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CONSTRUCTION ENGINEERING AUSTRALIA

MEDIA KIT 2024



CONSTRUCTION
CIVIL WORKS
CIVIL ENGINEERING

PRINT • DIGITAL • ONLINE

AUSTRALIA'S PREMIER CONSTRUCTION ENGINEERING & TECHNOLOGY PUBLICATION

PROFILE

From the largest construction and infrastructure projects, through to smaller civil works and engineering projects, Construction Engineering Australia (CEA) delivers highly informative, targeted and relevant content across all aspects of construction and civil works.

CEA magazine delivers the latest in local and international news and views, together with the latest developments in construction materials and methodologies, project features, technical papers, company profiles and product reviews - providing informative, targeted and relevant content for public and private sector industry professionals.

Produced bi-monthly (6-issues per year) CEA is distributed to a wide variety of public and private sector industry professionals from across Australia and around the world, including all Australian Metropolitan, Rural and Regional Councils.

CEA's readership incorporates professionals from across the construction and related industries. From small, one-person operations, through to the largest multi-nationals, CEA is a 'must read' for all industry professionals, including:

- Project Managers
- Construction Contractors and Builders
- Architects and Designers
- Engineers (Civil, Structural and Specialist)
- Equipment Manufacturers and Suppliers
- Construction Materials Manufacturers and Suppliers
- Building Consultants
- Specialist Sub-Contractors
- Quantity Surveyors
- Construction Authorities and Other Government Bodies
- Academics
- City Managers and Planners
- Developers (Commercial and Residential)

DISTRIBUTION (PRINT AND DIGITAL)

Distributed in print and digital formats direct to subscribers, CEA is aimed at industry professionals throughout both the public and private sectors.

Together with the high quality print version, CEA is simultaneously published as a digital 'flipbook' for online viewing via ISSUU and as an 'Active PDF eBook' that works across a full range of devices, including: iPad®, iPhone®, Android® devices, tablets, laptops and desktops (Windows® and Mac®) - in fact, anything that can open an Adobe® PDF format document.

Produced with identical content to the print version, the digital version features live web and email links for articles and adverts.

TOPICS COVERED

- Major Projects
- Civil Engineering and Construction
- Architecture and Design
- New Technology, Equipment and Methodologies
- Construction Materials Technology
- ESD / WSUD / Sustainable Design and Development
- Underground Construction
- Precast Concrete / Tilt-Up Construction
- Formwork
- Construction Safety / OH&S / Health Matters
- Planning & Development
- Compliance, Standards & CoR
- BIM (Building Information Modelling)

INDUSTRY SUPPORT

CEA is supported by a number of key associations and industry groups, including:

- National Precast Concrete Association Australia
- Concrete Institute of Australia
- Institute of Public Works Engineering Australia (IPWEA) NSW
- Australasian Corrosion Association
- Australasian Furnishing Association
- Australian Balustrade Association



CEA includes regular news and feature sections from each of our industry partners, providing valuable expertise and insight across all aspects of civil engineering and construction.

These key partnerships also play a critical role in helping to ensure that CEA reaches industry professionals across Australia and the Asia-Pacific region, with every issue made available free of charge to all of our media partners' members and affiliates. CEA is also an official media partner with numerous high profile conferences, exhibitions and other trade events.

AUSTRALIA'S PREMIER CONSTRUCTION ENGINEERING & TECHNOLOGY PUBLICATION

READERSHIP (AS AT 30/11/23)

Average Reads per Issue: 65,360*

* Combined Print & Digital half-life (30-day) readership averaged over previous three issues.

* DOES NOT INCLUDE external library and research source subscriptions.

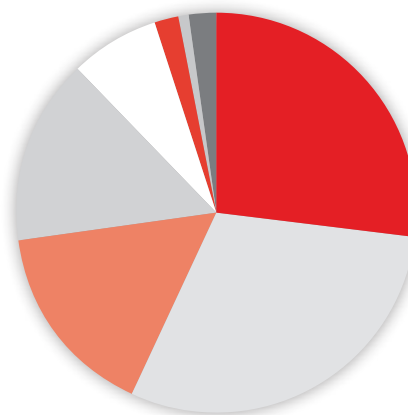
* DOES NOT INCLUDE ad hoc downloads and views through web landing page.

Readership numbers include direct print subscribers and digital subscribers (who access and/or download their issue of CEA via www.epcgroup.com/magazines/cea-magazine); together with digital distribution to all members and affiliates of our Media Partner organisations, including:

- Concrete Institute of Australia
- IPWEA (Institute of Public Works and Engineering Australia) NSW Division
- ACA (Australasian Corrosion Association)
- NPCAA (National Precast Concrete Association of Australia)
- AFA (Australasian Furnishing Association)
- ABA (Australian Balustrade Association)

The magazine's readership is further bolstered by the fact that we are also a foundation publisher with the RMIT InformIT platform and EBSCO digital (with CEA available as a digital subscription from both). CEA is also licensed as an industry / learning resource through the National Library of Australia and all Australian state libraries (through the NED National eDeposit), as well as research and training institutions across Australia and around the globe.

