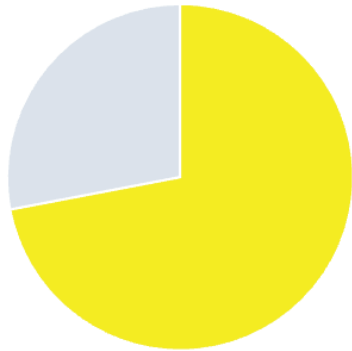
In association with



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.

Powered Access

The latest, unique digital collaboration between two major brands in the built environment: the CIOB and IPAF.

Powered Access online is in response to our clients' demands for a more digital, measurable platform and unites the strength of two highly successful existing media brands: IPAF's *Powered Access* and the award-winning *Construction Management*.

The site serves two key audiences: highly qualified and influential construction professionals from the CIOB; and IPAF members, including manufacturers, operators and training companies.

Powered Access readers enjoy daily access to news, features, opinion and insights from the powered access market and will receive regular updates via dedicated emails and newsletters.

It is heavily supported by IPAF and features contributions from its executives, including CEO Peter Douglas, with content created for the site also appearing on the highly successful IPAF app.

Our commercial partners are able to target both these key audiences at the same time via a range of online advertising, partner content, dedicated outbound emails and newsletters, even CPD and sponsorship. All delivering highly measurable and immediate results.

Powered Access channel page

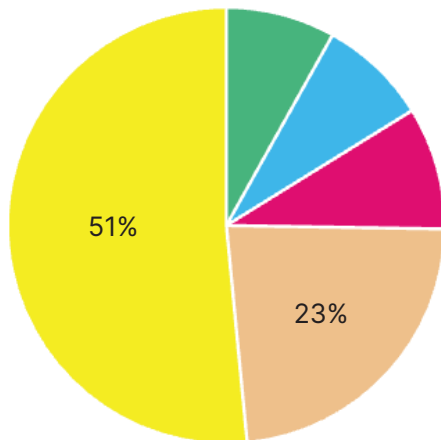
Article page

Newsletter

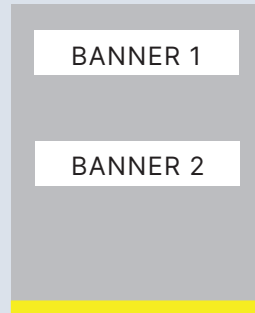
Readership research

How many people are employed in your organisation?

- % 1-10
- % 251- 500
- % 11 - 50
- % 500+
- % 51 - 250



Newsletter Banners



Newsletters are sent weekly to a total list of 48,000 per email.

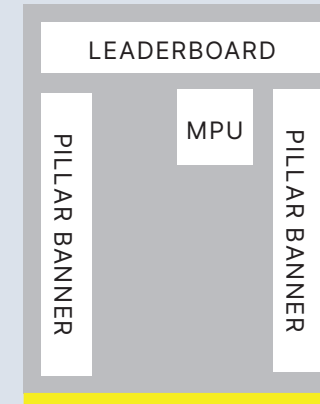
Benefits

- Promote messaging on newsletters online to over 51,000 CIOB and IPAF members and construction professionals.
- Track responses and drive website traffic.

Newsletter Banner Insertion Rates

4 x Banner: £1,200 (£300 per banner)

Website Banners



Monthly space rental basis. Banners booked on the main site benefit from traffic created by all newsletters. Average unique monthly visitors 54,000+. Site takeovers, video hosting & pop up available.

Main Website Advertising Rates

- Leaderboard: £1,600 per month
- MPU: £1,100 per month

Pillar Banners

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

Cost: £1,900

Partner Article

500 words: £950

**POWERED
ACCESS**

April 2025

Essential technical articles, CPDs, and guidance for construction professionals working with powered access platforms.

IPAF launches global safety campaign

IPAF has launched its 2025 safety campaign to help reduce injuries and fatalities across the powered access industry.
This year's campaign focuses on the serious and often fatal consequences of mobile elevating work platform (MEWP) overturns.

[Read more](#)

Bespoke email benefits

- Your content solely sent to our construction industry audience of over 30,000 subscribers.
- Co-branded with IPAF and Construction Management to ensure a high open rate and create association with the trusted IPAF and Construction Management brands.
- Bespoke emails achieve an average 20% open rate
- The most effective way to communicate a message to our construction powered access audiences.

Availability

2 X MONTH

Two bespoke emails 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: £1,250

**Download the
Little book of
BIM**

Explore the 2023 edition

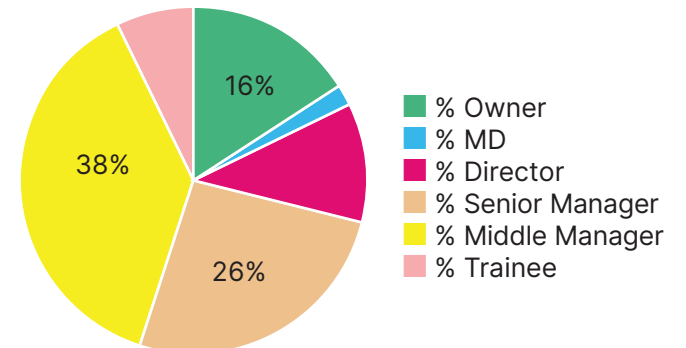
[Download here](#)

BSI Case Study

BSI chose Construction Management 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?





