

→ media pack

UK Construction
Construction Ireland
Building Scotland

Pro-Mark
publishing limited



Introduction

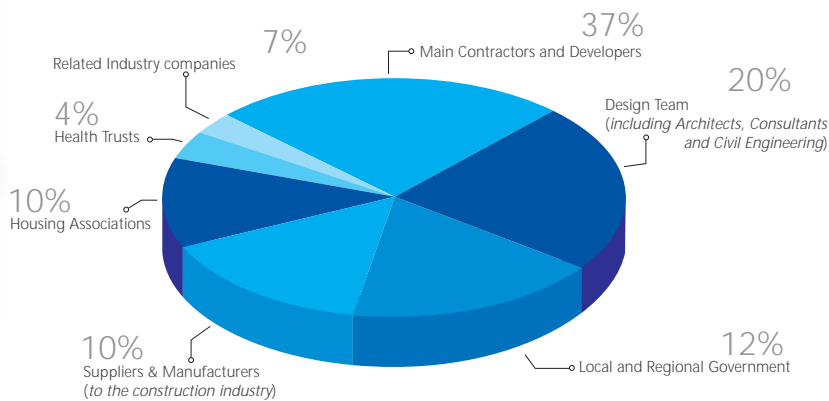
Pro-Mark Publishing Limited is one of the UK's leading publishers of quality construction magazines, with over 15 years experience in the industry and a portfolio of 3 national titles. These incorporate UK Construction, published monthly, Building Scotland and Construction Ireland, which are both published on a bi-monthly basis.

We produce high quality glossy full colour magazines, which offer readers the definitive guide to the construction industry with features on specific projects and developments throughout the UK.

Our controlled distribution ensures that our magazines will reach your target market and is the ideal vehicle in which to promote your business. This demonstrates that we can provide advertisers with a targeted and robust commercial route to market.

Our publications provide a comprehensive readership targeted towards key decision makers, specifiers, buyers and influencers from managing directors to project managers within government and local authorities, housing associations, architects, quantity surveyors, mechanical and electrical engineers, structural engineers, commercial and residential developers, major contractors, construction companies, sub contractors, suppliers and other association bodies.

Readership Profile



Group Distribution / Circulation

- UK Construction ABC audited circulation of 5,000*
- Construction Ireland ABC audited circulation of 3,401*
- Building Scotland ABC audited circulation of 3,250*

* ABC average net circulation per issue 01 Jul 2008 - 30 Jun 2009

Meeting the growing demands of our readers

A potential readership of 55,000
targeted towards key industry decision makers.



Each month we focus on a specific industry sector or region highlighting the very latest news, developments, products and regeneration issues affecting these industries.

Our editorial team bring you the news in brief, both domestic and international, concerning legislation changes as well as issues important to the industry, such as training, health and safety, legal and financial comments provided by leading figures within their particular sector of the market. This is combined with reports from regular contributors from respected organisations and companies such as WRAP and HSE, with interviews from industry leaders as well as legal analysis, financial advice, recruitment reports, diary dates, and up-to-the-minute news and views, together with informative and interesting comment and analysis pieces.

Why are our construction magazines different?

Innovation is our trademark and our editorial coverage includes a diverse spectrum of the industry including up-to-date features on construction and civil engineering projects throughout the whole of the UK, Scotland and Ireland.

Our established readership covers the latest news featuring key industry topics such as health & safety, legal, recruitment, legislation changes, EU edicts, training programmes, and new product development. We also cover sectors such as piling, demolition, scaffolding, concrete, and steel, civil engineers, quantity surveyors, structural engineers, architects, plant and equipment hirers. All of which require the services of our trade advertisers.

Why do advertisers choose our magazines?

We understand how difficult it can be to make the right choice when considering your advertising options. With so much choice in the marketplace why should you consider us as part of your media mix?

Because we build relationships with the people that matter and can deliver an influential medium with a combined circulation for all three titles of 11,000, offering a potential readership of 55,000 targeted towards key industry decision makers. Our controlled

distribution, which is continually updated, ensures that each issue is received and read by the people with buying and influencing power to ensure the products and services of our advertisers remain front-of-mind with their target audience.

What can we offer our clients?

We can offer a range of business solutions which not only includes exposure in our magazines but also through the use of our interactive website and other supportive marketing material such as brochures and supplements to develop and secure new business relationships.