CEA Readership (by Profession):



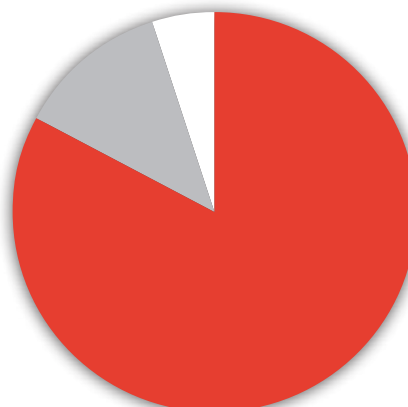
Engineers (Civil / Structural / Specialist)	29%
Construction Contractors & Specialist Sub-Contractors	30%
Project Managers / Project Consultants	15%
Architects & Designers - Private & Public Sector	16%
Developers	5%
Equipment / Material Suppliers	2%
Quantity Surveyors	1%
Academics	2%

CEA Distribution by State:



NSW/ACT	24%	Western Australia	7%
Victoria	21%	Tasmania	2%
Queensland	20%	International	12%
SA/NT	14%		

CEA Readership (by Sector):



Private Sector	85%
Local Government	10%
State / Federal Government	5%



CEA ONLINE PORTAL (www.epcgroup.com/magazines/cea-magazine)

Average Visits per Month: 56,112*

** Averaged over the 6-month period 01/05/23 – 30/11/23*

** Includes an average of 7,300 unique casual visits per month (approx. 87% of which either download or view the current issue online)*

2024 FEATURES LIST

Together with regular news and feature sections from each of our Media Partners, CEA includes a range of special Feature Sections across the year, including:

FEB/MAR ISSUE

- Cement & Concrete Technology
- Bridges, Culverts, Tunnels & Arches
- Formwork Feature
- Reinforcing Special
- Concrete Repair & Protection
- Outdoor Assets
- Aquatic Facilities Special
- Street Furniture / Play Equipment
- Worksite Safety Special

APR/MAY ISSUE

- Reinforcing & Structural Steels
- Earth Retention & Engineering
- Concrete Design & Construction
- Ground Stabilisation
- Retaining Walls
- Construction Technology
- Geogrids & Geosynthetics
- Asset Monitoring and Management
- Masonry, Bricks & Pavers

JUN/JUL ISSUE

- High Performance Flooring
- Structural Steel Design & Construction
- Building Repair & Remediation
- Public Facilities Feature
- Cement & Concrete Technology
- Pipes & Pipelines
- Colouring Pigments
- Waterproofing Technology
- Reinforcing Feature

AUG/SEP ISSUE

- Reinforcing Special
- Construction Technology
- Concrete Repair / Remedial Works
- Earth Retention & Engineering
- Worksite Safety
- Concrete Design & Construction
- Formwork
- Outdoor Assets
- Surface Coatings & Paints

OCT/NOV ISSUE

- Precast & Prefab Construction
- Masonry, Bricks & Pavers
- Structural Steel Design & Construction
- Cement & Concrete Technology
- Street Furniture
- Facilities Management
- Aquatic Facilities Special
- Construction Technology
- Construction Equipment

DEC/JAN ISSUE

- Equipment Feature
- Surface Coatings & Paints
- Reinforcing & Structural Steels
- Concrete Design & Construction
- High Performance Flooring
- Asset Monitoring & Management
- Waterproofing Feature
- Geogrids & Geosynthetics
- Building Repair & Remediation
- Precast Concrete Special

AUSTRALIA'S PREMIER CONSTRUCTION ENGINEERING & TECHNOLOGY PUBLICATION

ADVERTISING SIZES

DOUBLE PAGE SPREAD



double page bleed

FULL PAGE



full page bleed

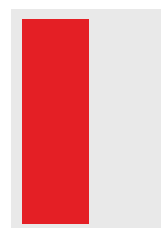


full page bordered

HALF PAGE



horizontal



vertical

THIRD PAGE



horizontal

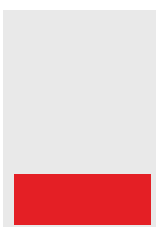


vertical

QUARTER PAGE



block



horizontal

EIGHTH PAGE



horizontal

Advertising Sizes

Magazine Trim Size (mm)

Width Depth

210 x 297

Advert Sizes

Double Page Spread (inc 5mm Bleed)	430	x	307
Full Page (Inc 5mm Bleed)	220	x	307
Full Page (Bordered)	181	x	270
Half Page (Horizontal)	181	x	135
Half Page (Vertical)	88	x	270
1/3 Page (Horizontal)	181	x	90
1/3 Page (Vertical)	57	x	270
1/4 Page (Block)	88	x	135
1/4 Page (Horizontal)	181	x	66
1/8 Page (Horizontal)	88	x	66

