Construction Europe covers the equipment, projects, technology and trends that power Europe’s construction industry.

Our news stories and articles feature every aspect of heavy construction - from deep foundations to high-rise structures - focusing equally on the equipment, the technology and the challenges of Europe’s most exciting and intriguing projects.

Construction Europe also carries business, financial and legal news, as well as opinion from some of the industry’s leading associations (including CECE, FIEC and ERA) on issues that affect all construction professionals.

Mike Hayes
Editor

SERVING THE WORLD’S LARGEST CONSTRUCTION MARKET

MAGAZINE

16,306*
CIRCULATION

BPA WORLWIDE™

18,003
PAGE VIEWS FOR JULY 2019

Google Analytics

13,706**
WEEKLY DISTRIBUTION AVERAGE (JULY 2019)

**PUBLISHER’S OWN DATA

* BPA AVERAGE QUALIFIED (15,498) + NON-QUALIFIED (808): JAN-JUNE 2019

SOURCE: GOOGLE ANALYTICS
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate

10
ISSUES PER YEAR
Europe remains a powerhouse of construction activity. CE is the voice of the industry, constantly evolving since 1989.

Construction Technology Newsletter

26,200**
MONTHLY DISTRIBUTION
**Publisher's own data

Construction Technology Supplement

16,306*
CIRCULATION
IN ASSOCIATION WITH INTERNATIONAL CONSTRUCTION MAGAZINE

PUBLISHED TWICE IN 2020
• JANUARY-FEBRUARY ISSUE
• JULY-AUGUST ISSUE

Annual Report

Construction Europe Business & Market Report
See page 10 for more details

Social Media

Construction Europe
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KHL Group

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INDUSTRY OVERVIEW

THE WORLD’S LARGEST AND MOST ADVANCED CONSTRUCTION MARKET IS ALSO A CRUCIAL DRIVER FOR ECONOMIC GROWTH IN EUROPE

Looking at Europe as a whole, total construction output moved past €1.4 trillion in 2018, a rise of approximately €70 billion on the previous year.

To give scale to the importance of this market in global terms, Europe’s output is around a third greater than that of the United States and more than three times that of Japan.

As for the significance of construction within Europe itself – it currently accounts for nine per cent of GDP, consistently rising from 8.6% in 2016. Construction is clearly an increasingly important factor in the economic health of Europe.

Furthermore, construction now directly employs approximately 14.8 million workers, accounts for almost a third of all industrial employment and keeps some 3.3 million enterprises in business. In terms of construction output, Europe enjoyed 3.5% growth - and is forecast to have grown again by the end of this year.

GDP & CONSTRUCTION OUTPUT:

THE FUTURE IS BRIGHT

Some of the world’s largest and most complex construction and infrastructure projects are taking place in Europe - with an increasing number anticipated...

The European Commission’s investment policy is expected to mobilise around €650 billion between now and 2027, bringing with it the prospect of some truly transformational projects in some of Europe’s most needy nations.

New housing and civil engineering projects will drive growth in construction output, along with road and rail infrastructure projects aimed at connecting economies and spreading wealth throughout the continent.
THREE KEY MARKETS: EUROPE’S CONSTRUCTION GIANTS

FRANCE
France’s construction industry had largely recovered in 2017, driven by positive developments in regional economic conditions. The industry is expected to continue to register positive growth between now and 2022, driven by investments in transport infrastructure, energy, commercial and industrial projects.

The French construction equipment market grew by 9% to 35,000 units in 2018, and this figure is forecast to grow again, due to tax breaks, an anticipated increase in infrastructure spend and the vast Grand Paris Project.

GERMANY
The key driver for the construction market in Germany is the growing demand for housing units, along with public construction projects. The industry continues to perform solidly and the outlook for 2020 remains positive.

The German construction equipment market grew by around 12% in 2018, to just over 43,000 units.

