

The *Institution*
of *Structural*
Engineers

The Structural Engineer

The flagship publication of The Institution of Structural Engineers

2018



**MEDIA
INFORMATION**

THE STRUCTURAL ENGINEER IS THE FLAGSHIP PUBLICATION OF THE INSTITUTION OF STRUCTURAL ENGINEERS AND IS THE PRINCIPAL MEANS OF COMMUNICATING WITH ITS INTERNATIONAL MEMBERSHIP.

It combines technically focused articles on structural engineering projects worldwide alongside technical guidance for practising engineers, business guidance, features and opinion-based articles.

Published monthly (11 issues per year), the magazine is distributed to all paying members of the Institution including 3,000 partners and principals of consulting firms in the UK and worldwide. Circulation, including paying subscribers, exceeds 17,000. *The Structural Engineer* offers a unique opportunity to influence specifiers of products and services.

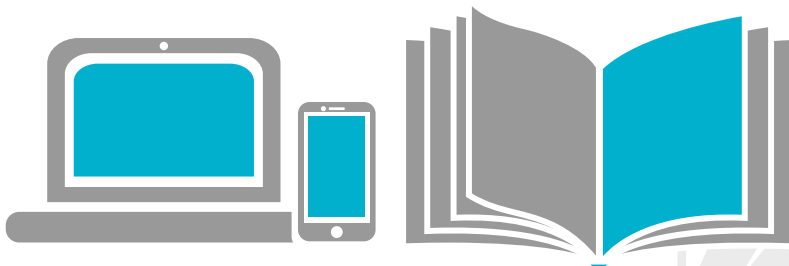
The Structural Engineer multimedia portfolio enables advertisers to engage this key audience in print and online; offering plenty of profile raising and 'lead generation' opportunities. The portfolio includes:

- + *The Structural Engineer* in print
- + *The Structural Engineer* website: www.thestructuralengineer.org
- + *The Structural Engineer* job board (TheStructuralEngineerJobs): thestructuralengineer.org/jobs
- + *The Structural Engineer* e-newsletter

Our sales team is adept at creating bespoke marketing packages which could include any of the following:

- + Display (print & digital)
- + Products and Services panels (print & digital)
- + Classified
- + Company/consultancy profiles
- + Advertorials
- + Inserts
- + Other creative print executions such as: tip-ons, spread markers and belly bands

Circulation
17,000+



ADVERTISING CONTACT:

+44 (0)20 7880 7632

tse@redactive.co.uk

READERSHIP PROFILE*

Readers of *The Structural Engineer* influence purchasing and specifying decisions for construction products and services in the following proportions:

+ Steel



+ Concrete



+ Glass



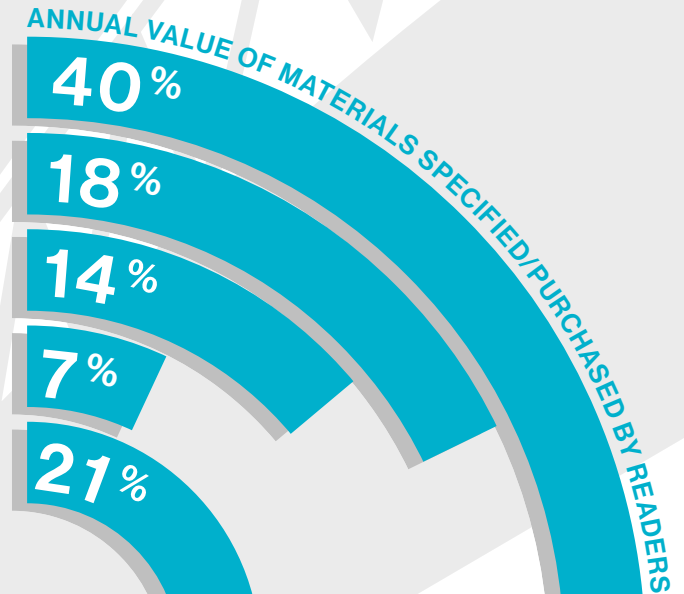
+ Masonry



+ Timber



+ Structural design and management software



On average, each reader of *The Structural Engineer* influences spending on materials in excess of £2.5 million per year.

