

# CONSTRUCTION SCOTLAND

MEDIA PACK



## The Construction Industry

In Scotland contributes seven per cent of the whole gross domestic product and employs 120,000 people, or one in six of the working population. In some way the industry touches the lives of everyone, by way of house building or industrial and commercial development – Construction Scotland acts as a voice of authority for the building and construction industry.

Construction Scotland has a 5,000 circulation and includes RIAS architects, key main contractors, property developers, housebuilders, quantity surveyors, structural engineers, civil engineers and key subcontractors/installers.

Construction Scotland is a high quality A4 full colour magazine containing an eclectic mix of

information to reflect the diverse needs and skills of the construction industry in Scotland today – some of the topics included range from news, legislation and health and safety, through to product showcases, product and service information and events.

Construction Scotland, which is produced on a quarterly basis, is distributed to companies and organisations at director, buyer, specifier, proprietor and senior management level and as such, the publication offers extremely good marketing opportunities for companies that wish to advertise, inform or promote their products and services to all the key decision makers within the Scottish construction and building industry.



Efficient and incisive promotion of your company is essential, be it to retain/enhance market share or to drive your company into new areas and Construction Scotland provides you with the ideal solution to achieve these strategic aims.



# CONSTRUCTION SCOTLAND

MEDIA PACK

## March

Education, Training & recruitment  
 Health & Safety – Asbestos  
 Scotland's School Estate Strategy  
 CIH conference & exhibition preview  
 Scottish Transport – Highways & Infrastructure  
 All Energy 2010 – Exhibition Preview  
 Procurement opportunities for the Commonwealth Games

## June

Construction Law  
 Education, Training & Recruitment  
 Health & Safety – Working at heights  
 Building restoration & Conservation  
 Scottish Water Framework  
 Brownfield Regeneration  
 Low & Zero Carbon Housing

## Sept

Education, Training & Recruitment  
 Health & Safety – CDM  
 Children's Play  
 Ground Engineering  
 Social Housing  
 Waste Management – Scottish Waste & Resource Conference & Exhibition preview  
 Road Expo Scotland – Exhibition Preview

## Dec

Construction Law  
 Education, Training & Recruitment  
 Health & Safety – Active & Passive Fire  
 Energy Efficient Buildings  
 Developing Scottish Healthcare  
 Flooding in Scotland  
 Invasive plants

	Full Colour	Type Area (H x W mm)	Bleed Area (H x W mm)	Trim Area (H x W mm)
Full Page	£995	256 x 178	284 x 216	278 x 210
Half Page (Portrait)	£750	256 x 87		
Half Page (Landscape)	£750	126 x 178		
Quarter (Portrait)	£425	126 x 87		
Quarter (Landscape)	£425	61 x 178		
<b>Inserts: Prices on application (weight dependent).</b>				

## Total Circulation - 5000

- Local authorities 100
- Housing associations 350
- Architects 510
- House Builders 750
- Main contractors 945
- Property developers 770
- Surveyors 200
- Subcontractors/installers 930
- Consultants 245
- Engineers 200

For advertising opportunities call the Construction Scotland sales team on 0161 236 2782



Construction Scotland Online has a completely new look for 2009. With the latest industry news, features on current topics and a new Products & Services Directory, www.construction-scotland.co.uk offers advertisers a range of excellent opportunities to promote their company, products and services.

## Technical Information

Disk Requirements: CD Rom

File Requirements: Complete advertisements can be supplied as High Resolution press ready PDF files, QuarkXpress, Photoshop, Illustrator Or Pagemaker incorporating the relevant fonts and image files

(EPS, Tiff or JPEG) Saved as 300 dpi.

Photographs can be provided as either prints, transparencies, negative, positive or Black and white.

NOT ACCEPTABLE: PowerPoint, Corel Draw, Publisher, Word

ADVERTISING OPTIONS	PERIOD	PREMIUM	STANDARD
<b>Header Banner</b>	3 months	£1070	£700
6 months	£2035	£1300	
Annual	£3600	£2350	
<b>Wide skyscraper</b>	3 months	£900	£600
6 months	£1650	£1070	
Annual	£2850	£1860	
<b>Square Button</b>	3 months	£550	£360
6 months	£990	£645	
Annual	£1540	£1000	
<b>Button 2 (MASTHEAD ONLY)</b>	3 months	£1070	
Premium pages are classed as Masthead, Home, News, Features and Products and Services			
<b>PRODUCTS AND SERVICES DIRECTORY STANDARD LISTING – JUST £125 FOR THE YEAR</b>			
Company name, full contact details, hyperlink direct to your own website, company logo and 50 word description of you company, product or service.			
<b>GOLD PACKAGE – JUST £225 FOR THE YEAR</b>			
All of the above, plus relevant photograph and an enhanced products description of 100 words.			
<b>PLATINUM PACKAGE – £325 ANNUAL FEE</b>			
Why not promote your product range with the platinum package, which gives you the gold package but with three entirely different entries.			