As a measure of how significant this figure is, it has only been topped once before in history, in 1992 – following the country’s reunification.

UNITED KINGDOM
Latest forecasts published by the Construction Industry Training Board (CITB) predict that construction output in the UK will grow by an average of 1.3% a year over the next four years. The biggest increase is expected in public housing, which is pulling ahead as infrastructure projects slow.

The UK saw growth of 8% in equipment sales, thanks largely to numerous high-profile projects, including Hinkley Point C nuclear power plant, the Thames Tideway Tunnel and the HS2 high-speed rail project.

The April issue will contain a country report on France, discussing the construction industry within this region.

September’s issue will feature a country report on Germany, looking at the sector along with major projects.

The November’s country report will focus on the UK, latest updates on key projects and the sector as a whole.

FRANCE
✓ APRIL: COUNTRY REPORT

GERMANY
✓ SEPTEMBER: COUNTRY REPORT

UNITED KINGDOM
✓ NOVEMBER: COUNTRY REPORT

DISTRIBUTION:

FRANCE 1,601

GERMANY 2,998

UNITED KINGDOM 1,974
Developed and refined over the course of 30 years, the circulation of Construction Europe reaches the key decision makers in the industry.

The CIRCULATION PROFILE is defined by:

- National and regional economic performance and forecasts
- Construction activity trends
- Current construction equipment sales and forecasts
- Off-Highway Research equipment sales forecasts
- Geo-political influences for each region / country

Targets are adjusted to reflect “hotspot” areas with future major projects.

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A MAGAZINE’S CIRCULATION CAN ONLY BE GUARANTEED BY AN INDEPENDENT AUDIT

BPA is renowned as the best audit of international business-to-business magazines in the world. BPA provides solid assurance and a guarantee of trust for advertisers and media buyers around the world.

THE THREE STEP BPA PROCESS

STEP 1  PRODUCTION/DISTRIBUTION

DATABASE REPORTS are inspected to verify the publisher’s circulation claims for audience demographics e.g.: Business/Industry type; Job title/Function; Qualification is within 3 years.

STEP 2  AUTHENTICATE RECIPIENTS

SAMPLE TEST Auditor will contact a sample of recipients to confirm that they receive the magazine, to further verify data accuracy.

STEP 3  VERIFY UNIQUENESS

GEOGRAPHIC COUNTS Analysis is performed to verify subscribers reside in the geographic regions listed.

DUPLICATION is tested by the Auditor to verify that only one copy per recipient is being delivered unless otherwise reported.

BY BUSINESS TYPE*

58.5% Construction contractors, sub-contractors
12.5% Equipment rental. Distributors & agents
7.8% Manufacturers
6.9% Consulting engineers/architects and consultants
6.8% Airports/ports/docks/offshore, construction department of large industrial/commercial concern, energy & petrochemical, power generation, petroleum producers, finance/regulator, association/education/research, utilities and specialized/heavy transport companies
6.4% Mining, quarrying, aggregates production
0.7% Other companies
0.4% Government (national/regional)

*BASED ON MAY 2019 BPA STATEMENT
JAN/FEB

SUPPLEMENT

construction TECHNOLOGY

Telematics | Virtual & augmented reality | Surveying | 3D printing

PREVIEWS

Attachments
Wheeled loaders
Engines

BONUS DISTRIBUTION:
✔ ConExpo
✔ Rental companies

MARCH

SHOW GUIDE

SMOPYC

2020

Telehandlers
Utilities
Material handling

BONUS DISTRIBUTION:
✔ ConExpo
✔ Rental companies

APRIL

REGIONAL REPORT:
France

Mini excavators
Haulers
Access equipment

BONUS DISTRIBUTION:
✔ France

MAY

Drilling
Roadbuilding
Breakers
High-rise cranes
Editorial Deadlines

Editorial should be submitted to the editor no later than the 5th of the preceding month.

