



MEDIA INFORMATION 2013

Total media solutions for civil engineering

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Readership & circulation

An Overview:

NCE is the leading magazine for the UK civil engineering industry with total average net circulation per issue of 50,814*. The readership includes every member of the Institution of Civil Engineers based in the UK and Europe.

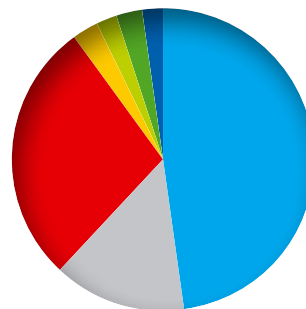
These influential civil engineers are responsible for the initiation, design, construction and maintenance of the nation's infrastructure. They are:

- » Clients who buy projects and professional services
- » Designers and contractors who specify the products and equipment used to build projects
- » Involved in procuring services and goods to manage the maintenance of the finished schemes
- » Responsible for making sure the environment is protected and preserved
- » Involved when projects are decommissioned, ensuring minimum damage and inconvenience to the local ecology and community

NCE readers predominantly hold senior management positions in consulting and contracting, central and local government, project management and industry. They are the prime specifiers for the construction industry.

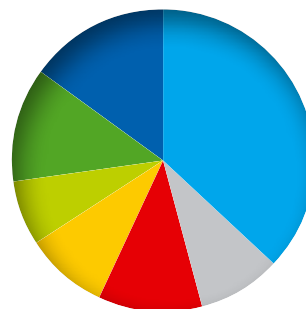


*1 July 2011 to 30 June 2012



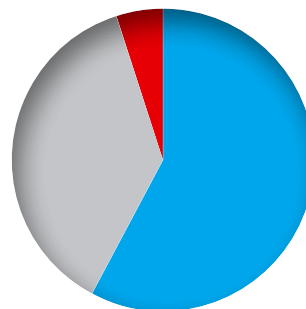
Business Breakdown

- Consulting Engineer **48%**
- Contractor **14%**
- Public Sector **28%**
- Utilities **3%**
- Water Companies **2%**
- Education/Research **3%**
- Other **2%**



Level of Purchasing Influence by Company

- £100M+ **37%**
- £50M to £100M **9%**
- £20M to £50M **11%**
- £10M to £20M **9%**
- £5M to £10M **7%**
- £1M to £5M **12%**
- £1M **15%**



Job Function

- Engineer **58%**
- Senior Management **37%**
- Other **5%**

Source: ICE Survey of Members

Display advertising

Position your company in the mind of prospective customers

NCE has more than 40 years experience in helping companies build and maintain their brand awareness in the UK civil engineering market.

Advertising in NCE display puts your company in front of 50,814 civil engineers each week. This gives you access to the most influential people in the construction industry – senior managers across the entire spectrum of civil engineering, consulting, project management, private and public sector clients, government and design.

Every advert placed in NCE receives the following:

- » Personal delivery to every member of the Institution of Civil Engineers
- » Placing adjacent to articles from objective, award-winning NCE journalists
- » A higher company profile and greater awareness with influential civil engineers
- » Weekly access to readers with a significant role in the buying process

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Francis Barham

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Advertising display rates

Size	Dimensions	Price
Full page	275 x 190mm Type	£5,076
	297 x 210mm Trim	
	303 x 216mm Bleed	
Half page horizontal	134 X 190mm Type	£2,980
Half page vertical	275 x 93mm Type	£2,980
Quarter page	134 x 93mm Type	£1,691
Double page spread	275 x 400mm Type	£9,160
	297 x 420mm Trim	
	303 x 426mm Bleed	
Half double page spread	134 x 400mm Type	£5,219
News island	109 x 205.5mm Type	£3,373
News bookends	254 x 92.75mm Type	£4,245
News strip	60 x 390mm Type	£3,373
Inserts	Accepted by arrangement. Details available on request	
Premium Positions	IFC/OBC/Page 4	£5,250
	Quarter page DPS (News)	
Classified Rates	Directory	£50 per scc mono £77 per scc colour

Copy requirements

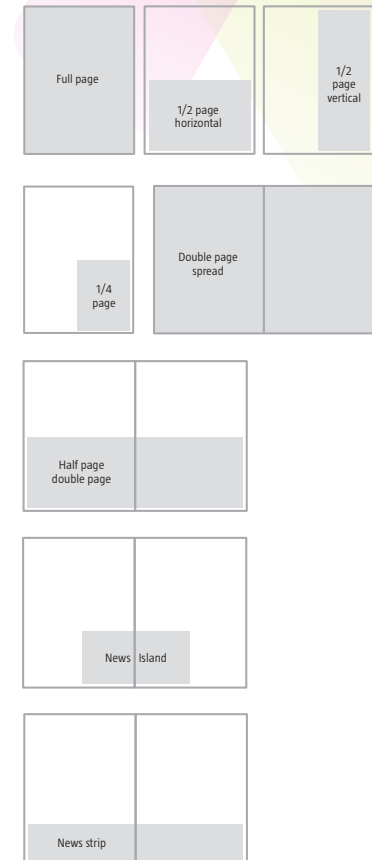
All files should be supplied as a press ready pdf. Full details can be found at www.pass4press.com. Jpegs and tiffs at a resolution of 300dpi are also acceptable.

