

# CONSTRUCTION

## Media Pack 2021-2022

THE OFFICIAL MAGAZINE OF THE CONSTRUCTION INDUSTRY FEDERATION

Construction Magazine

Trade Publishing, iQuest Ltd, 59 Merrion Square, Dublin 2

[constructionmagazine.ie](http://constructionmagazine.ie)

# ABOUT US



## WE ARE CONSTRUCTION

*Construction* is the official magazine of the Construction Industry Federation (CIF), covering news, topical issues, member activities, economic trends, new products and developments across all sectors of the industry.

From the latest industry-leading information to insight into what's really happening, each edition of *Construction* will give you the opportunity to be part of a bigger conversation on what really matters to the construction industry.

As the most widely-circulated building magazine in Ireland, *Construction* informs key decision makers about the issues affecting the industry today.

## WE ARE PEOPLE

Through a multi-platform approach and with a dedicated network of experts, analysts and columnists, *Construction* magazine focuses on building relationships, knowledge and purpose.

Published 10 times per year, *Construction* will provide you with unparalleled access to a long-established leadership network from Managing Directors and Chief Executives to Consultants, Government, Developers and Architects.

Our ethos of sharing ideas and exchanging views will give you a market edge and access to solutions in an ever-competitive, challenging and changing world.

Each issue, approximately 80 pages published in A4 gloss, is published with a series of industry related profiles, in-depth features and inspiring interviews as well as the latest CIF and membership news.

*Construction* magazine also publishes the Top 50 CIF Contractors issue. Based on turnover data and figures, this annual publication is the most up-to-date, precise and comprehensive listing of Ireland's leading contractors.



## WE ARE COMMUNITY

Founded in 1935, for almost 90 years the CIF has been the leading voice on everything that matters to the construction industry.

With a national, regional and international viewpoint across all sectors of the industry, CIF's *Construction* magazine represents the views of contractors at the highest levels right down to those working day-to-day on site.

Through experience and insight we successfully navigate the business, political and economic arenas providing a full spectrum point of view in areas including recruitment and training, health and safety, government engagement, as well as marketing and industrial intelligence.

Campaigns like *#BuildingEquality* and *Time to Change, Time to Talk* are also some of the essential issues we feature to drive the conversation around health, safety, diversity and equality across the industry.

## Part of a long-established network of industry professionals and organisations

### CIF Associations

- ◆ Alliance of Specialist Contractors Association (ASCA)  
\*an umbrella group for 22 specialist sub-contracting associations
- ◆ Civil Engineering Contractors Association (CECA)
- ◆ Irish Home Builders Association (IHBA)
- ◆ Master Builders and Contractors Association (MBCA)
- ◆ Master Painters and Decorators of Ireland
- ◆ Mechanical and Electrical Contractors Association (MECA)
- ◆ Register of Heritage Contractors

**Construction magazine is part of the CIF national membership network, comprising of 13 branches across four regions in Ireland**

- ◆ Dublin Region
- ◆ Eastern Region
- ◆ Southern Region
- ◆ Western/Midlands Region

## WE ARE VISION

*Construction* magazine is published by iQuest. Established in 2001, iQuest is Ireland's leading events, production and media business, sitting as part of the Business Post Group.

Its business units include an extensive conference and exhibitions portfolio, a range of major stand-alone event brands, an independent professional event organising division, a tailored virtual production solution, a suite of masterclasses and executive learning programmes, Irish Hospitality Global, The Circle Corporate Member's Network and a robust trade publishing division.

We pride ourselves on providing experiences that enable audiences to learn, develop, foster commercial opportunities and make better business decisions.

The CIF *Construction* magazine community is always growing through our website, social media and network of events





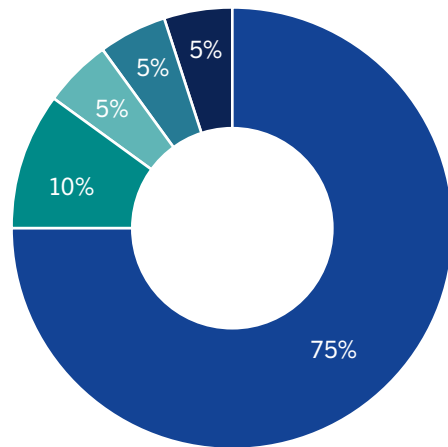
# STATISTICS & EVENTS



## OUR DEMOGRAPHIC

The who, what and where of the construction industry from the boardroom to the building site

## OUR AUDIENCE



- CIF Membership
- Architects
- Consulting & Engineers
- Government Bodies
- Local Authorities

## ANNUAL EVENTS

- IHBA Housebuilding Summit  
*March 25, 2021*
- CIF Digicon - Digital Construction Summit  
*June 17, 2021*
- CIF Construction Magazine  
Top 50 Contractors Edition Launch  
*September 2021, date tbc*
- CIF Annual Conference  
*September 30, 2021*
- CIF Health & Safety Summit  
*October 2021, date tbc*
- CIF Southern Region Construction Summit  
*Q4 2021, date tbc*
- CIF National Construction Industry Awards  
*January 27, 2022*
- International Women's Day Event  
*March 8, 2022*

## BE SEEN

Collaborate with us to communicate your message with tailor-made spaces in our magazines, website, newsletters and events