For further details, or to submit material suitable for publication, please contact: Mike Hayes: mike.hayes@khl.com | +44 (0)1892 786234

Editorial Programme 2020

June/July
- Concrete
- Hybrid/electric
- Quarry equipment
- Demolition & recycling

Bonus Distribution:
☑ Demolition contractors

Aug/Sept
- Supplement
- Construction Technology
  - Drones
  - Power generation
  - BIM
  - Machine learning

October
- Preview
- CE100
- Europe's top contractors

This annual feature details revenues of the largest contractors in Europe and offers a snapshot of their rise or fall in recent years.

November/December
- Falsework & formwork
- GPS/Telematics
- Roadbuilding
- Tunnelling

Bonus Distribution:
☑ GIC
ANNUAL REPORT

CONSTRUCTION EUROPE BUSINESS MARKET REPORT

Statistically, the European construction industry is on the crest of a wave, but it must still navigate the choppy waters of politics, socio-economic instability and a growing environmental crisis.

It is vital that leaders across all sectors have solid market intelligence at their disposal when making strategic business decisions.

The CEBMR is an annual publication which seeks to map trends across European construction. Seen by many as the definitive report on the health of the industry, the report combines the bigger economic picture with a compilation of statistical analyses to deliver meaningful business forecasts.

Within the report, the CE-100 table details revenues of the largest contractors in Europe, but also offers a snapshot of their rise or fall in recent years. The editorial team at Construction Europe offers accompanying analysis of this movement, as well as outlining possible reasons for significant variances and anomalies.

EXCLUSIVE Headline sponsorship available, please contact Bridget Leary to discuss in further detail.

2 FOR 1 PROMOTION
All advertisers in the July/August issue of Construction Europe receive a FREE ADVERTISEMENT in the CEBMR.

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REPORT CONTENT:
- Market outlook
- Financial review
- Investment
- Business review of the year
- European statistical review
- The CE-100: A league table of Europe’s top contractors, based on sales revenues.
- An A to Z guide: with details of the top contractors on the European market

Financial review of 2017
European Statistical Review
Europe’s top contractors
Today, new technologies in construction are being developed at lightning speed. Software and mobile solutions help manage every aspect of a construction project, enabling construction firms to make better decisions, while increasing productivity and improving safety on jobsites.

With skills shortages prevalent in many parts of the world, the industry is pulling out all the stops to make itself an attractive proposition for new job seekers, or those considering a career change.

In doing so, it has embraced technology across all sectors, with ergonomic consoles and touchscreen controls inside cabs, the growth of drone assistance in surveying and safety, and high-end software for machine control, fleet management and even robotic equipment.

What’s more, a huge amount of money is now being spent on R&D and construction is becoming a leader in the development of clean and alternative fuels, as well as advanced electric propulsion.

In recognition of the great strides being made by the industry, the Construction Technology supplement will inform readers of the latest products and technology as it develops within this sector.

We are increasing the size of these supplements in 2020 to reflect huge developments in the construction technology sector:

- 24 pages
- Editor’s letter
- News pages
- Additional features
- Related interview

Each supplement is bound into the magazine and also printed as a stand-alone publication for distribution at trade shows.

**JANUARY-FEBRUARY:**
Bonus distribution from our booth at: SaMoter, ConExpo-Con/Agg

**JULY-AUGUST:**
Bonus distribution from our booth at: Steinexpo

---

43%* of our readers are involved in the approval or purchase of on-site equipment

36%* are involved in the approval or purchase of Machine Control, BIM or Surveying or Telematics

30%* are involved in the approval or purchase of Construction Technology/Software

*Signet AdStudy May 2019
Digitally delivering news on the European Construction industry to a global audience.

Construction Europe is the trusted platform for professionals within the industry. Our website offers you the opportunity to promote your brand throughout Europe. Updated daily with story updates and breaking news from around the world, plus new products, and upcoming events.

