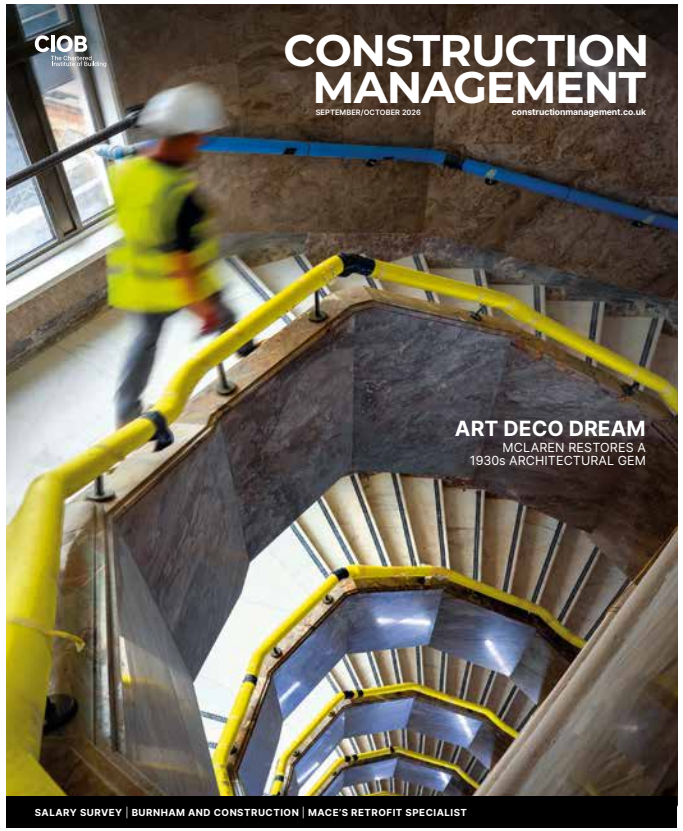
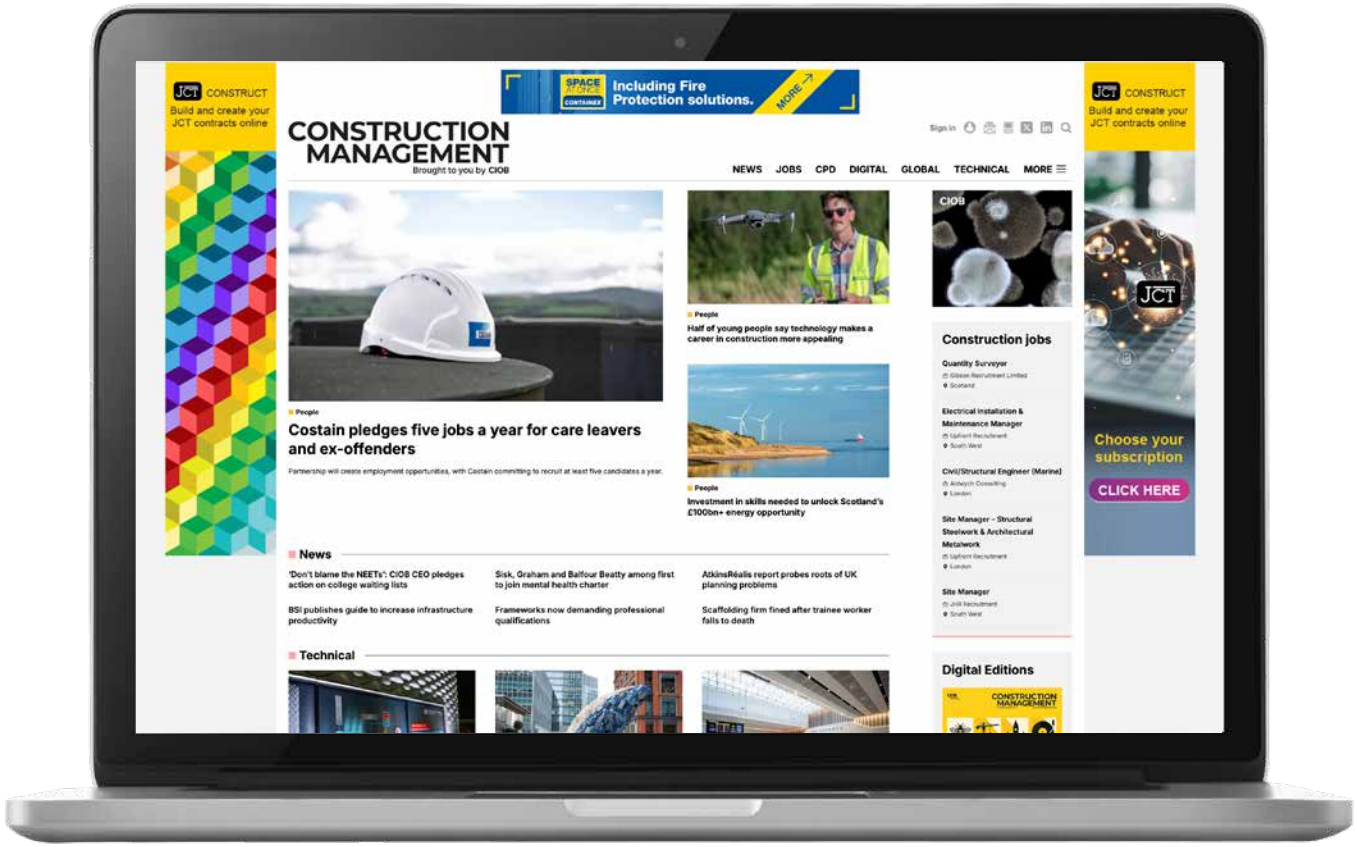
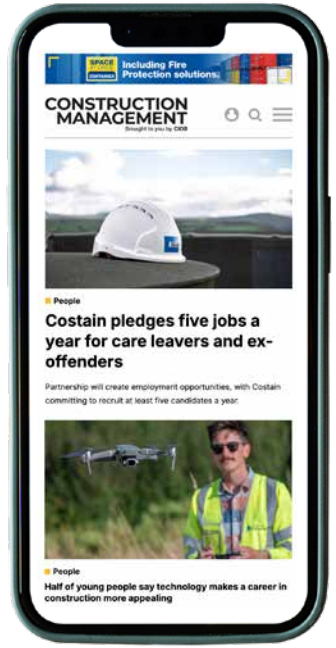
CIOB CONSTRUCTION MANAGEMENT