50%

of readers are looking to upgrade their analysis, design or BIM software or computer workstations within the next **12 MONTHS**



77%
of readers say that **The Structural Engineer** is their preferred engineering publication

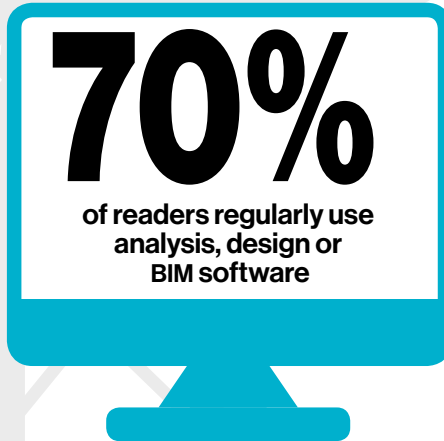
78%

of readers spend between **30 mins & 2 hrs** READING TheStructuralEngineer

PASS ON READERSHIP OF 28,000

35%

of readers do not read any other b2b magazine



70%
of readers regularly use analysis, design or BIM software

MEMBERS OF THE INSTITUTION ARE INVOLVED IN THE FOLLOWING:

- 85% Structural Analysis
- 70% Foundations
- 68% Buildings - Commercial
- 62% Structural Inspections
- 59% Buildings - Industrial
- 58% Retaining Structures
- 57% Buildings - Domestic
- 50% Frames, Joints and Connections
- 40% Historic Buildings
- 31% Tall Buildings/Towers/Masts
- 25% Bridges
- 24% Earthquake Engineering
- 24% Geotechnics
- 24% Temporary work/Framework
- 23% Architecture
- 23% Soil Mechanics
- 23% Computing/IT
- 20% Management/Marketing
- 19% Law and Contracts
- 18% Risk
- 18% Ground Drainage
- 14% Stadia/Grandstands/Leisure
- 11% Shells, Plates and Domes
- 10% Marine/Harbours/Docks
- 9% Offshore Structures
- 7% Tunnels/Mining

SIZE	RATE
DPS	£4,595
Cover position	£2,590
Full page	£2,450
Half page	£1,700
Third page strip (solus)	£1,700
Quarter page	£1,000

ADVERTISEMENT SIZES

➤ DPS

Type: 250mm high x 398mm wide
 Trim: 280mm high x 420mm wide
 Bleed: 286mm high x 426mm wide

➤ Full Page

Type: 250mm high x 186mm wide
 Trim: 280mm high x 210mm wide
 Bleed: 286mm high x 216mm wide

➤ Half Page

Horizontal: 123mm high x 186mm wide
 Vertical: 250mm high x 91mm wide

➤ Third Page Strip

Strip: 75mm high x 186mm wide

➤ Quarter Page

Vertical: 123mm high x 91mm wide
 Strip: 60mm high x 186mm wide

PRODUCTS AND SERVICES

Eighth page Products and Services panels in *The Structural Engineer* are available at £165.

INSERTS

Starting at £100 per thousand for a 5 gram insert. Price on application for heavier weights of insert.

DIRECTORY

CREATIVE SOLUTIONS

Prices are available on application for any other creative print or digital execution, such as:

- ⊕ Tip-ons
- ⊕ Spread markers
- ⊕ Belly bands

Please supply Pass4Press pdf to Rachel Young for all sections of the magazine

**rachel.young@redactive.co.uk
 tel: +44 (0)20 7880 6209**

SCHEDULE

PUBLICATION DATE	BOOKING DEADLINE
January 2018	8 December 2017
February 2018	18 January 2018
March 2018	15 February 2018
April 2018	14 March 2018
May 2018	12 April 2018
June 2018	17 May 2018
July 2018	14 June 2018
August 2018	12 July 2018
September 2018	16 August 2018
October 2018	13 September 2018
Nov/Dec 2018	31 October 2018
January 2019	6 December 2018

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A range of effective options are available to advertisers to engage our large digital audience of structural engineers, including:

- Digital display and native (content) advertising on www.thestructuralengineer.org
- E-newsletter advertising
- Solus content-based emails reaching 50,000+

Our digital options enable you to:

- Raise awareness of your organisation and its products/services
- Drive traffic to your websites or your digital content
- Communicate messages to your target audience
- Generate leads



WEBSITE

Over **115,000** users in the past 12 months
(November 2016 to October 2017)

Over **63,000** page views per month on average over the same period
(25% up year-on-year)

DISPLAY ADVERTISING OPTIONS

TYPE OF ADVERTISEMENT	DIMENSIONS (pixels-width x height)	PRICE PER MONTH
MPU	282 x 235	£1,000
Leaderboard	728 x 90	£1,000
Skyscraper	120 x 600	£950
Native advertising (your content included on <i>The Structural Engineer</i> website*)		From £750

* Terms and conditions apply

Over
115,000
potential customers
visited in the past year

PLEASE GET IN TOUCH TO DISCUSS OTHER OPTIONS.