We Let Our Customers Speak For Us

Association with major blue chip companies demonstrates our ability to deliver a product that is valued within the industry and that is an effective means of promoting your business, which is why 85% of the top leading construction companies have appeared within our publications.

Examples of some of our previous advertisers



Marketing & Design Services

To enhance your advertising activity, we can provide you with a range of supportive print and online marketing concepts to promote your business. These include E-shot campaigns such as: targeted distribution to our extensive client and readership database, belly wraps, promotional leaflet inserts, brochures and supplements. Our extensive studio department can also assist you with the creation of your own corporate image.

Advertising Formats

The magazines are assembled using QuarkXpress 5/6 on Apple Macintosh's. We prefer adverts supplied digitally and can accept QuarkXpress, Photoshop, Illustrator and Adobe Acrobat files in TIFF, EPS, BMP, PDF's and JPEG formats. All images to be in 300 dots per inch resolution. Acceptable formats are: CD-ROM, DVD or you can email files to: copy@pro-mark.org.uk

Eight page (90mm W x 62mm H)	Quarter page (90mm W x 130mm H)	Half page (185mm W x 130mm H)
Full page (210mm W x 297mm H)	Front cover Spotlight (210mm W x 35mm H)	Belly Wrap (460mm W x 100 mm H)
Text area is 184 mm x 260 mm Bleed: 3mm	Company strapline and logo on the bottom of the front cover plus DPS	120grm full colour card wrapped around magazine with found position on DPS

Specifications

These sizes indicate the type area. The actual dimensions of the page are A4 297x210mm. BLEED: If bleeding off the page please allow 3mm left and right and 5mm header and footer, hence a full A4 advert to bleed would be 307x216mm, with registration

Don't just take our word for it... see our clients' testimonials

"We received help from several members of your staff, most of all the artwork department who incorporated pictures and changes at an advanced stage.

We received a very good response from the article and I feel it has further enhanced our growing reputation.

I would have no hesitation in recommending your publication to anyone."

Martin McCrimmon
CMS Enviro Systems Ltd

"All at Mansell are extremely pleased with the profile on the company and we feel it demonstrates our strength as a National Contractor and justifies our proud reputation."

Cammie McWilliam
Mansell

"This is the second year running that we have included a profile on Family Housing in the UK Construction magazine and we would definitely consider it again for the next year. We have been very happy with the help we have received in putting the profile together and the finished article has always looked great."

Lisa White
Family Housing Association Ltd

"Your staff both in the editorial and the advertising departments gave us a great service and we look forward to contributing to your publication again in the future."

Bruce Montgomery-Smith
Montgomery-Smith Associates

"All at Titanic Quarter are extremely pleased with the profile on the company and we feel it demonstrates our strength as a leading European waterfront development.

Congratulations on a job well done."

Mike Smith
Titanic Quarter Limited
Chief Executive

"I am writing to thank you for the excellent editorial and article about our business in your July edition."

Michael McGrath,
Partner, Zeras Industries LLP

"We would like to thank UK Construction magazine for all the effort they put in to producing the article. We will definitely work with UK Construction again in the future."

David J Lawrence,
Sales Director, HTC Plant Limited



Online Advertising Rates

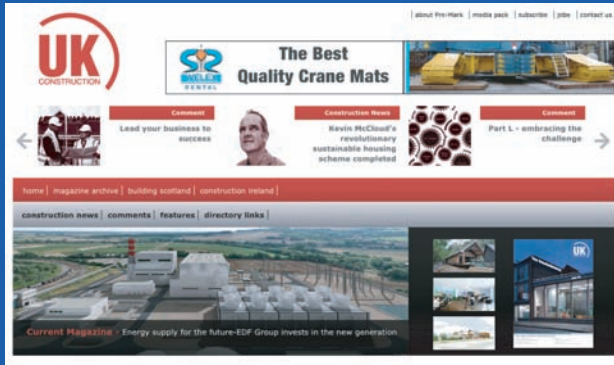
www.ukconstructionmagazine.co.uk

Statistics available from
Updowner.com

Reports available from
Google Analytics

Alexa
www.alexa.com

doubleclick for publishers
by Google



Website

Ad Type	Size	Rate
Top Banner ad	(728 px W x 90 px H)	£40* per thousand impressions
Side Banner ad	(336px W x 280 px H)	£30* per thousand impressions

* minimum of 5,000 page impressions per month

sample reports available on request

Monthly Newsletter*

Ad Type	Size	Rate
Top Banner	160 px W x 707 px H	£500per month
Bottom Banner	160 px W x 707 px H	£300 per month