Media Pack
2027







For all media enquiries please contact:

Iain Niven, Sales Manager
Iain.Niven@atompublishing.co.uk
07703 342914

David Smith, Commercial Manager
David.Smith@atompublishing.co.uk
07703 532605

Reach the UK's largest professional construction audience

Construction Management is the official publication of the Chartered Institute of Building, UK construction's largest professional membership body with 50,000 members.

Our total audience, including magazine, website, newsletter subscribers and social media followers, is in excess of 300,000.

CM is the only leading UK construction title which has its readership independently audited (by ABC).

Why advertise with Construction Management

Through our association with CIOB, CM guarantees that your brand will reach the biggest professional audience in the UK construction media.

Our readers are chiefly middle and senior construction management professionals who assess technical solutions, influence purchasing and lead project delivery, placing a strong emphasis on quality, innovation and professional development.

Advertisers can be sure they will reach professionals who have the expertise to evaluate their products and services, and the authority to buy them.

72%
source or specify building products and services

90,000
monthly website users

46,000
subscribers to the CM newsletter

125,000
LinkedIn followers across CM and CIOB

27,000
ABC audited average circulation per magazine issue, the highest in UK construction

A professional audience with buying influence

CM's audience, including the CIOB membership, is dominated by project managers and directors responsible for project teams, suppliers and delivery. Our readers also include MDs, owners and board level directors. The vast majority of our audience are chartered professionals with a requirement to develop their careers through CPD.

Examples of organisations represented in our audience

BDP. · British Land · Landsec · Bryden Wood · ARCADIS · ISG · gleeds · mace · Laing O'Rourke · Wates · KIER · Transport for London · AECOM · John Lewis & Partners · Government Property Agency · RLB Rider Levett Bucknall · bam · Willmott Dixon · Balfour Beatty · Turner & Townsend · SKANSKA

72% hold chartered professional status

51% work in organisations with more than 500 employees

50% work in contractors, including all the UK's tier 1s

32% are project managers

14% are owners, MDs or senior directors

Reach your target audience through our distribution channels

Examples of our commercial partners



Website advertising

Reach visitors reading CM's news, features and practical guidance. Choose from leaderboard and MPU banners, with larger placements and takeover options available by agreement.

- **89,000 average monthly users**
- **149,000 average monthly page views**

Newsletter advertising

Place your brand in CM's regular email coverage, with a link to your website, campaign page or resource.

- **46,000 newsletter subscribers**
- **5 editions a week**
- **33% average open rate**
- **1.8% average click rate**

Solus emails

Give a product launch, event or resource its own email campaign. Agree the message and destination, then measure the response through delivery and click reporting.

