



# CONSTRUCT AMERICA



**MEDIA PACK 2021**

**THE HOME OF CONSTRUCTION INDUSTRY NEWS**



## YOUR MEDIA PARTNER FOR THE CONSTRUCTION INDUSTRY

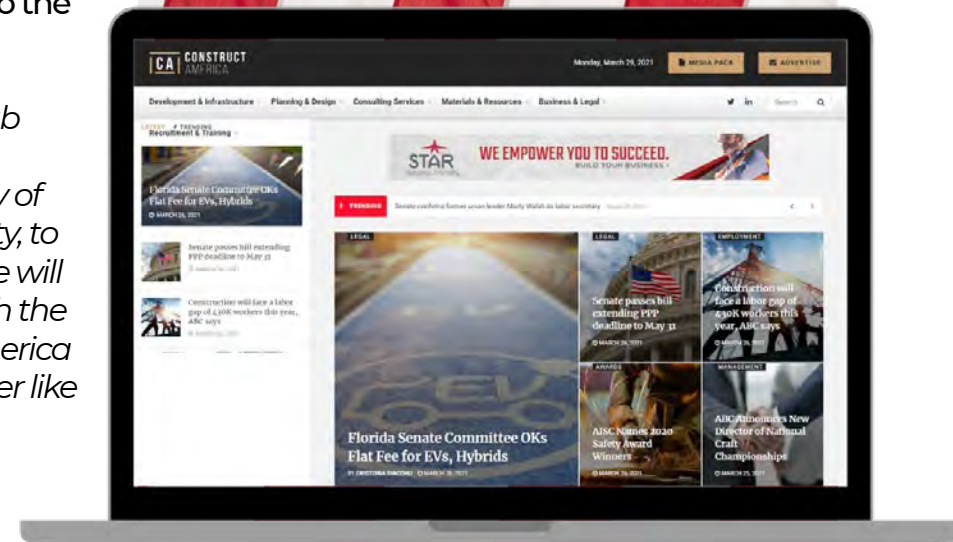
Construct America Magazine is brought to you by The Publishing Hub; the UK's largest publishing house. Construct America provides an in-depth monthly guide tailored to executives in every sector of the construction industry. The publication is supplemented with a dedicated audience for our fast-moving, 24 hour news website that delivers the most pertinent breaking news stories throughout the sector.

Reaching an impressive audience of some 135,000+ individuals through a combination of print and online distribution, Construct America reaches a vast array of procurement decision makers to provide the ideal platform for the promotion of product, service, and excellence.

As testament to this, the publication is used by companies of all shapes and sizes to promote products and services relevant to the building sector in a professional manner.

*"As Construct America's editor, I'm proud of our Publishing Hub team in expanding the House to encompass an American publication that will serve as a vehicle for an enormous variety of construction issues, not least sustainability and Health & Safety, to name a few. Advances in Construct America's online presence will ensure that now, more than ever, we can connect directly with the industry's decision makers and agenda setters. Construct America can directly introduce your company to the people who matter like no other."*

