



CONSTRUCTION
INDUSTRY
FEDERATION

CONSTRUCTION N

THE MEDIA PACK 2024

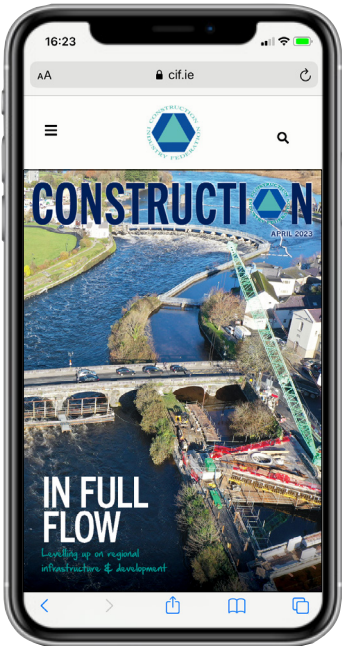
THE OFFICIAL MAGAZINE OF THE CONSTRUCTION INDUSTRY FEDERATION

Construction Magazine

Trade Publishing, iQuest Ltd, AIG House, Merrion Centre, Dublin D04 H2H4

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 8 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 84 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, sustainability, ESG, 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)
 - Irish Association of Demolition Contractors (IADC)
 - Irish Mobile Crane Hirers Association (IMCHA)
 - Master Painters and Decorators of Ireland (MPDI)
- ◆ Civil Engineering Contractors Association (CECA)
 - Water Services Operators Group
- ◆ Irish Home Builders Association (IHBA)
- ◆ Master Builders & Contractors Association (MBCA)
- ◆ Mechanical & Electrical Contractors' Association (M&ECA)
- ◆ Register of Heritage Contractors

Construction magazine is part of the CIF national membership network, comprising of 12 branches across three regions in Ireland

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

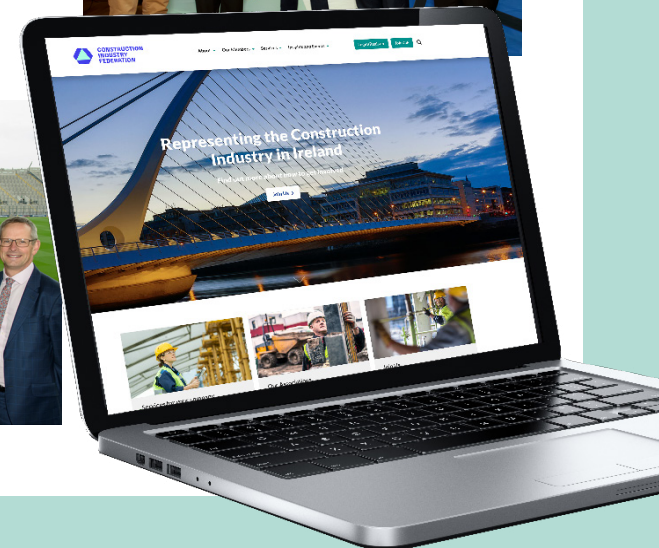
WE ARE VISION

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 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

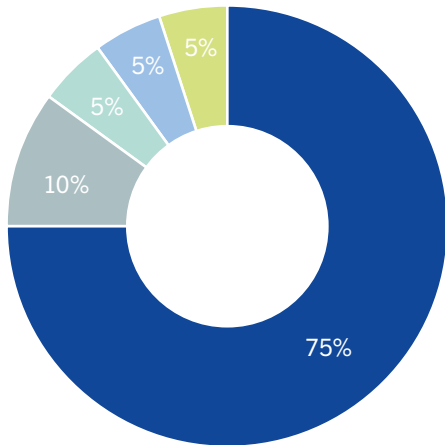


STATISTICS & EVENTS

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









- CIF International Women's Day Summit - March 7
- IHBA Housebuilding Summit - April 16
- CIF Health and Safety Summit - May 14
- CIF Southern Construct Summit - May 23
- Lighthouse Construction Lunch - June 14
- Top 50 Contractors 2024 launch - June
- CIF Annual Conference - September 24
- CIF Digicon - October 22

BE SEEN

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

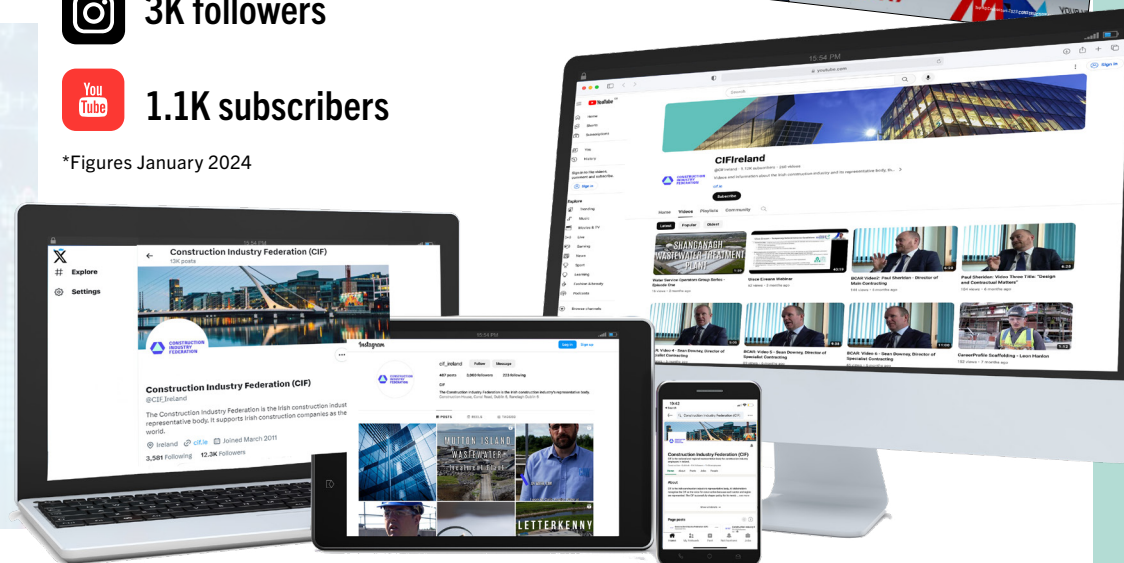
- ▶ Print Adverts
- ▶ Advertorials
- ▶ Digital Advertising
- ▶ Partnerships & Campaigns
- ▶ Sponsorship
- ▶ Live Events & Webinars
- ▶ Bespoke Marketing Solutions
- ▶ Research & Development