Cancellation deadlines

6 weeks prior to publication.

Copy deadlines

7 days prior to publication.



Features list 2013

3 Jan	No issue	16 May	Plant	19 Sep	Plant/Middle East
10 Jan	Highways	23 May	Marine & Offshore Engineering/Airport Design & Engineering Conference	26 Sep	Water
17 Jan	Plant	30 May	No issue	3 Oct	Concrete/Plant File - NEW
24 Jan	Flooding/ International: Hong Kong	6 Jun	Water	10 Oct	Energy/BCIA Awards
7 Feb	Tunnelling	13 Jun	Tunnelling	17 Oct	Plant
14 Feb	Rail/ BIM for Rail	20 Jun	Plant/London Rail Conference	24 Oct	Rail
21 Feb	Plant	27 Jun	Geotechnical/BIM for Geotechnical	31 Oct	
28 Feb	Bridges	4 Jul	Roads	7 Nov	Marine & Offshore Engineering
7 Mar	Concrete/Middle East	11 Jul	Plant/Glasgow 2014 - NEW	14 Nov	Tunnelling/BIM for tunnelling/Tunnelling Supplement - NEW Tunnelling UK Conference
14 Mar	Water/BIM for Water	18 Jul	No issue	21 Nov	Plant/Flood Management Conference
21 Mar	Plant	25 Jul	Rail	28 Nov	Water
28 Mar	Geotechnical/Consultants File/Consultants Awards	1 Aug	No Issue	5 Dec	Geotechnical/Graduate Awards
4 Apr	No issue	8 Aug	Bridges/BIM for bridges	12 Dec	Plant/2014 Infrastructure Report
11 Apr	Energy	15 Aug	No Issue		
18 Apr	Plant	22 Aug	Flooding/Plant/Contractors File		
25 Apr	Roads/BIM for Roads	29 Aug	No Issue		
2 May	No Issue	5 Sep	Geotechnical		
9 May	Rail	12 Sep	Tunnelling		

Marketing solutions

Opportunities to promote your brand with NCE do not stop with on the page advertising. There are a number of other ways to produce an integrated marketing campaign.

New Civil Engineer project profiles

New Civil Engineer can now offer companies the chance to profile their company's project against features that we carry in the magazine. For example if New Civil Engineer is running a feature about the rail industry and you have a project in rail which you would like recognised and believe demonstrates your company's expertise we can profile it in the magazine. The profile includes a photo of your project and up to 500 words about the project. We will lay the profile out in the house style of New Civil Engineer and you will be shown copy prior to publication.

NCE insite

Using great pictures and lively articles NCEinsite is a magazine that helps young people discover a career in civil engineering. Circulated to around 15,000 15-18 year olds, their parents and teachers, it provides case studies of projects, companies and career paths presented through the eyes of the brightest recruits.

NCEinsite offers your company the chance to make a positive difference in recruiting youngsters into our industry – as well as positioning you in the minds of tomorrow's civil engineers.

New Civil Engineer Partnership Editorials

New Civil Engineer occasionally will team up with companies who are experts within their sector. This enables companies to work closely with New Civil Engineer's editorial team to communicate their knowledge, relationships and excellence in certain areas. It enables companies to demonstrate that they are truly thought leaders in their section of the market. All subjects must be agreed with NCE's editorial team who will work with the partner company to develop the content. The editorials are between 4 and 12 pages in length.



"We have enjoyed a successful campaign within the New Civil Engineer. The title provides us with a proven route to the main players in the top UK civil engineering firms."

**Steve Elliott Project Director,
British Association of
Reinforcement**

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Francesca Molyneux

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Awards

Opportunities to promote your brand with NCE extend to our excellent awards portfolio. With a dedicated awards team, each award ceremony is promoted across a multi-platform and integrated marketing campaign, ensuring your brand is seen over 1 million times across the 6 months leading up to the awards.



March 2013 – Consultant of the Year Awards

The Consultants Awards will be celebrating its 10th year in 2013. This exclusive, invite only awards lunch is now an established part of the profession's calendar and a must attend event for the chief executives, chairmen and senior board directors of the UK's biggest consultancies, contractors and clients.

"Since its inaugural year, we have been a keen supporter of the Consultants Awards."