Editor - Construct America Magazine

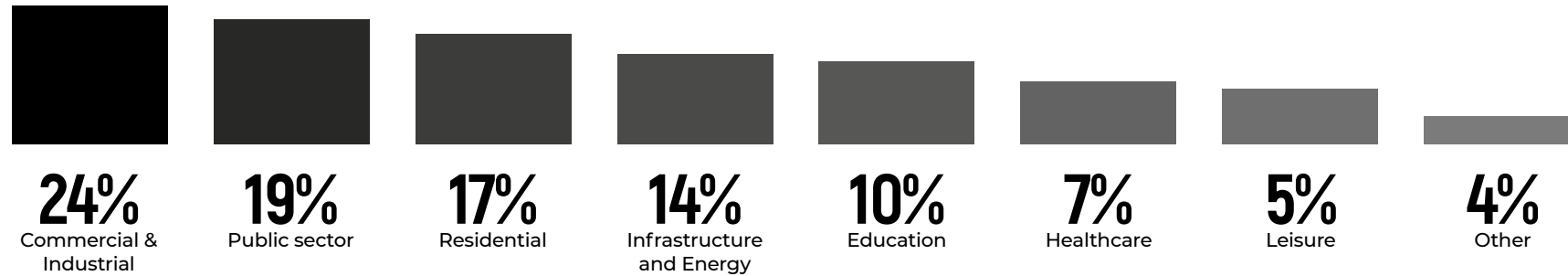


# IN EXCESS OF 135,000 CROSS PLATFORM REACH

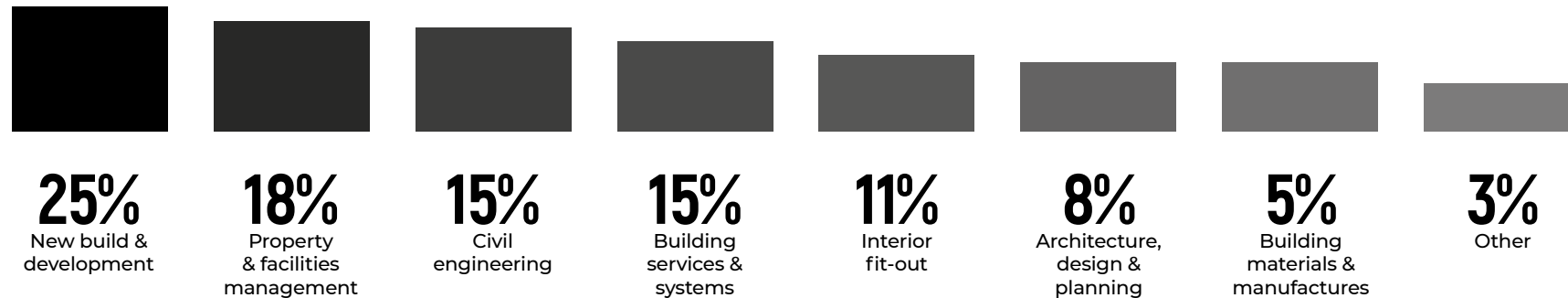
Readership by seniority...



Readership by sector...



Readership by Service...



## NAMED AND TARGETTED PROFESSIONALS

Every month 135,000+ issues of Construct America are delivered to our named, targeted database of construction professionals and decision-makers. With a combination of print versions of the magazine delivered through letter boxes, and electronic copies landing in email inboxes, whatever the favoured medium of your target audience, they'll receive a version of Construct America magazine that aligns with their preferences.

## VIEWED BY DECISION MAKERS

[www.construct-america.com](http://www.construct-america.com) is our fast-moving on-line portal. Up to date 24 hours a day, you'll find the most pertinent breaking construction news, expert opinions from key members of the construction industry, and an e-library containing the Latest issue of Construct America magazine.

The site offers a variety of custom advertising positions and sponsorship opportunities that link to highly engaging editorial platforms - this is the perfect way to reach your customer base.

Each day the website is the premier choice for construction industry based decision-makers to gather their daily briefing on the trends and shifts within our industry.



If you need to connect quickly, frequently and powerfully to the buyers who matter, the Construct America website is the platform for you.

Given the variation in audience demographic between magazine and website, many companies choose a cross-platform marketing approach. Feature your brand across both magazine and website simultaneously for exponential awareness.

Please connect with your account manager for further details.


# A READY MADE AUDIENCE FOR YOUR BUSINESS

**95%**  agree "I am interested in learning about new developments and products related to my sector"

**92%** agree "I make / influence construction related purchases at least once a year for my Business"

**66%**  
are business owners

**79%**  
spent 3+ days reading

**87%**  agree "I make / influence construction related purchases at least once a year for my company"

**88%**  
are senior managers

**100%**  
qualified professionals

**135k**  
monthly readership

**16**  
mins average read time

\*A combination of hard copy and digitally delivered magazine



## GET YOUR BUSINESS SEEN!

With a number of print advertising spaces, sizes and placements available, Construct America Magazine can effectively tailor your space in the publication to your marketing needs. Whether you wish to promote your business in the magazine's USA building news pages, as standalone advertorial, or within existing individual features on leading construction companies, we can provide the space you need to communicate your message. Please find below an overview of the standard rates offered by Construct America Magazine for print advertising.