- **29,000 eligible recipients for dedicated emails**
- **34% average open rate**
- **2.4% average click rate**

Magazine advertising

Place your message alongside reporting, project features, technical analysis and CPD. Formats include full pages, double page spreads and smaller display advertisements, with premium positions available.

- **27,341 ABC audited average circulation per issue**
- **6 issues a year**

Social media

Place your message in the CM and CIOB social media channels, reaching a huge audience.

- **125,000 LinkedIn followers**
- **170,000 Instagram followers**
- **110,000 X followers**

Podcast and multimedia

Partner with CM to deliver your messages through podcast or video.
All multimedia partnership content will be promoted across all our distribution channels.

Educate and connect through CPDs and partnership content

Sponsored CPD modules

Help our audience develop their knowledge of a technical subject and receive leads from all readers who complete the CPD module, including name, email, job title, company, CIOB membership status. All CPD modules are promoted across our distribution channels.

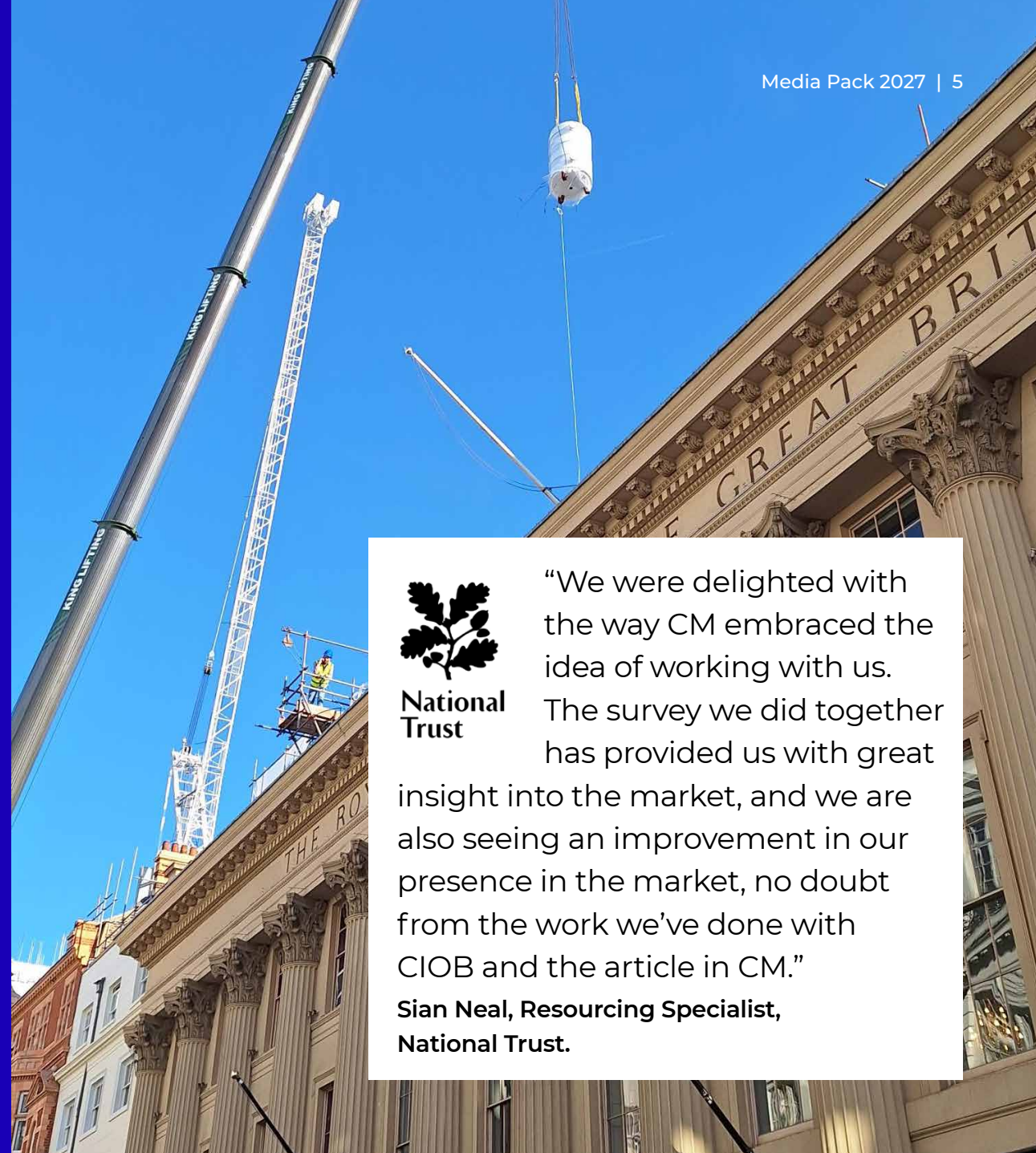
300-500 leads typically generated from readers who completed the CPD module

Partnership content and white papers

Present a viewpoint, research, product or service using case studies and technical detail to explain its relevance to construction professionals. Gating options are available to capture leads from users who register and/or download the content. Partnership content will be promoted across our distribution channels.