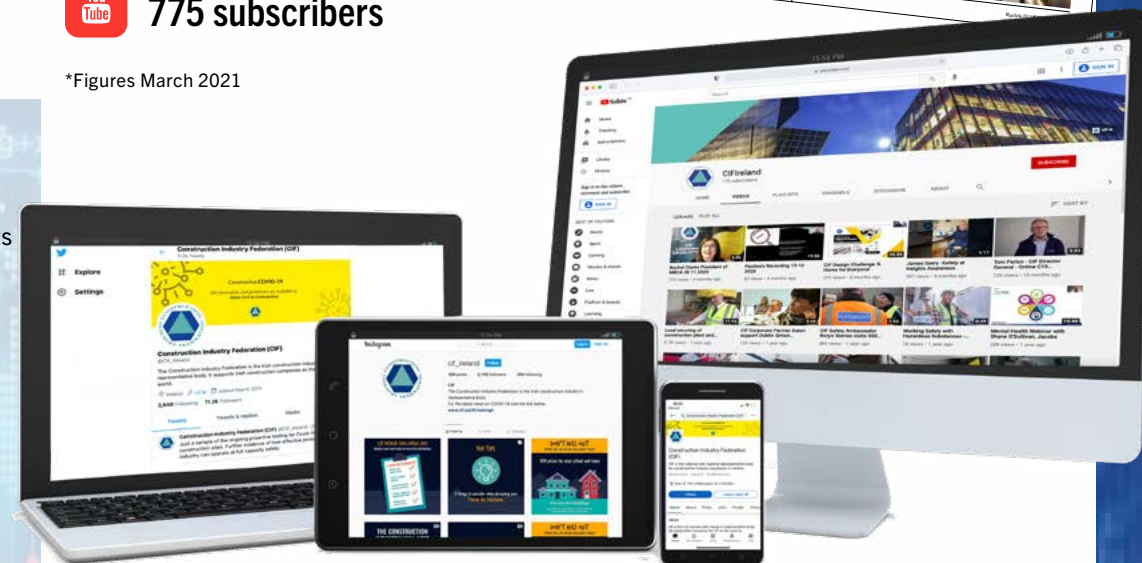
- ◆ Print Adverts
- ◆ Advertorials
- ◆ Digital Advertising
- ◆ Partnerships & Campaigns
- ◆ Sponsorship
- ◆ Live Events & Webinars
- ◆ Bespoke Marketing Solutions
- ◆ Research & Development

## OUR SOCIAL NETWORK

- 37,081 followers
- 11,100 followers
- 11,592 followers
- 9,824 likes
- 2,145 followers
- 775 subscribers

\*Figures March 2021

**Construction Magazine:**  
Circulation 4,000



# THE TECHNICAL BITS



## PRINT & DIGITAL ADS

Please send a packaged InDesign document (preferred) including fonts and all images.

Text sent digitally via email in a Word document or embedded in the email.

Full Page adverts sent as high-resolution PDF files with 3mm bleed on all edges and crop marks. Please keep all main content such as logos and text at least 10mm away from the document edges. All images at 300dpi or higher.

High resolution JPEGs (300 dpi) - images selected from the web or images sent over in Word documents will usually be too low resolution to use.

For large files please use free FTP site [wetransfer.com](http://wetransfer.com).

Complete adverts should be sent as print-ready PDFs and include 3mm of bleed on all edges.

Digital files to be sent as either PNG, JPEG or GIF files at 72dpi.

## RATES & SPECIFICATIONS

### PRINT | FULL COLOUR

Advert	Display Advertising	Advertorial
Full Page	€2,400	€1,800
1/2 Page	€1,430	€1,000
1/4 Page	€880	€660
Double Page Spread	€4,300	€3,000
Inserts	By arrangement	

**CIF DISCOUNT RATE - 15%**

<p>Double Page Spread W420 x H297mm</p>		<p>Full Page W210 x H297mm</p>	
<p>Half Page Upright W94 x H277mm</p>	<p>Half Page Across W190 x H137mm</p>	<p>Quarter Page Upright W94 x H137mm</p>	<p>Quarter Page Across W190 x H70mm</p>

### DIGITAL

Digital Advertising	Cost	Specifications
Leaderboard Advert (4 weeks)	€1,000	728 x 90 px
MPU Advert (4 weeks)	€700	300 x 250 px
Sponsored Content and posted to all social media sites (4 weeks)	€750	500-600 words, plus 2-3 high res images & link to your website
Newsletter banner	€1,000	728 x 90 px
Website Takeover	By arrangement	

### TERMS

- ◆ Credit terms - Strictly 30 days
- ◆ Magazine Circulation - 4,000



## COMMERCIAL

If you would like to look at advertising, advertorial or any commercial elements within *Construction* magazine please contact  
Sales Director Marita Quigley

Email: [marita@iquest.ie](mailto:marita@iquest.ie)  
Tel: +353 874477672

## BECOME A CIF MEMBER

If you are looking for access to leading construction information, services and representation, or your company supplies products or services into the sector, CIF membership is for you.

For more information about tailored membership packages contact  
Membership Development Executive  
Bernardine Walsh

Tel: +353 (1) 4066067  
Email: [bwalsh@cif.ie](mailto:bwalsh@cif.ie)

## EDITORIAL

If you have editorial or relevant news to contribute to *Construction* magazine please contact  
Managing Editor Siobhán Breatnach

Email: [siobhan@iquest.ie](mailto:siobhan@iquest.ie)