* This is our newsletter that we send our links for our online magazines to subscribers. reports available on request

Sent out to our mailing list of 24,130



Weekly Newsletter*

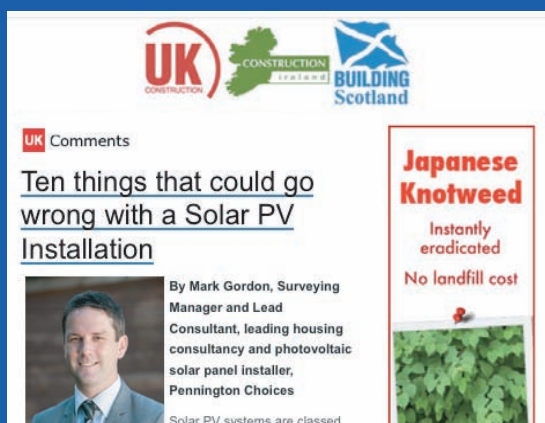
Ad Type	Size	Rate
Top Banner	160 px W x 707 px H	£300 per week
Bottom Banner	160 px W x 707 px H	£200 per week

* Weekly Newsletters contain links for news or updated features on our website.

reports available on request

reports available on request

Sent out to our mailing list of 24,130



We have up to now 24,130 personal email addresses of construction companies or related companies. These companies are from over 15 years of doing business within the construction industry and are emails that cannot be bought easily from marketing companies.

Advertising Rates

Advertisement (DISPLAY) for UK Construction, Building Scotland and Construction Ireland*				
Size	1 Magazine	2 Magazines	3 Magazines	
Front Cover Spotlight	£3,019	£5,132	£6,793	
Inside Front Cover	£2,524	£4,291	£5,679	
Inside Back Cover	£2,294	£3,900	£5,162	
Outside Back Cover	£2,674	£4,546	£6,017	
Double Page Spread	£3,099	£5,268	£6,973	
Full Page	£1,950	£3,315	£4,388	
Half Page	£1,144	£1,945	£2,574	
Quarter Page	£ 903	£1,535	£2,032	
Eighth Page	£ 454	£ 772	£1,022	
Project Indexes for UK Construction, Building Scotland and Construction Ireland*				
Listing within features Project Index panel. Company listed under relevant business type (i.e. Electrical Contractor) and incorporates either their telephone number, email or website address.			£ 150	
Company Logos for UK Construction, Building Scotland and Construction Ireland*				
Company logos appear at the bottom of a feature as recognition of a company involvement. They can include a company's telephone number, email or website address.			£ 99	
Advertorials for UK Construction, Building Scotland and Construction Ireland*				
Advertorials are available in either double page or full-page sizes.			Prices on request	
Classified Trade Directory (DISPLAY) for UK Construction				
Number of issues	1/16	1/8	1/4	1/2
1 issue	£ 190	£ 370	£ 730	£ 960
3 issues	£ 525	£1,065	£2,145	£2,835
6 issues	£ 960	£2,040	£4,200	£5,580
10 issues	£1,450	£3,250	£6,850	£9,150
Classified Trade Directory (LINAGE) for UK Construction				
Number of issues	Linage Content		Cost	
1 issue	Linage will consist of Company Name, Address, Tel/Fax and Email/Website, under your trade category		£ 190	
3 issues			£ 525	
6 issues			£ 960	
10 issues			£1,450	
Classified Trade Directory (DISPLAY) for Building Scotland & Construction Ireland*				
Number of issues	1/16	1/8	1/4	1/2
1 issue	£ 180	£ 350	£ 690	£ 920
3 issues	£ 495	£1,005	£2,025	£2,715
6 issues	£ 900	£1,920	£3,960	£5,340
Classified Trade Directory (LINAGE) for Building Scotland & Construction Ireland*				
Number of issues	Linage Content		Cost	
1 issue	Linage will consist of Company Name, Address, Tel/Fax and Email/Website, under your trade category		£ 180	
3 issues			£ 495	
6 issues			£ 900	
Feature Lists				
A list of our monthly features is available upon request and maybe subject to change.				

All rates are exclusive of VAT and are subject to change. Series bookings discounts are available on request and will be charged at rate card if cancelled before completion. Agency discount 10% (applicable to members of the newspaper society)
* Exchange rates for Euro's are from the date of order.



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