

concrete


concrete

Incorporating

CONCRETE
ENGINEERING
International

2012 Features and
Advertising Information



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- **concrete** focuses on the design, construction, technology and use of concrete as a structural material.
 - It is published by **The Concrete Society**, an independent membership-based organisation established for more than 45 years and providing technical concrete advice and information, professional standards and qualifications to the construction industry.
 - Readers are members of The Concrete Society or the Irish Concrete Society and subscribers – contractors, product suppliers, design and consulting professionals, project developers, Government agencies and industry associations.
 - Two journals in one – each edition of **concrete** includes a centre section, *Concrete Engineering International*. Editorial marries the high-level technical content of The Society's original *CONCRETE* monthly with the international range of project reports and articles of *CEI*.
 - **concrete** provides an enhanced member/subscriber benefit. A 64pp perfect-bound print version or the digital page-turn edition available via: www.concrete-magazine.com
 - Content is split into three sections – News, Features and Products. Each issue carries around 20 articles within seven featured topics.
 - The annual features list is published after discussion with The Society's advisory engineers. This ensures editorial coverage is commensurate with the industry's information needs.
 - With a striking design **concrete** gives the most versatile of structural materials what it most craves: a positive, vibrant image.
 - Each issue is distributed to over 75 countries and each issue has a **GUARANTEED requested readership – a 100% named and job titled circulation: the perfect targeted distribution for your marketing message.**





4 Good Reasons to Advertise in Concrete and Concrete Careers On-line

1. Circulation – the most targeted in the market, read by Design and Consulting Professionals, Contractors, Suppliers, Associations, Owners, Developers and Government Agencies.
2. Status – as the official magazine and website of The Concrete Society you get access to all of its members – UK and international.
3. Editorial – no other magazine covers the industry in the way that concrete does. Due to the technical detail they provide, the magazine and website are a vital and influential platform to readers' working lives.
4. Value for money – **concrete** and **concrete Careers On-line** give you the opportunity of filling your vacancy with the right person, while spending considerably less than alternative titles and sites.

Advertising Rates and Data

Rates

Four Colour	x1	x6	x10
Full Page	£1650	£1485	£1300
Half Page	£1315	£1185	£1060
Quarter Page	£935	£845	£755

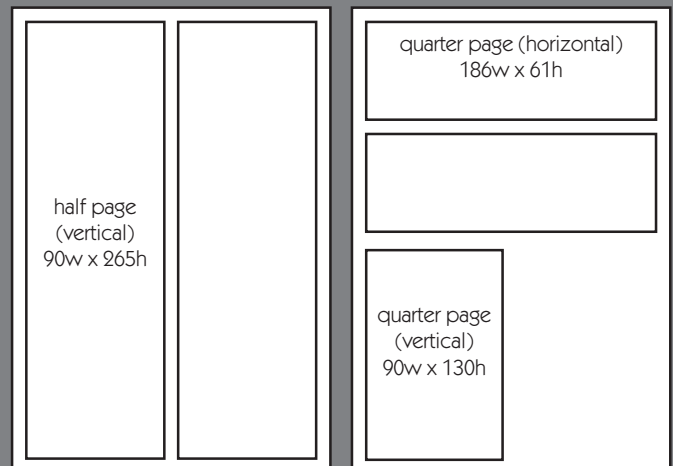
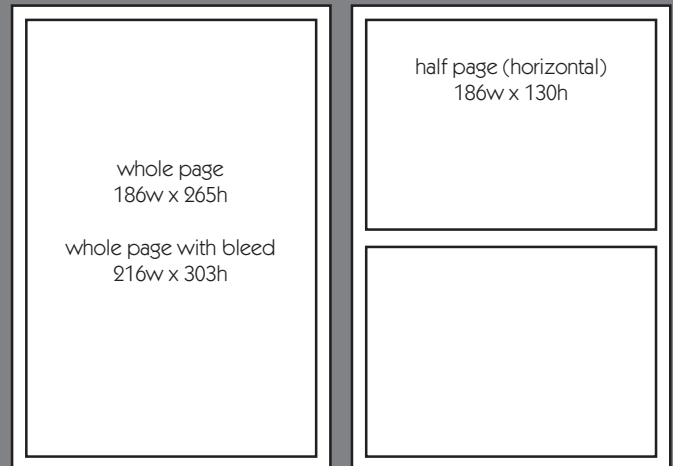
Special Positions