**Eduardo Niebles, Managing Director, Europe & Africa
BST Global (Europe), sponsor 2001-2012**



May 2013 – Ground Engineering Awards

Celebrating pioneering design and innovation in the ground engineering industry is the core aim of the annual GE Awards, but the event also creates a unique social focus for the industry. Now entering their sixth year, the GE Awards have become a firm fixture in the diary of the geotechnics industry as the place to catch up with existing contacts and network to develop new opportunities.

"To have our project shortlisted alongside such a diverse and excellent group of projects for a category in the GE awards...is a great honour...altogether the GE Awards is a great networking event and a celebration of the industry."

Trevor Bamber BSc (Hons), COTC TMH4 Tech IOSH, NEBOSH, Senior Engineer Celtic Technologies Limited



October 2013 – British Construction Industry Awards

The British Construction Industry Awards have been recognising and rewarding excellence in the construction industry for over a quarter of a century, celebrating the 25th anniversary of the awards in 2012.

The BCIA are the only awards in the industry where each shortlisted project is personally visited by the judging panel ensuring that the projects that go on to win on the night really are the most outstanding examples of the UK construction industries capabilities.

New for 2013 is the involvement of the BCIA with the new Prime Minister's Better Public Building Award – The Summit, organised by the British Construction Industry Awards team and sponsored by the Cabinet Office and Department for Business Innovation and Skills.



December 2013 – Tunnelling Awards

The Tunnelling Awards are the awards the tunnelling community aspire to win, judged by the leading lights of the tunnelling/ engineering industry.

"There are few platforms on which we, as masters of underground space, promote or congratulate our peers and employees. NCE and ITA have initiated the International Tunnelling Awards for that purpose. The nominations from 2011 demonstrated the industry's capabilities to respond to the challenges."

Rick Lovat I2advisors

"The International Tunnelling Awards are professional awards. They represent the position of the person/company in the industry."

Cameron Ka Wai CHIN, Dragages Hong Kong Limited



Recruitment NCE – the first choice for job-seeking civil engineers

77% of readers use NCE to look for a job*

Magazine

NCE's recruitment section offers you the opportunity to advertise in front of the right candidates – for all civil engineering related vacancies. Complete coverage is guaranteed because NCE is the only magazine read by every civil engineer in the UK. So irrespective of which sector you are recruiting for – be it rail, roads, bridges, water, environment, commercial or energy – your vacancy will be seen by the right audience.

Web

The New Civil Engineer website delivers daily news, statistics and market information coupled with an eight year searchable archive. NCE.co.uk has over 30,000 unique users per month with over 13,000 jobseekers visiting ncejobs.co.uk, delivering on average 11 applicants per vacancy, making ncejobs.co.uk the leading website for civil engineering vacancies.

ncejobs.co.uk premium Listings starting at (28 days): £350 per job

Engineers worldwide rely on New Civil Engineer's tightly focused readership as a highly cost effective way of recruiting outstanding candidates to fill their vacancies.

"Advertising in NCE has helped us on numerous occasions to find the right candidate for our open vacancies. The service we receive is always extremely professional and efficient".

Mott Macdonald

*Source: Webtrends (1 Nov '11 - 1 Nov '12 average)

Recruitment rates

	Mono	Colour
Per Single column cm	£93	
1/4 page (14cm x 2 col)	£2,806	+£700
1/2 page (14cm x 4 col)	£5,280	+£700
Full page (28cm x 4 col)	£10,766	+£700
1 Branded listings	£350	
Agency discount (PPA)	10% (UK), 15% (Overseas)	

Deadline

Bookings	5pm Monday
Copy to be set	5pm Monday
Complete artwork	10am Tuesday

Column width

1 column	43mm
2 columns	93mm
3 columns	143mm
4 columns	190mm
1/4 page	140 x 93mm
1/2 page	140 x 190mm
Full page	280 x 190mm

Please note that set rates for quarter page, half page and full pages include one branded listing enhancement on www.ncejobs.co.uk sites. When booking by SCC rate you will be charged a compulsory £350 for this online listing.

Materials Spec

All files should be supplied in PDF 1.3 format and set in CMYK. PDF files should adhere to the PPA 'Pass for Press' standard. Full details can be found at www.pass4press.com. PDF files should be supplied on CD/DVD or emailed to one of the recruitment team.



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Thomas Parsons

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"Compared to other jobs boards we have used, the standard of candidate has been EXCELLENT which, as a busy recruiter, is ideal. I have no hesitation in recommending NCE and intend to use them again for our United Kingdom civil engineering requirements."

Keith McConnell, Director Engineering Recruiters

Ncejobs.co.uk

Unique Users: 15,441

Apps per month: 5.28

Page views: 140,985

Pages per visit: 3.54 minutes

Classified Cost-effective directory advertising

NCE Classified presents readers with the widest range of services from the very best companies in civil engineering. Some of the biggest and most reputable names in the industry advertise regularly, including consultants, manufacturers and specialist contractors. They know they can rely on NCE to deliver crucial business leads to their sales teams.

