



The core audience of GCR is the membership of the Chartered Institute of Building, the largest body of construction professionals in the world with over 45,000 members. CIOB members work throughout the construction industry at all levels and are key influencers of policy, best practice, building design and the supply chain. Through the provision of high quality news, specialist technical material and feature content GCR reaches 97,000 construction professionals every month.

Working in senior positions at Tier 1 contractors, consultants, clients and government both in the UK and globally, our audience delivers major construction projects worldwide. Our audience also works within SME's typically at director/owner level, managing the organisations that form the backbone of the construction industry.

GCR reaches every type of construction professional from project managers, commercial directors, building surveyors, facilities management specialists and Operations Directors to BIM experts, architects and engineers. This makes GCR an essential tool for influencing the specification of building products both at design phase and throughout a project and influencing supplier choices on everything from software to personal protectione quipment.

# GCR

GLOBAL CONSTRUCTION REVIEW



### Reach:

- Newsletters sent three times weekly to over 54,000 email addresses of construction professionals globally.
- 97,000 (March 2019) monthly visitors to [www.globalconstructionreview.com](http://www.globalconstructionreview.com)

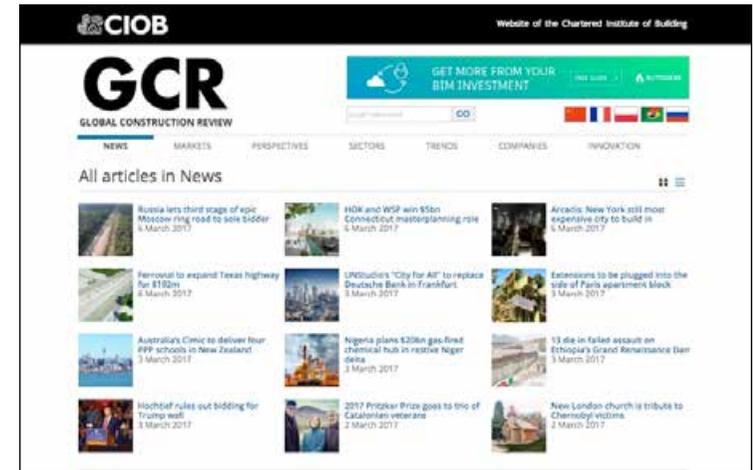
### Who reads GCR?

- Senior executives of international construction clients, contractors and consultants companies.
- Professionals working in government, responsible for procuring major public works.

### Content: What does GCR Cover?

GCR is an online news and analysis site designed to help business leaders and policy makers understand the forces influencing the built environment business globally. GCR tracks the flow of money, talent and ideas across borders.

- Who's winning work internationally – contractors, design firms, consultancies – what, where, why and how?
- Trends and company news: Transnational mergers and acquisitions, strategy innovations.
- Markets: Where the work is coming from: major private and public investments in commercial property and infrastructure. Tracking hotspots.



- New thinking on how cities are renewed, and developed in light of resource scarcity, climate change, and population growth.
- Advances in materials science affecting the performance of buildings, especially their energy consumption. For instance, new cooling or heating techniques.
- How digital technology is changing the way projects are executed.
- New ways of financing projects: public-private partnerships for instance.

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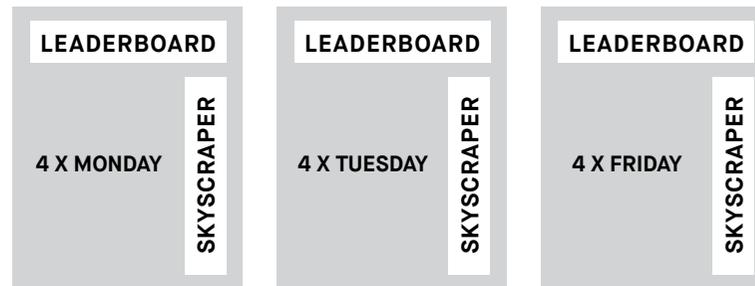


### Benefits:

- Promote messaging on newsletters online to over 54,000 CIOB members and construction professionals.
- Daily exposure through banners on the main site.
- Track responses and drive website traffic.
- Site takeovers, video hosting and pop up options available.

### Newsletter Banners

Newsletters are sent on Monday, Wednesday and Friday to a total list of 54,000 per email.



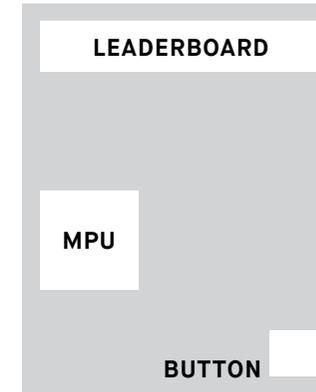
### Newsletter Banner Rates

Three runs available each month each consisting of four newsletters.