OUR SOCIAL NETWORK

-  **51.2K followers**
-  **12.2K followers**
-  **13K followers**
-  **10.5K likes**
-  **4 million views**
-  **9.5K likes**
-  **3K followers**
-  **1.1K subscribers**

*Figures January 2024

**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 wettransfer.com.

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

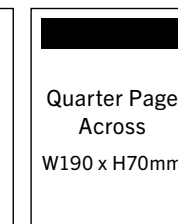
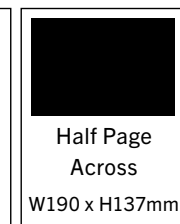
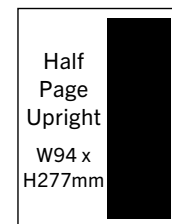
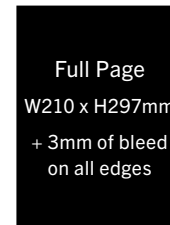
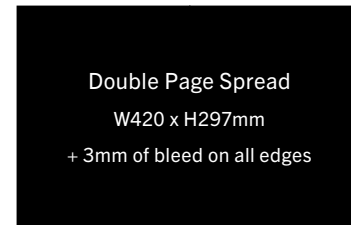
Digital files to be sent as either PNG, JPEG or GIF files at 72dpi.

RATES & SPECIFICATIONS

PRINT | FULL COLOUR

Advert	Display Advertising	Advertorial
Full Page	€2,400	€2,000
1/2 Page	€1,430	€1,000
1/4 Page	€880	€660
Double Page Spread	€4,300	€3,200
IFC Gatefolds (4 pages)	€10,000	
Back Cover	€3,000	
Bound Inserts	€10,000	

CIF DISCOUNT RATE - 15%



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	

DESIGN

Our creative team can also work with you to create bespoke in-house advert design. Rates start from €40. For further details email francis@iquest.ie

TERMS

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

PUBLISHING DATES & THEMES



ISSUE	THEME	SUPPLEMENT SPECIALS	BOOKING DEADLINE	COPY DEADLINE	PUBLICATION DATE
FEBRUARY / MARCH	Women in Construction	<ul style="list-style-type: none"> Special Feature: ESG Events: <i>CIF International Women's Day (March 7)</i> 	February 16	February 20	March 4
APRIL	Housebuilding	<ul style="list-style-type: none"> Special Feature: Safety, Security & Fire Protection Events: <i>IHBA Housebuilding Summit (April 16)</i> 	March 15	March 18	April 1
MAY	Regional Development & Infrastructure Investment	<ul style="list-style-type: none"> Special Supplement: Demolition Events: <i>CIF Health Safety Summit (May 14) + Southern Construct (May 24)</i> 	April 12	April 15	April 29
JUNE / JULY	Top 50 Contractors	<ul style="list-style-type: none"> Special Supplement 'Net Zero' Sustainability Events: <i>+ Top 50 Contractors 2024 launch (TBC) + Lighthouse Construction Lunch (June 14)</i> 	May 10	May 15	TBC
AUGUST / SEPTEMBER	Skills, Training & Recruitment	<ul style="list-style-type: none"> Special Supplement: Equality, Diversity & Inclusion Events: <i>CIF Annual Conference (September 24)</i> 	July 19	July 22	August 5
OCTOBER	Digital Construction + Technology	<ul style="list-style-type: none"> Special Supplement: Workwear & Tools Events: <i>CIF Construction Safety Month</i> 	September 13	September 16	September 30
NOVEMBER / DECEMBER	Health & Safety	<ul style="list-style-type: none"> Special Feature: Mental Health Focus Events: <i>CIF Digicon</i> 	October 18	October 21	November 4
JANUARY / FEBRUARY	Look Ahead to 2025	<ul style="list-style-type: none"> Special Gamechangers Supplement <i>CIF Annual Wall Planner Insert</i> 	November 29	December 2	December 23



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COMMERCIAL

If you would like to look at advertising, advertorial or any commercial elements within *Construction* magazine please contact Commercial Sales Manager Francis McGinley

Email: francis@iquest.ie
Tel: +353 (0) 86 836 9002

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

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

EDITORIAL

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

Email: siobhan@iquest.ie