Courses

The Courses section of the NCE classified ensures that 50,814 civil engineers know about your course or conference.

Industry Specialist

The Industry Specialist section is a fortnightly feature at the beginning of the classified pages. In placing in the Industry Specialist section, we prevent any competitors placing similar adverts, so the impact of your brand is maximized, plus the Industry Specialist offers a quarter page advertorial slot to further promote your business and recent activity.

Specifications

Advert size - 5cm x 3 columns (50mm x 94mm)

£300 per fortnight

Editorial guaranteed at least once every 6 weeks

Specialist Services

The Specialist Services pages are the core classified opportunity for advertisers. These pages are designed primarily as a directory. This section is hugely successful due to the response driven nature of the pages; with the readers seeing the adverts then making further enquiries either directly or online.*

*According to research conducted by the PPA (Professional Publishers Association), 58% of enquiries made online are a result of a printed advert the enquirer has seen. (PPA, 2011).

Classified and service rates

Effective from 1 January 2011 (all rates exclusive of VAT)

	Mono	Colour
Single column cm	£48	£70

Tender (all rates exclusive of VAT)

	Mono	Colour
Single column cm	£55	£60

Courses Rates

	Mono	Colour	Dimensions
Single column cm	£57	£73	
1/8	£769	£1,003	70x93mm
1/4	£1,335	£1,670	140x93mm
1/2	£2,350	£2,878	140x190mm

Industry Specialists (all rates exclusive of VAT)

	Colour
1/8	£600 per month

**Source: Webtrends (1 April '10 – 9 Aug '10 average)

Deadlines

Bookings	5pm Thursday, 7 days prior publication
Complete artwork	5pm Friday



Contact:

Francesca Molyneux

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Series discounts:

2 ads – 5%	16 ads – 10%
3 ads – 10%	32 ads – 20%
5 ads – 15%	48 ads – 35%
6 ads – 5%	



Spotlights

Highly targeted branding opportunities

NCE Spotlights focus editorial on specific areas of industry to highlight activities and companies. Advertising within relevant Spotlights increases awareness of your business and generates a good response.

Spotlight Rates (all rates exclusive of VAT)

	Mono	Colour
1/8	£705	£917
1/4	£1,208	£1,515
1/2	£2,130	£2,639

Column Widths (all rates exclusive of VAT)

1 column	43mm
2 columns	93mm
3 columns	143mm
4 columns	190mm
1/4 page	140x93mm
1/2 page	140x190mm
Full page	280x190mm

Spotlights by date and subject

24 Jan	Concrete
14 Feb	Abseil & Roped Access
7 Mar	Courses
21 Mar	Movement & Monitoring
18 Apr	Drilling
9 May	Piling & Foundations
23 May	Courses
13 Jun	Radar & Geophysical Surveying
27 Jun	Underwater
4 Jul	Geothermal
25 Jul	Pumping & Groundwater
8 Aug	Ground Investigation
12 Sept	Piling
17 Oct	Utilities
28 Nov	Courses
5 Dec	Remediation



Contact:

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NCE.co.uk

NCE.co.uk delivers up-to-date daily news, statistics and market information from the world of engineering as well as having an eight-year searchable archive, newsletters and useful industry information including events and links.

Together with **New Civil Engineer** magazine (which is delivered to 50,814* readers, 97% of which are members of the Institute of Civil Engineering), Emap's engineering portfolio gives advertisers maximum reach within the engineering sector.

NCE.co.uk provides extensive reach into the market, with the average traffic for the site being:

- 30,054 monthly unique users**
- Over 50,000 monthly page impressions**
- **2.15 page views per visit****
- Over 400,000 new visitors



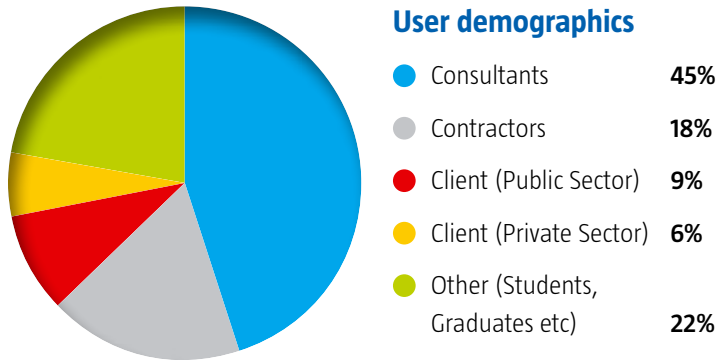
* Source: ABC audit: 1 Jul '11 – 30 Jun '12 **Source: Webtrends (27 Nov '11 – 27 Nov '12 average)

Who are our users?