**WEBSITE**

18,003
PAGE VIEWS
FOR JULY 2019

**Google Analytics**

SOURCE: GOOGLE ANALYTICS

Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

---

**WALLPAPER SPECIFICATIONS**

- 2000 x 1500 pixels (inc 1024 center gap not visible)
- Safe visible area on most monitors 118 x 700 pixels either side of center gap

The wallpaper is pinned to the top of the page so will not scroll as users move down the page. Creatives display as MPU on mobile devices.

**BANNER SIZES AND RATES**

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**TERMS & CONDITIONS**

GIF, JPEG and PNG file formats supported for all creatives. No Flash files. Animated GIFs supported for websites and apps, but not newsletters. Maximum file size is 50kb unless specified. Third-party files and files with embedded links must be coded to open a new window. Third-party tags must be scalable. All sizes are in pixels. All positions are solus and not rotated unless specified.
Construction Europe’s newsletter delivers the big news impacting the European industry to influential construction professionals.

Distributed every Wednesday to a targeted audience of relevant industry people.

Place a banner, button or sponsored content and target a group of users who have specifically opted to receive the latest construction industry news.

Materials are due one week prior to mail date. Send all materials and link to production@khl.com

Two weeks after mail date a report is sent that includes: Send Total | Opens | Open Rate | Ad Click | Ad Click Rate

The construction industry is on the cusp of a new era, with companies creating new applications and tools that are changing how contractors design, plan and execute projects. To meet this demand, we are introducing a new monthly newsletter.

- Joint newsletter with International Construction
- Global requested subscriber base

Great opportunity for manufacturers to promote themselves digitally within an increasingly important part of the industry.

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**NEWSLETTER**

**WEEKLY DISTRIBUTION**

**AVERAGE (JULY 2019)**

PUBLISHER’S OWN DATA

**BANNER SIZES AND RATES**

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**PRINT ADVERTISING RATES**

### EURO RATES

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**30% surcharge for cover positions**

### US$ RATES

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KHL has a dedicated digital team that focuses on the growing demands for digital marketing. Compared to print and other marketing channels, digital is both complex and technical. The new team will provide support and expert advice through the entire digital campaign process.

- Manage and optimise digital campaigns.
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Amplify your message and engage with a targeted audience that is interested in your products and services.

Remarketing is the process of (anonymously) following or tracking website visitors online after they have left a website where they are served advertisements via a cookie.

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Includes project setup, brand safety, 250,000 impressions and optimisation.

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€ 2,000 $ 2,600

**PRICE PER MONTH FROM**

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Sponsor an individual feature online and your company brand will benefit from 12 months exposure with wallpaper pinned to the top of the featured article.

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Branding on a newsletter dedicated to your company sent to our readers. Supply content and artwork and our production team will design a newsletter to send out on your behalf. A great way to advertise your products and services in a format our readers are familiar with.

PRICE PER ISSUE FROM
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Sponsored content creates reader engagement when written in a newsworthy format. It displays in a prominent position on the magazine homepage.

PRICE PER MONTH FROM
€ 4,450 $ 5,000

Sponsored videos of 1-3 minutes are ideal in capturing your audience. Placed on a high profile portal on the magazine homepage and on KHL’s YouTube channel.

PRICE PER MONTH FROM
€ 3,100 $ 3,500

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Engage and interact with an international audience. Share your content for conferences, technical topics, marketing, online courses, and so much more.

Our Digital Team will provide the insight and support to make your webinar a success without the headache. We can provide the total webinar service with hosting, moderating, promoting and recording or any element of that.

CONSULT PUBLISHER FOR PRICING

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White Papers which explain technical issues on topics such as the environment, health & safety, machine efficiency can be very effective lead generators. Promote your White Paper throughout the magazine’s website in prominent positions to deliver targeted sales.

PRICE ON APPLICATION

For more information please contact Peter Watkinson: peter.watkinson@khl.com | +44 (0)1892 786240
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