**4 x Leaderboard: £1,600**

**4 x Skyscraper: £1,600**

### Website Banners



Monthly space rental basis. Banners booked on the main site benefit from traffic created by all newsletters. Average unique monthly visitors 97,000.

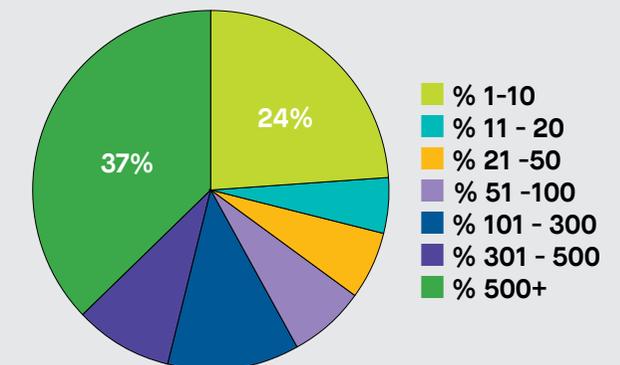
### Main Website Advertising Rates

**Leaderboard: £1,600 per month**

**MPU: £1,600 per month**

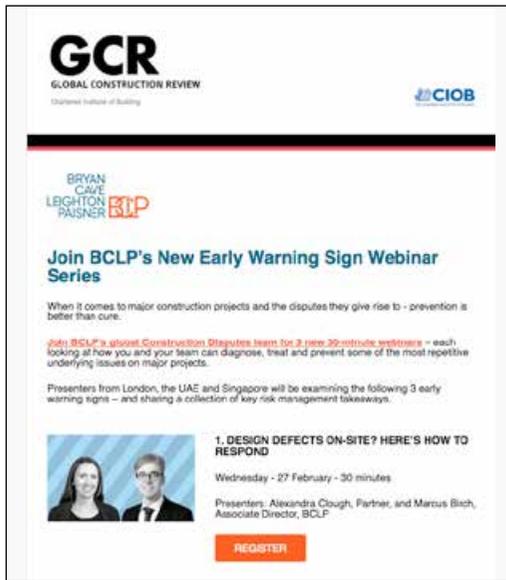
### Readership research

How many people are employed in your organisation?



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### Benefits:

- Your content sent to the GCR core audience online of over 54,000 emails.
- Co-branded with GCR to ensure a high open rate and create association with the trusted GCR brand.
- Bespoke emails achieve an average 20% open rate with click through's from 4-13%
- The most effective way to communicate a message to the CIOB audience online.

### Availability

#### 4 X MONTH

Four bespoke emails available each month sent every Wednesday at 10.30. Competition for bespoke emails is very high so it's advisable to book two months in advance of intended distribution.

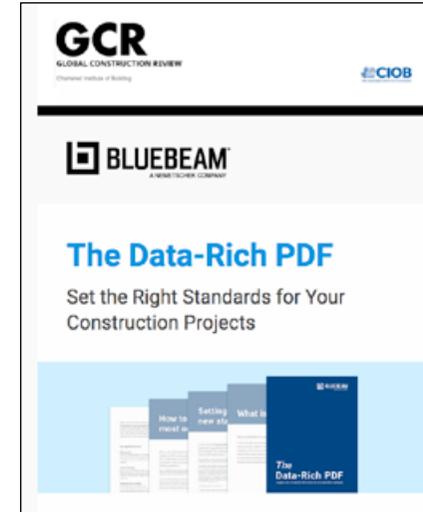
### Rates

**Bespoke Email only - £1,750**

**Bespoke Email with all click data - £2,350**

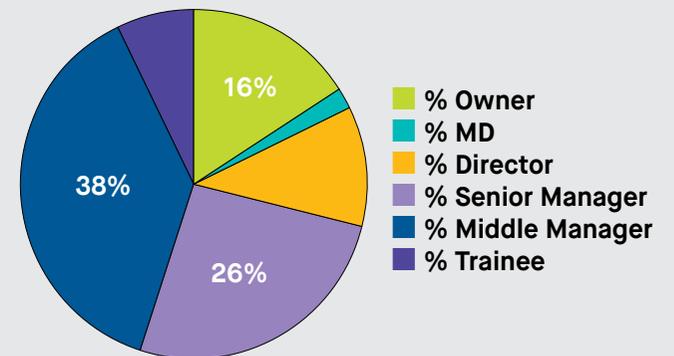
### What's working?