Research projects

Find out what construction professionals think about a defined topic. Work with CM on a sponsored survey and report, then use the findings to support your communications and customer conversations. The survey questionnaire will be promoted across our distribution channels.



National Trust

"We were delighted with the way CM embraced the idea of working with us. The survey we did together has provided us with great insight into the market, and we are also seeing an improvement in our presence in the market, no doubt from the work we've done with CIOB and the article in CM."

Sian Neal, Resourcing Specialist, National Trust.

Engage with our audience through events and webinars

Webinars

Share technical expertise with an online audience through an editor moderated webinar. Combine presentations with questions from participants, and extend the session's value through an on demand recording. The package includes registration promotion, speaker coordination, the live session, recording and leads from all delegates who register. The scope is agreed before booking.

300-500 typical registrations per webinar

Awards

The Digital Construction Awards have become a leading platform for recognising innovation across the built environment, bringing together technology leaders, project teams and commercial partners to celebrate excellence. Attended by 450 guests, with extensive promotion across CM and our other titles, the event is an excellent way for suppliers of construction technology services to reach a senior professional audience.

Round tables

Bring senior construction professionals together for a focused discussion chaired by a CM editor. Explore a specific industry issue, hear different perspectives and share the findings through an agreed print and digital report.

"The webinar gave us a great number of registrations to follow up with. The speakers were engaging and so were the questions from the audience. The webinar was run well too, so all happy on our side."

Evelyn Madden,
Senior Marketing Manager,
Dassault Systèmes



Plan a campaign around your priorities

Whether you want to build awareness, explain a technical solution or generate enquiries, we can recommend a combination of formats to suit your brief.

Your objective	Suggested starting point
Build brand awareness	Magazine, website, newsletters, multimedia advertising
Support a launch	Dedicated email with display advertising
Explain a technical solution	Sponsored feature or CPD
Engage with our audience	Round table, webinar, awards
Explore an industry issue	Round table or research partnership

Tell us what you want to achieve

Share your target audience, objective, timing and indicative budget. We will outline suitable options, costs and the measures we will use to report performance.

Indicative investment

Display

Insertions	1	5	10
DPS	£4,800	£4,400	£3,900
Full page	£2,600	£2,100	£1,800
Half page	£1,400	£1,100	£950
Quarter page	£750	£695	£500

Inserts

Up to 20g - £2,300

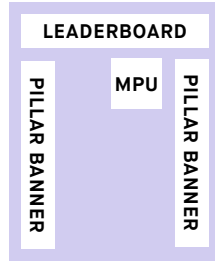
For costs on heavier items please call the sales team on 07703 532605.

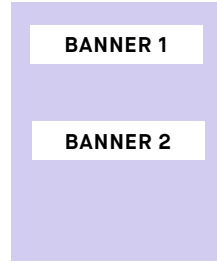
Special Positions

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

Website advertising

Leaderboard: £1,400 per month
MPU: £1,350 per month
Pillars (will track down as you scroll!): £2,500 per month
Site takeovers, video hosting and pop ups also available.





Newsletter advertising

4 x Banners: £1,400 (£350 per banner)

Solus email / eblast

£1,850 per email

Partnership content

1 x online partner piece, up to 500 words Rate: £1,500.
1 x 1-page print article, up to 500 words (also goes online) Rate: £2,500.
2 x 2-page print article, up to 1,000 words (also goes online) Rate - £4,000.

Research project

Rate - £6,550

Webinar

Rate - £7,950

Sponsored CPD

Rate - £5,950

Round table

Rate - £10,000

Advertising specifications

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.rugeley@atompublishing.co.uk**

For all advertising enquiries contact David Smith, david.smith@atompublishing.co.uk M: 07703 532 605

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

(milimetres)

All Website Banner Sizes

Leaderboard	728 x 90
MPU	300 x 250

Pillar banner specs:
The left and right upright ads 225 × 1000px.

All Newsletter Banner Sizes

Leaderboard	728 × 90

Maximum file sizes for online adverts:
Leaderboard and MPU - 300kb
Left and right pillars - 400kb

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.