Please note that we do provide a free design service for all print advertisements

<p>Double Page Spread Rate: \$12,995* Trim: 17.32 inch x 11.69 inch Type: 15.74 inch x 10.23 inch Gutter: 0.8 inch mm / Bleed: 0.2 inch</p>	<p>Full Page Rate: \$8,995* Trim: 8.27 inch x 11.69 inch Type: 7.28 inch x 10.24 inch Bleed: 0.12 inch</p>	<p>Half Page Horizontal Rate: \$5,495 7.2 inch x 5.03 inch</p>	<p>Half Page Vertical Rate: \$5,495 3.54 inch x 0.24 inch</p>	<p>Quarter page Horizontal Rate: \$3,495 7.2 inch x 2.44 inch</p>	<p>Quarter Page Vertical Rate: \$3,495 3.54 inch x 5.04 inch</p>

## THE TECHNICAL BITS

### Advert Content

All text should be sent digitally via email, either as a word doc or embedded in the email. If the text is provided as hard copy then we do not accept responsibility for any errors occurring during re-typing.

### Images & Logos

- Sent digitally via email as high resolution JPEGs (300dpi).
- Letterheads are only accepted if nothing else is available.
- Using letterheads may reduce quality and colour reproduction

### Complete Adverts


All complete adverts must be provided as print-ready PDFs with embedded fonts and high resolution images, or alternatively as high resolution JPEGs (300dpi).

\*Prime position adverts +20%



## A CONSTANT STREAM OF VIEWERS FOR YOUR BUSINESS

**36**  younger decision makers: 36 average age

**83%**  of users prefer to receive news online

**41%**  access the CA site via a smartphone

**15k** unique visitors per week

**135k** page views per month

**1.30** mins average time on site

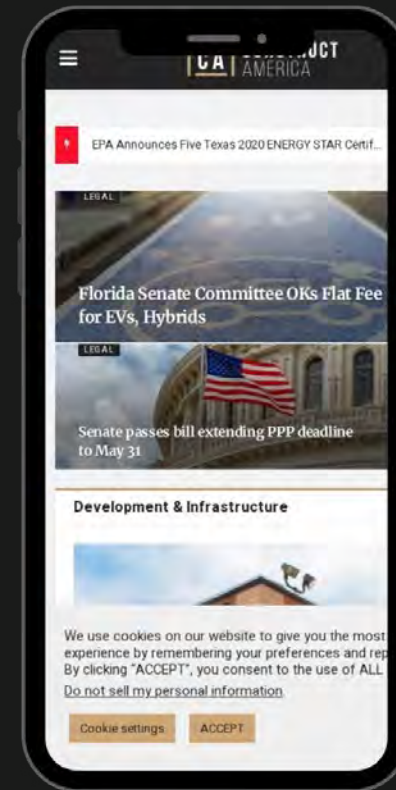
**5%** bounce rate

## A GLOBAL AUDIENCE

As affiliated partners of both Google News, MEDIATEL and NewsNow. Construct America has the potential to leverage this reach and take your sponsorship to a global audience of millions.

To discuss placed content options - including webinars, Press Release and premium, paid-for content - please contact your account manager.

\*A combination of hard copy and digitally delivered magazine



REACHING CA'S MAGAZINE AUDIENCE

## GREAT RATES FOR GREAT RETURNS

Opportunities on the Construct America Magazine website vary considerably in size, scope, and type. Our website maintains an open-door policy for industry professionals and organisations to utilise our platform for the purpose of marketing and accessing the vast expanse of our construction industry readership online - this including both established professionals and those taking an interest in opportunities within the construction Industry.