The most successful bespoke emails are clear and simple with no more than three click through links. The examples on this page were highly effective, enabling Autodesk to promote downloads of an ebook and Kingspan Insulation to drive app downloads.



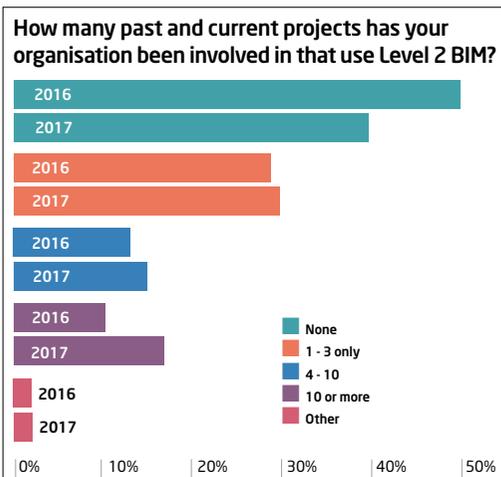
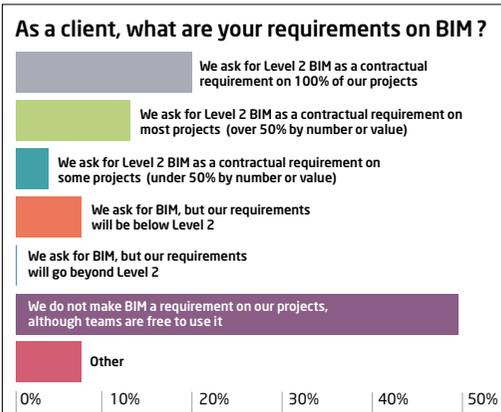
### Readership research

Which of these best describes the position that you hold in your organisation?



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## Research - Asking the Industry

- Sponsorship of a survey assessing how the industry is coping with a particular issue.
- Created by the GCR team. Supported by a client as a sponsor.
- 15-20 questions with two direct from the sponsor. Sponsor has input on overall questions.
- The full research data is shared with the sponsor and can be used to inform a future sales and marketing strategy.
- The full details of all participants in the research are made available and can be used to highlight key contacts for direct follow up activity.

## Online Research Project

**Format:** Online Survey.

**Promotion:** 2 x Bespoke eshots; MPU Pop Up; News stories.

**Reach:** Audience of 54,000+ via bespoke eshot and 97,000+ via website unique monthly visitors.

**Rate: £5,000**

## Online Research Project and Article

**Format:** Online Survey and article.

Detailed online analysis, data and feature written by GCR editorial team.

**Promotion:** 2 x Bespoke eshots; MPU Pop Up; News stories.

**Reach:** Audience of 54,000+ via bespoke eshot and 97,000+ via website unique monthly visitors.

**Rate: £7,000**



### Sponsor benefits

Chaired by the GCR Editor, a round table event enables a sponsor to interact with an elite and exclusive guest list, contribute to a debate and network with the delegates on the day. A perfect opportunity to gain valuable face to face time with leading figures from the construction industry and chosen relevant specialist industry bodies including high level members of the CIOB.

### Who's on your list?

Through the CIOB membership list and our extensive range of contacts we are able to put together select panels, tracking down experts on your subject and individuals from specific companies you are looking to work with.

### Reach:

- Extensive networking opportunities with the 8-10 professionals on the day.
- Newsletters promoting a digital version of the article reach the CIOB membership and wider construction Audience online to over 54,000 email addresses.
- Online article available to 97,000 unique monthly visitors of [www.globalconstructionreview.com](http://www.globalconstructionreview.com)

### Key benefits

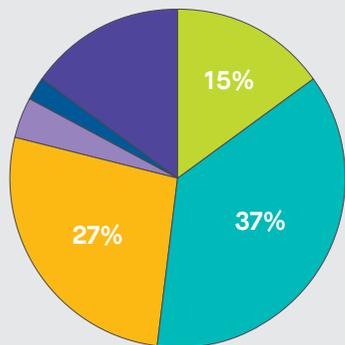
- An opportunity to engage and network with select AECO professionals, key figures from the CIOB and industry experts.
- Branded editorial content in GCR, GCR Online, Twitter 37,000, LinkedIn 30,000, providing exposure to our complete audience.
- Your brand promoted as a thought leader on a specific agenda produced in collaboration with GCR.
- A multi layered approach enabling engagement with the UK construction industry on key issues.

**Sponsorship Fee: £10,000**



### Readership research

Of these academic qualifications, which is the highest that you possess?