CPD

CPD articles are an opportunity to engage with the CIOB and IPAF 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 members must complete in order to obtain a CPD certificate. A database of email addresses/leads are passed to the sponsor for follow up.

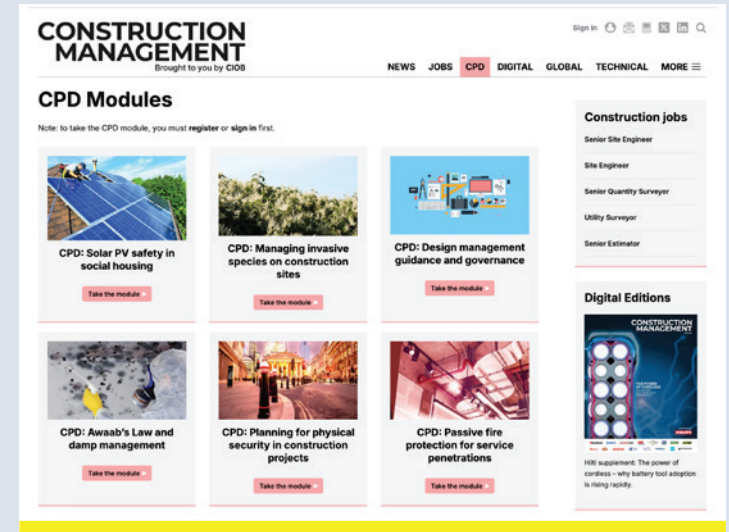
The CPD Package

- Online article promoted to a mailing list of 48,000.
- 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 and IPAF will retain the respondent data as a separate marketing mailing list that can be used on future campaigns with the formal and prior agreement of attendees.

Investment: £3,500



Broad Appeal

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

150513	Mr	Abubakarr	Bah	MCIQB, MICE, MCQJ CQP	Quality Mana	abab
145397	Mr	Cocou	Abai		Manager	abai
144406	Mr	Anthony	Benfield-Ho	MCIQB	Ass Divisiona	abh
158328	Mr	Adam	Husseini		technical pla	adan
214712	Mr	Adam	Schmid		CPM Ltd	adan
146144	Mr	Adam	Sharp		Fluid PM	adan
146905	Mr	Adrian	Gutteridge	MCIQB	Partner	adgc
147056	Mr	JOHN	HALTON	FCABE, FCIQB, MCIAT, FRICS	Acc DIRECTOR	admi
152769	Mr	Anthony	Dowse	MRICS	Quantity Surv	adov
239246	Mr	Adrian	Sutherland		Entrust, proje	Adria
195187	Mr	Adrian	Youngman	ICIQB	Construction	ladria
216397	Mr	adrian	bell	MRICS, PGCE, FHEA	Senior Lectur	adria
146924	Mr	Adrian	Chapman	FCIQB	Senior Project	aec@
222873	Mrs	Agnieszka	Lysak-Kleko	BSc(Hons); MSc;	Contract Plan	Agni
166151	Mr	Wai-Chung	LO	RIBA	Senior Design	chun
144434	Mr	anthony	atkinson	MCIQB	Building surv	ajato
147741	Mr	AJITRAO	PERKA		RESIDENT TEC	ajtra



Option 1

- 1 x bespoke email
- Banner for 1 month on IPAF
- 6 x newsletter banners

Total cost: £2,500

Option 2

- 1 x bespoke email
- Banner for 2 months on IPAF
- 9 x newsletter banners
- 1 x partner article

Total cost: £4,000

Option 3

- 2 x bespoke emails
- Pillar ads for 2 months on IPAF
- 12 x newsletter banners
- 2 x partner article
- Logo on IPAF home page for 6 months

Total cost: £7,500



Website:

[constructionmanagement.co.uk/powered-access](https://www.constructionmanagement.co.uk/powered-access)

Further options including:

- Pop-up
- Sponsored Content
- Videos
- Micro-sites
- Site take over

Please contact:

susan.cook@atompublishing.co.uk

LEADERBOARD
£1,100 per month
Specs: 728 × 90

MPU1
£900 per month
Specs: 300 × 250

The screenshot shows the homepage of 'CONSTRUCTION MANAGEMENT', brought to you by CIOB. The page features a navigation menu with links for NEWS, JOBS, CPD, PEOPLE, DIGITAL, and MORE. A prominent 'Powered Access' banner displays the IPAF logo. Below this, there are several content blocks: a large article titled 'How to manage skin cancer risks on construction sites' by Desiree Blamey; a smaller article 'How can we stop mass fatality nightclub fires?'; a 'Digital product passports: Q&A' section; a yellow call-to-action box for 'Set up your JCT Construct subscription today!'; and a 'Construction jobs' section listing roles like Estimator (Build), Civil Engineer, and Property Surveyor - Social. The page is flanked by vertical banners for 'OSCAR acoustics' and 'SonaSpray'.

PILLAR
£1,300 per month
Specs: 225 × 1,000



For all advertising and sponsorship enquiries, contact:

Susan Cook

+44 07351 222195

susan.cook@atompublishing.co.uk

For all editorial enquiries, contact:

Mark Glover

managing editor

mark.glover@atompublishing.co.uk

Brands that have used IPAF Powered Access and Construction Management