Supporting organisations in accessing the construction readership, Construct America Magazine offers a consultancy-founded service to discuss marketing goals and propose the best means through which to access the audience. Offering flexibility in advertising composition and design, our in-house design and digital teams ensure all advertising on the platform receives the best reception.

## ADVERTISING RATES

TOP LEADER BOARD BANNER  
ALL PAGES SITE WIDE  
\$8,495 Monthly

Size: 1800 x 285 px  
Format: .jpg .gif .png  
Links: dofollow

HOME PAGE TAKE OVER (HPTO)  
\$14,495 Monthly

Size: Please ask – Leader board & Mantles  
Format: .jpg .gif .png  
Links: dofollow

ARTICLE BANNER  
(BASE OF NEWS POST)  
EVERY SECTION / SUBSECTION  
\$5,495 / \$3,995 Monthly

Size: 650 x 130px  
Format: .jpg .gif .png  
Links: dofollow

VERTICAL RECTANGLE  
HOMEPAGE / SUBSECTION  
\$3,995 / \$2,495 Monthly

Size: 300 x 430px  
Format: .jpg .gif .png  
Links: dofollow

SKYSCRAPER BOX  
HOMEPAGE / SUBSECTION  
\$5,495 / \$3,995 Monthly

300 x 600px  
Format: .jpg .gif .png  
Links: dofollow

WEBSITE FOOTER ADVERTISEMENT  
\$2,495 Monthly

Size: 330 x 520px  
Format: .jpg .gif .png  
Links: dofollow





## ADVERTISING ALONGSIDE CONSTRUCT AMERICA

In addition to traditional advertising opportunities, Construct America Magazine works with a number of leading organisations on a content marketing basis. Offering editorial support and search engine optimisation features, we provide a degree of access to the construction readership with content creation, distribution, and marketing optimisation. This ensures that editorial and promotional messages receive the return on investment required and that, simultaneously, our readers find content interesting, engaging and educational from a personal perspective.

Our Quarterly E-newsletter plays a major part in the Construct America Platforms. With 135,000+ industry professionals on our mailing list, the E-newsletter covers a large part of our readership for the magazine.

### E-NEWSLETTER BANNER ADVERTISING

#### NEWSLETTER BANNER (Top Position)

Cost per newsletter \$9,995

Size: 1200 x 250px  
Jpg format only

#### NEWSLETTER BANNER (Middle Position)

Cost per newsletter \$8,495

Size: 1200 x 250px  
Jpg format only

#### NEWSLETTER BANNER (Bottom Position)

Cost per newsletter \$7,495

Size: 1200 x 250px  
Jpg format only

#### NEWSLETTER STORY LINKS

Cost per newsletter \$3,495

Image, title & tag link to homepage  
Link to your URL choice. Great for new product reviews or industry stories

We offer various bespoke sizes and locations on the newsletter for; Key stories, Product reviews, Post links, Newsletter Take-Overs – Please email [ben.green@construct-america.com](mailto:ben.green@construct-america.com) to find out more options.

### DIGITAL MAGAZINE ADVERTISING

With the Launch of our new MyEbook viewer, we have a greater display of digital functions for our entire on-line readership of 135k+ industry professionals. Your banner will be seen by all readers who see every page.

#### Left Hand Side Banner

\$8,495 per Issue (monthly)

160px W x 600px H  
Format: .jpg .gif .png  
Links: dofollow

#### Right Hand Side Banner

\$8,495 per Issue (monthly)

160px W x 600px H  
Format: .jpg .gif .png  
Links: dofollow

#### Both Banners

\$14,495 per Issue (monthly)

160px W x 600px H  
Format: .jpg .gif .png  
Links: dofollow

## BESPOKE SERVICES

In addition to advertising opportunities directly available through Construct America Magazine's existing print and digital assets, our team of highly skilled designers and writers can produce custom-made marketing content for your own in-house needs.