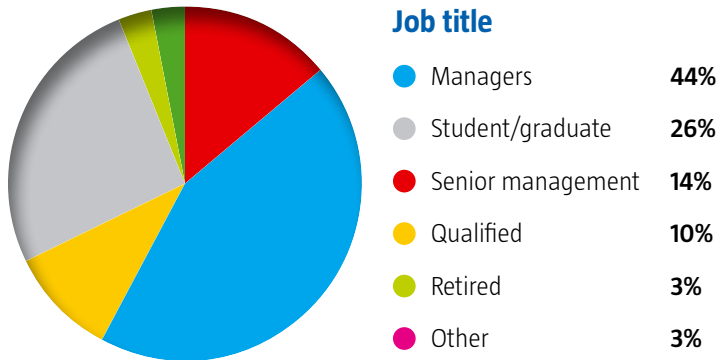
An average of over 80,000 unique users come to the site every month from over 200 different countries:

* Source: Webtrends (Oct '12 – Nov '12)

User demographics

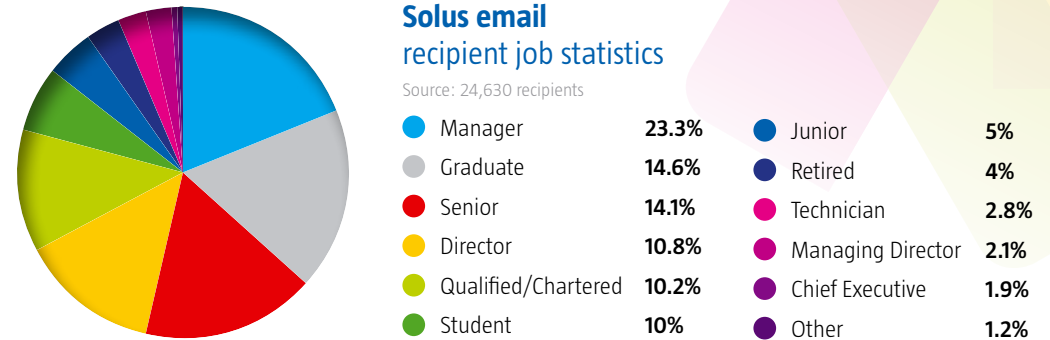


Job title

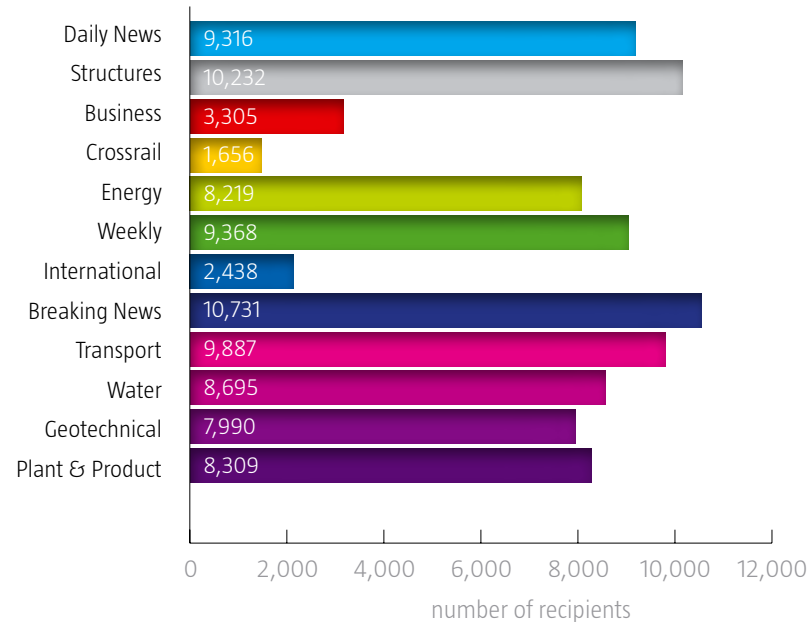


Solus email recipient job statistics

Source: 24,630 recipients



Channel specific emails and newsletter statistics:



CPM advertising & channel sponsorship

CPM advertising

Nce.co.uk ensures advertisers receive maximum value for their advertising investment and, very importantly, get exactly what they pay for.

Our new CPM model (which means “cost per thousand”), allows advertisers to buy inventory in multiples of 1,000 page impressions which we then deliver and the advertiser pays for – simple! CPM also allows advertisers to plan a campaign which fits any budget.

We will deliver campaigns over specified time periods and create reports detailing advertising performance after every campaign.

Available inventory includes:

- » **MPU:** 336 x 280 pixels (maximum file size 40kb) £47 CPM
- » **Leaderboard:** 728 x 90 pixels (maximum file size 40kb) £42 CPM
- » **Skyscraper:** 160 x 600 pixels (maximum file size 40kb) £32 CPM

Targeting opportunities:

- + 20% on CPM rate for Home & News
- + 30% on CPM rate for specific channels/sections
- + 40% on CPM rate for geo-targeting

Expandable formats:

- + 10% on CPM rate for all creatives

Available advertising slots

- 1 Top leaderboard
- 2 Top MPU
- 3 Skyscraper
- 4 Bottom MPU
- 5 Bottom leaderboard



Channel sponsorship

Sponsoring a channel provides the client with ALL ad positions (1-5) on an exclusive basis, thereby blocking any potential competitor from advertising at the same time on that section. This includes all channel news alerts.