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Design of reinforced concrete bored piles
Performance-based seismic design

Features

A Manifesto for Structural Design

2017 Mike Stoddard Prize (Stoddard sets out the four points that he considers to be essential to the design process of the Structural Group/Robert A Partners. These four points are illustrated through projects that the group has designed and followed over the seven years since its inception.

2 Banner



Project focus

Diamond building benefits from post-tensioning

CO's approach to an engineering key element of the University of Sheffield's £11M Diamond Building with post-tensioned concrete solutions demonstrated the potential added value of re-wiring the original specification.



Sponsored content

James Turner's technology miracle?

How do you see technology in your structural engineering practice? In this interview, structural engineer James Turner tells us how technology goes from mere tools to engage in some unusual laboratory work.

3 Native (portrait)



Best Move

Sponsored content

Precast concrete connections using grout sleeve couplers

The increased use of off-site manufacturing has revolutionised the development of new construction methods. This article discusses the benefits of precast concrete connections using grout sleeve couplers.



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4 Native (landscape)



5 MPU

MONTHLY E-NEWSLETTER ADVERTISING

The Structural Engineer monthly e-newsletter is distributed to in excess of 50,000 Institution members and other civil/structural engineering professionals.

ADVERTISING OPTION	DESCRIPTION/DIMENSIONS	RATE
1 Button (in header)	300 x 60 pixels (h x w)	£650
2 Banner	640 x 100 pixels (h x w)	£750
3 Native (portrait)	Sponsored content (30 words) plus image and link	£850
4 Native (landscape)	Sponsored content (30 words) plus image and link	£850
5 MPU	300 x 250 pixels (h x w)	From £650

SENT TO 50,000+ PER MONTH

SOLUS CONTENT-BASED EMAILS (£4,500+VAT)

Solus emails offer suppliers the opportunity to send a dedicated email created by you to the highest quality database of structural engineering professionals available. With just eight slots available each year, these emails are in high demand.

The emails enable you to reach the inboxes of our valuable audience with content from your organisation and are a hugely successful lead generation tool when used to promote a download such as a white paper - the average number of downloads generated exceeds 1,000 per email.

Organisations that have benefited from our solus emails include: Urettek; Deltek Systems; Tata; Metsec Engineering and AllPlan.

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The Structural Engineer in print and online reaches a world-class pool of qualified candidates for job vacancies.

Recruitment advertising can be placed on our job board – thestructuralengineer.org/jobs – and/or in the pages of *The Structural Engineer*.

Only *The Structural Engineer* offers a dedicated and receptive audience of qualified structural engineers whose age, experience and creative abilities are sufficiently diverse to fill any vacancy.

FOLLOW THIS LINK TO DOWNLOAD OUR RECRUITMENT MEDIA PACK FOR FURTHER DETAILS

www.istructe.org/thestructuralengineer/advertise

PACKAGES AVAILABLE

Digital £379

Job board ad live for 1 month, with logo

Digital featured £679

Job board ad live for up to 3 months, with logo
Featured in top section of search results
Included on two job newsletters

Digital & Print £879

Job board ad live for up to 3 months, with logo
Featured in top section of search results
Included on two job newsletters
Quarter page in *The Structural Engineer*

Rapid response £1,575

Job board ad live for 1 month, with logo
Featured in top section of search results
Included on two job newsletters
Quarter page in *The Structural Engineer*
Targeted email sent to matching candidates

Annual talent sourcing solution £5,999

12 job board ads, with logo, featured in top section of search results
Included on 15 job newsletters over the year
Two full pages (or equivalent) in *The Structural Engineer* to promote your roles to the widest audience throughout the year (can be broken into a maximum of eight quarter page advertisements)
Four targeted emails sent to matching candidates

Upgrades available

'Job of the Week' - +£249
Skyscraper/leaderboard on job board - +£299 per month
Targeted email (to candidate database) - +£479
Half page - +£499
Full page - +£899
Sponsored content full page in *The Structural Engineer* and inclusion on job board careers advice page - +£1,500

BUILD A BESPOKE PACKAGE

CALL US TO DISCUSS