Incorporating everything from producing business rebranding through to printed company brochures, promotional material, press release copywriting and more, Construct America Magazine can support your marketing agenda more than ever before. For the most part, custom-made marketing materials such as these are subject to negotiation on pricing, arrangement, timing and composition. However, an overview of the prospective rates, charges and possibilities can be found here.

We would urge you to get in touch to discuss your needs, requirements and how we can support these requests effectively. Please contact your account manager for more information.

## BROCHURES & BRANDING SERVICES

We can fully, design, host and print your companies brochure, Supplement or Yearbook. The following rates are for 1000 printed copies delivered, URL Hosting, full design service and full rights to the final work.

12 page - \$27,995

20 page - \$38,995

16 page - \$33,995

24 page+ quoted by request

## YOUR BRANDING RENEWED

We also offer Logo designs, website building, advert designs and full corporate branding available on request. Please contact your account manager for more information on these services.



## A WEALTH OF INFORMATION

Construct America Magazine is a monthly broadcast magazine, so as well as all our features, we will keep up to date news & reviews with all our regular sections. These include; H&S, Property & Facilities Management (Soft & Hard), Civils, Developers, Sustainability, Supplying the Industry/Merchants, Interior Fit-Out, Energy, Infrastructure and many more.

We cover all areas of the industry including; Residential, Commercial & Industrial, Retail, Public Sector, Government and much more besides. We also work with many governing bodies & associations throughout the industry and publish articles and press release for them in Construct America Magazine, as well as the website.

Specials - Every Month Construct America Magazine will have a Special which is determined up to 3 months before issue date.

## WEB POSTS

Our website always needs news articles, reviews, videos and content for our readers. Please send your posts to [press@construct-america.com](mailto:press@construct-america.com) for consideration.

## PAID FOR POSTS

If you wish for your post to go live on the website within 24hrs, please email [ben.green@construct-america.com](mailto:ben.green@construct-america.com) with the information. We charge \$100 per post and 4 posts for \$250. This is to be paid upfront before posted.

## WHAT WE NEED

The size of your post should be between 250-1000 words. An image is also required. We accept do-follow links.



**TALK TO US TODAY**

Construct America Magazine is released twelve times a year. We have schedules when we need to book space, get copy in and also when the magazine is released.

Please send all sales requests copy to:  
[ben.green@construct-america.com](mailto:ben.green@construct-america.com)



**Booking Deadline**

- January – 09 November 2020
- February – 07 December 2020
- March – 07 January 2021
- April – 09 February 2021
- May – 09 March 2021
- June – 07 April 2021
- July – 07 May 2021
- August – 08 June 2021
- September – 09 July 2021
- October – 06 August 2021
- November – 07 September 2021
- December – 07 October 2021

**Copy Deadline**

- January – 20 November 2020
- February – 17 December 2020
- March – 21 January 2021
- April – 22 February 2021
- May – 22 March 2021
- June – 21 April 2021
- July – 21 May 2021
- August – 21 June 2021
- September – 21 July 2021
- October – 20 August 2021
- November – 21 September 2021
- December – 21 October 2021

**Print & Digital Release Date**

- January – 08 December 2020
- February – 11 January 2021
- March – 10 February 2021
- April – 10 March 2021
- May – 09 April 2021
- June – 10 May 2021
- July – 10 June 2021
- August – 12 July 2021
- September – 10 August 2021
- October – 09 September 2021
- November – 11 October 2021
- December – 10 November 2021

\*Please note we do allow up to 3 days extension if file is coming in complete.







**Enquiries**

Benjamin Green  
Magazine Manager  
+1 (929) 506 4972

[ben.green@construct-america.com](mailto:ben.green@construct-america.com)

**Sales**

[sales@construct-america.com](mailto:sales@construct-america.com)

**Editorial**

[editor@construct-america.com](mailto:editor@construct-america.com)

Suite 306  
20 West 20th St  
Manhattan  
New York, NY  
10011