Investment: £3,150 per month

Our available channels are: Crossrail, Transport, Structures, Water, Energy, Geotechnical, Picture Gallery, Business, Plant, ICE and International.

Non-standard advert formats

Our sites offer the following high impact rich media ad formats, sold on a tenancy basis:

Overlays: £5,250 per week

Page Peel: £4,463 per week

Other bespoke options are available. Please contact your sales representative for more details

All rates effective as of January 2013

NCE Skins

At NCE we are always looking to expand the capabilities and drive the performance of digital campaigns, which is why we are now offering NCE site skins. NCE site skins give you the chance to create an immediate buzz around a new project, product or campaign. A NCE skin provides increased visibility for your brand, increased interaction with your campaign and increased redirected traffic to your website.

A NCE site skin is a digital sponsorship opportunity that allows you to fill the vacant margins of the NCE webpage with branded advertising carrying your corporate message. This means that your advertising appears above the 'fold' at all times – even as visitors navigate the pages and sections of the site, ensuring visibility at all times.

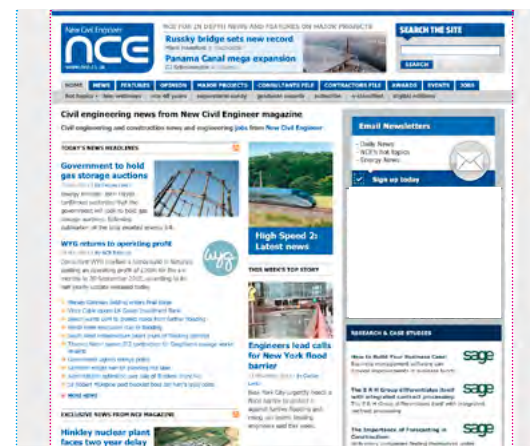
Site skins also provide higher CTR on average than conventional digital advertising:

- » Average CTR of 1% - roughly 10 x the average CTR of digital ads
- » Including calls to action within the advertising encourages interaction with the campaign
- » High CTR rates makes the site skin an effective way of increasing web traffic direct to your company site

NCE designers can design a skin for you for a one-off charge of £400.

Package includes:

- » Specifications Two (left and right) GIF panels 133px wide x 1000px high are required.
- » Maximum file size per panel is 100KB.
- » The main message must be in the middle of the panel. No text or key images should be placed below 675px down as they won't be seen without scrolling.
- » A faded background colour is recommended after 675px down.
- » Bright solid colours are not recommended. Colours that are soft and easy on the eye are preferred.
- » White backgrounds are not permitted unless you include a 3px border. This outlines where the ad stops and the site starts.
- » Text should be a minimum of 16pt.
- » Company logos are permitted once per panel.
- » Text is limited to 50 characters (including spaces) per panel.



NCE webinar series 2013

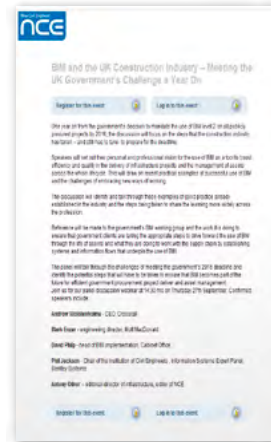
Our NCE webinars are a fantastic way to generate market specific leads and establish your brand as both contemporary and a thought leader in any given area. Consisting of a 45 minute live webcast, the NCE webinars are designed to be interactive between the presenter or presenters and the audience. Utilising the NCE readership and further afield, our NCE webinar series have attracted excellent audience figures and participation, enabling the sponsor to promote their brand and align themselves with a professional production which will be watched time and time again.

The promotional elements of the webinar further associate the sponsor with our brands as NCE advertise the webinar across a multi-platform advertising campaign, utilising social media and our readers to ensure the best registration figures. A NCE webinar also offers unrivalled lead generation, resulting from registrations to view the webinar, enabling the sponsor to build strong relationships with key decision makers in the market while following up the webinar event via email or telephone.