Inside DPS	£2320	£2135	£1990
Back Cover	£1750	£1650	£1550

Trade News: £140 per insertion (1/6 page)
 Concrete On-line Directory: £30 per insertion
 (Minimum four bookings)

Recruitment (printed and on-line)

Whole Page	£1975
Half Page	£1415
Quarter Page	£985
Eighth Page	£578



Website

On-line Banners	Members	Non members
160pixels x 160pixels	£150	£300
160pixels x 300pixels	£285	£570
160pixels x 420pixels	£395	£790

concrete 2012 Features

(incorporating Concrete Engineering International)

JANUARY 2012

- Bridge Construction and Repair
- Concrete Architecture and Design
- Concrete On-Site
- CEI Section
 - Tunnels and Tunnelling
 - Concrete in the Ground

FEBRUARY 2012

- Concrete Repair and Strengthening
- Marine Construction
- Sustainable Construction
- Roads and Railways
- CEI Section
 - Decorative Concrete
 - Precast Concrete

Extra distribution at The UK Concrete Show

MARCH 2012

- Construction Chemicals
- Concrete Frame Construction
- Concrete Sawing and Drilling
- Formwork and Falsework
- CEI Section
 - Repair & Strengthening
 - Concrete and Water

Extra distribution at Ecobuild 2012

APRIL 2012

- Precast Concrete
- Concrete Reinforcement and Accessories
- High-Rise Construction
- Stadiums and Arenas
- CEI Section
 - Concrete and Infrastructure
 - In-situ Concrete

MAY 2012

- Concrete in the Ground
- Visual/Decorative Concrete
- Tunnels and Tunnelling
- In-situ/Ready-mixed Concrete
- CEI Section
 - High-Rise Construction
 - Concrete Bridges

Extra distribution at PRECAST 2012

JUNE 2012

- Post-tensioning and prestressing
- Aggregates/Cementitious Materials
- Car Parks
- Flooring and Repairs
- Previews/Shows
- CEI Section
 - Concrete Architecture/Design
 - Concrete Reinforcement

JULY 2012

- Concrete in Civil Engineering Projects
- Batching Plant, Pumping and Concrete Equipment
- Hardstandings and Block Paving
- Research and Development
- CEI Section
 - Stadiums and Arenas
 - Floors and Screeds

AUGUST 2012

- Formwork and Falsework
- Concrete Durability/Aggressive Environments
- Concrete Waterproofing
- Historic Concrete/Mature Structures
- CEI Section
 - Roads and Railways
 - Sprayed Concrete

SEPTEMBER 2012

- Fibres
- Floors and Screeds
- Roads and Railways
- CEI Section
 - Formwork and Falsework
 - External Paving/Hardstandings

OCTOBER 2012

- Schools, Hospitals, Prisons and Public Buildings
- Special Concretes
- Glass-fibre-reinforced Concrete
- Concrete Repair and Strengthening
- CEI Section
 - Precast Concrete
 - Post-tensioning/Prestressing

NOVEMBER 2012

- The Concrete Society Awards 2012

DECEMBER 2012/ JANUARY 2013

- In-situ/Ready-mixed Concrete
- Formwork and Falsework
- Visual/Decorative Concrete
- CEI Section
 - Construction Chemicals
 - Marine Construction

ADVERTISING

Judy Stevens
01778 391108
judys@warnersgroup.co.uk

EDITORIAL

James Luckey
01276 607158
j.luckey@concrete.org.uk

PRODUCTION

Natalie Reynolds
01778 392130
natalier@warnersgroup.co.uk