Digital Banner Advert Sizes

Advert Type

	Desktop/Tablet	Mobile
Digital Leaderboard Ad	728px(w) x 90px(d)	320px(w) x 50px(d)
Digital MREC Banner Ad	300px(w) x 250px(d)	320px(w) x 50px(d)
Distribution Email Banner	728px(w) x 200px(d)	N/A

* Leaderboard and MREC Banner ads (both desktop and mobile versions) can be static (.jpg or .png format) or animated (.gif format) with a maximum 5-second cycle

* We require **BOTH** the **desktop** and **mobile** sizes for Leaderboard and MREC bookings

* Distribution Email Banner ads are STATIC ad formats only (.jpg or .png format)

MATERIAL SPECIFICATIONS

Preferred File Format

Press Optimised Adobe PDF with:

- All graphic content set as CMYK with a minimum resolution of 300dpi @ 100% size
- Line art as vector (preferred) or with a minimum resolution of 1200dpi @ 100% size
- Fonts as curves / outlines (preferred) or all fonts embedded (except for URL links - see note below)

Other File Formats

We can also accept materials in all other professional file formats, including: Adobe InDesign, Adobe Illustrator, Quark Xpress and Corel Draw. We accept files in both Windows® and Mac® formats.

Active URL Links in Adverts

PLEASE NOTE: Many PDF readers and other e-Reader programs will only auto-detect URL links in adverts when they are preceded by the either a **http://** or **https://** or **www**.

To maximise the effectiveness of your advert, please ensure that the full URL is included and the link is kept as TEXT in the artwork (e.g. NOT converted outlines /curves).

Artwork Design & Preparation

We can also assist with design and preparation of professional advert materials. Contact us on **1300 EPC GROUP** (1300 372 476) (International +61 3 5784 2210) or email: **ats@epcgroup.com** for more details.



Artwork Files (Up to 10Mb size) can be sent via email to: **adverts@epcgroup.com**



Artwork Files (Over 10Mb size) can be submitted via our WeTransfer™ FTP site: **epcgroup.wetransfer.com**



or via Dropbox with the link forwarded to: **ats@epcgroup.com**

OTHER EPC PUBLICATIONS

EPC Media Group publications and online news & social media blogs provide high quality, targeted media access to key Australian and International markets - reaching all levels of Government and the private sector, across a broad range of industries.



HEA
Highway Engineering
Australia



WWM
Waste + Water
Management Australia

ADVERTISING SALES

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ADVERTISING RATES (EXCLUSIVE OF GST)

Advert Size	Casual	3 Issues (per issue)	6 Issues (per issue)	12 issues (per issue)
Full Page	\$3100	\$2950	\$2800	\$2650
Half Page	\$2100	\$1950	\$1800	\$1700
Third Page	\$1700	\$1550	\$1400	\$1300
Quarter Page	\$1350	\$1250	\$1150	\$1050
Eighth Page	\$950	\$850	\$750	\$650
Double Page Spread	\$5200	\$4800	\$4400	\$4200

Premium Position Charges: Outside Back Cover +30% / Inside Front Cover +20% / Guaranteed RHP +15%
DIGITAL & PRINT INCLUDED: All prices shown are for both the DIGITAL and PRINT versions of the magazine.
 Adverts included in the DIGITAL editions should be formatted to include Web and Email links.

PUBLICATION DATES

Issue	Publication Date	Bookings By	Materials By
Feb/Mar 2024	February 29th	February 23rd	February 26th
Apr/May 2024	April 30th	April 22nd	April 26th
Jun/Jul 2024	June 28th	June 21st	June 25th
Aug/Sep 2024	August 30th	August 23rd	August 27th
Oct/Nov 2024	October 31st	October 25th	October 28th
Dec 2024/Jan 2025	January 8th	January 3rd	January 6th

WEB ADVERTISING RATES

A limited number of web-banner adverts are available on the main CEA online landing page on both the desktop and mobile sites. As the main portal for subscriber access to issue downloads, online viewing and news updates, the site attracts a significant amount of traffic each month. Our Web Banner packages also include additional featured news posts.

Leaderboard Banner Advert
1 month - \$1,500+gst
3 months - \$4,000+gst
6 months - \$6,000+gst
12 months - \$10,000+gst

MREC Banner Advert
1 month - \$1,200+gst
3 months - \$3,200+gst
6 months - \$4,800+gst
12 months - \$8,000+gst

Social Media & Blog Post Packages
We also offer a comprehensive range of digital advertising and marketing packages comprising online blog posts and social media advertising and blogs.
Call Tony Schmidt on +61 414 788 900 for options and pricing



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Consultants P/L**

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