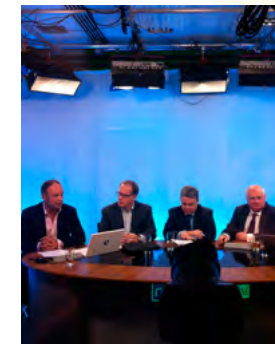
Investment: £15,750 + VAT per webinar

All rates effective as of January 2013



Package includes:

- » 6 week pre-event promotional campaign on the site (all with client's logo)
- » 45 minute live streamed video presentation
- » Ability for audience to ask live questions via email
- » Panel of speakers including a representative of the sponsor (4 maximum)
- » PowerPoint deck to run alongside the video presentation (all with sponsor's logo)
- » PDF case studies/white paper downloads available for live event and on-demand content
- » Speaker biographies available
- » All registration details provided to the client including job function, email, telephone number, etc.
- » Available as on-demand content from our site or as MP3/MP4 download for 12 months following the live event
- » The link will be provided to the sponsor for their own use including posting on their site
- » Full campaign reports provided including numbers viewed
- » Generate quality leads without leaving your office
- » Interact with a receptive, influential audience live and online on a thought leadership level audience live and online on a thought leadership level
- » Branded live and on-demand players mean your exposure will be seen throughout the year
- » Use the archived presentation as part of your sales & marketing toolset
- » Disseminate your message to more buyers and specifiers more quickly
- » Survey your target audience
- » Overall, considerable time & cost savings



Webcasting solutions

Podcast/audio webcast

Our audio webcasting solution allows you to remotely record a 15 minute presentation for download/streaming on the site. This in effect would be a 'Podcast' but without the automatic downloading capability available on the likes of iTunes.

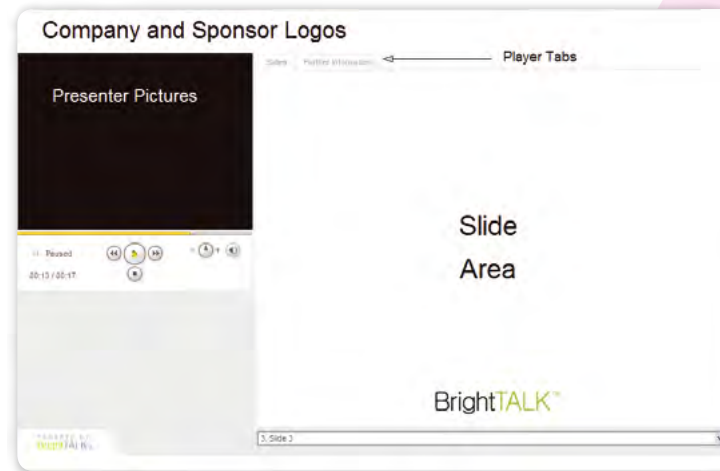
Package includes:

- » 4 week banner campaign on-site and on Daily News Alerts
- » Maximum 15 minute audio presentation
- » Remote recording via client's telephone line
- » PowerPoint deck to run alongside the audio presentation
- » PDF case studies/white paper downloads available per Podcast (maximum 2)
- » Speaker biographies available
- » All registration details provided to the client including job function, email, telephone number, etc.
- » Available as on-demand content from our site or as MP3/MP4 download for 12 months following the live event
- » Full campaign reports provided including numbers viewed

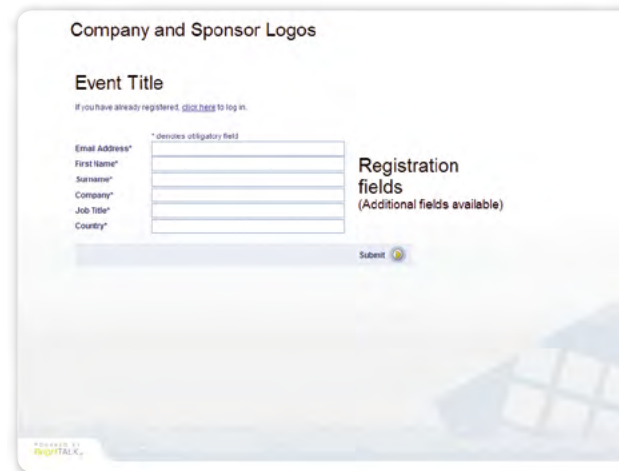
Investment: £4,200 + VAT per podcast

All rates effective as of January 2013

Powered by
BrightTALK™



Example: Podcast player



Example: Registration page

Video solutions

10 minute video case study (on-site filming)

Showcasing your case studies and getting press coverage for your clients has always been difficult. We can offer a fully produced case study video at the client's site, which we will then promote on the website and host for 12 months, generating both a buzz around the client and a case study which can be shown at conferences and presentations. The involvement of our editorial team and the association with our brand ensures that the content is properly researched and is a weighty piece of marketing collateral for future promotions.