- % Masters
- % BSc/BA
- % HNC/HND
- % NVQ level 4-5 6
- % NVQ level 1-3
- % Other

An online seminar enabling sponsors to present to a live audience online. Moderated by GCR editor with a live Q&A with online participants a webinar is a truly interactive piece of online training. Clients can choose a line up of presenters to commentate on subjects directly related to their products or services. Details of all online participants are passed to the sponsor for follow up.

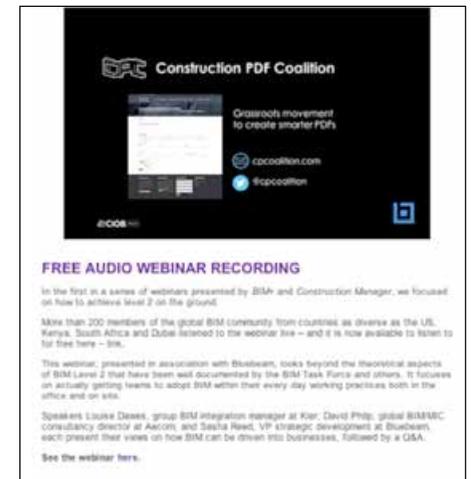
#### Reach:

- Bespoke emails promoting registration for the webinar and promoting the recording of the webinar reach the CIOB membership and wider construction audience online of 97,000.
- Extensive engagement with the live audience on the day. Typically 250+ professionals.

#### Key benefits

- A one hour event online with live PowerPoint presentations and audio commentary.
- A full promotional programme to source online participants and promote the video of the finished webinar.
- Assistance in sourcing industry professionals to present on your topic.
- Details of all webinar participants that attend on the day and anyone signing up to attend the webinar.

**Sponsorship Fee: £7,000**



**FREE AUDIO WEBINAR RECORDING**

In the first in a series of webinars presented by BIM and Construction Manager, we focused on how to achieve level 2 on the ground.

More than 200 members of the global BIM community from countries as diverse as the US, Kenya, South Africa and Dubai listened to the webinar live – and it is now available to listen to for free here – [link](#).

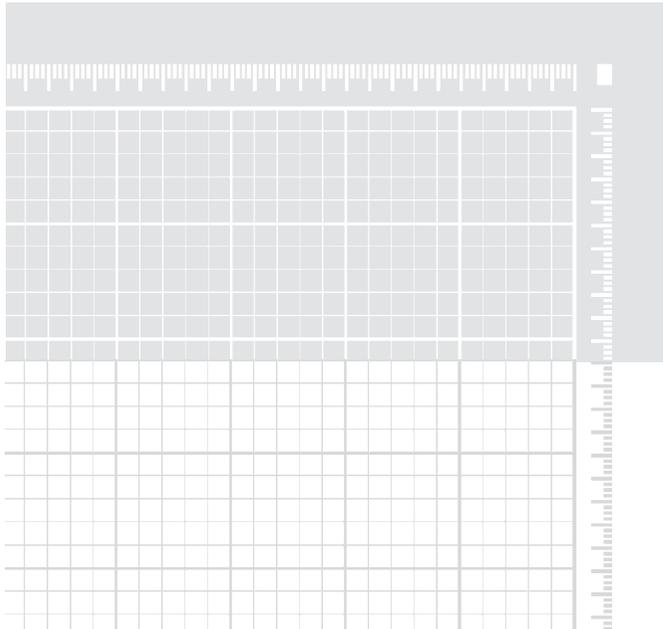
This webinar, presented in association with Bluebeam, looks beyond the theoretical aspects of BIM Level 2 that have been well documented by the BIM Task Force and others. It focuses on actually getting teams to adopt BIM within their every day working practices both in the office and on site.

Speakers Louise Davies, group BIM integration manager at Kier, David Philp, global BIM/BIMC consultancy director at AECOM, and Sasha Reed, VP strategic development at Bluebeam, each present their views on how BIM can be driven into businesses, followed by a Q&A.

See the webinar [here](#).

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## Bespoke Tech Specs

HTML Template to be integrated with the GCR template with all links and images. Deadline - 2 days prior to distribution.

## All Website Banner Sizes

Leaderboard	728 x 90
Skyscraper	140 x 600
MPU	400 x 400

## All Newsletter Banner Sizes

Leaderboard	728 x 90
Skyscraper	140 x 600

## Banner Artwork Specs

Animated GIF File only.

No flash animation.

URL for click throughs.

All artwork to be supplied two days prior to go live date. Supplying incorrectly will delay your campaign.

## For all advertising enquiries contact

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