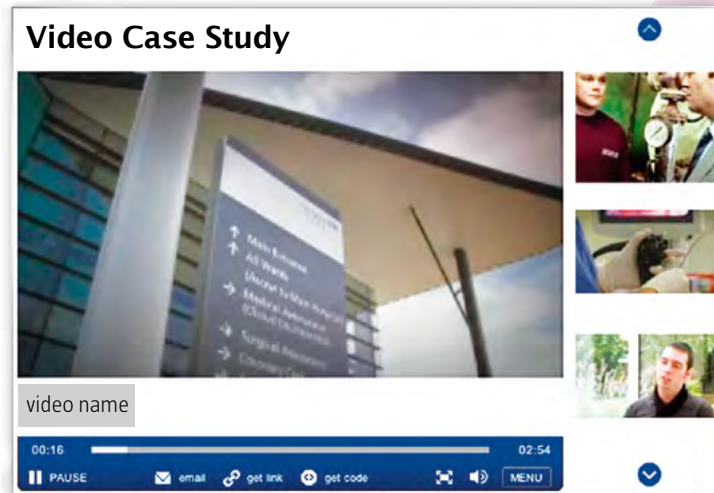
Package includes:

- » Maximum 10 minute video
- » Full editing and proofing available
- » Brand logo and sponsor's logo included
- » Filming available on-site (hospital, council building, etc).
- » 5 DVDs provided for promotional use – additional DVDs available upon request
- » 12 month hosting on-site next to relevant editorial
- » 8 week banner campaign on-site and on Daily News Alerts
- » Full campaign report each month (plays and impressions)

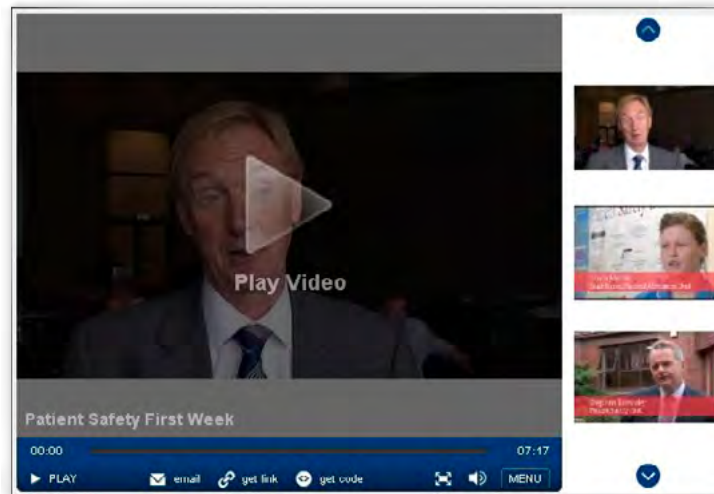
Investment: £12,400 + VAT + logistical costs (for filming outside M25)

All rates effective as of January 2013

Powered by



Example: Brightcove video player



Example: Brightcove video player

Video solutions

5 minute one-to-one video interview

A member of the editorial team will carry out a video one-to-one interview with a representative of the sponsoring organization and raise an agreed issue within the market. This format allows the sponsor to be seen as a provider of market critical information and offers huge potential to be seen by users of our site. Please note that all filming will need to take place at our office in central London.

Package includes:

- » Maximum 5 minute interview with a member of the editorial team
- » Full editing and proofing available
- » Brand logo and sponsor's logo included
- » 12 month hosting on-site next to relevant editorial
- » 4 week banner campaign on-site and on Daily News Alerts
- » Full campaign report each month

Investment: £10,200 + VAT

All rates effective as of January 2013

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Patrick Geoghegan on achieving quality patient outcomes sponsor logo position

8 MAY, 2009

100 winner Patrick Geoghegan shares best practice in outcomes and explains how frontline staff drive quality

Related Articles

- Jane Abbott on creating a productive working culture 8 May 2009
- Sound advice on workforce development 8 May 2009
- A night at the Awards 2008 30 March 2009
- Andrew Dillon on NICE guidance 30 March 2009
- Phil Hope on the future of social care 30 March 2009
- Working in partnership to tackle inequalities 1 June 2009

Patrick Geoghegan of South Essex Partnership

If this video does not load, please download the latest version of flash at adobe.com

Example: 5 minute one-to-one video interview

Email solutions

Solus emails

The solus email format carries exclusive content provided entirely by the sponsor, sent via nce.co.uk. This is the ideal platform to promote new products and services, press releases, white papers, events etc.

Our targeted email newsletters and alerts allow you to get your message delivered straight into the inbox of our registered users. Nce.co.uk distributes 59 emails every month to opted-in subscribers. Details are listed below:

Alert	Dispatch	Alert	Dispatch
Solus email	On demand (2pw max)	Geotech	Tuesday
Breaking News	Ad hoc (1–2 pw)	Product Alert	Monthly, last Thursday
Energy and Waste	Friday	Structural	Monday
Environment	Wednesday	Transport	Thursday
Event alert	Monthly	Water	Wednesday

Please contact us for details of newsletter subscribers and selections available.

[Click here](#) to view a job title breakdown of our 24,632** solus email recipients (p11)

A full database breakdown is available upon request.

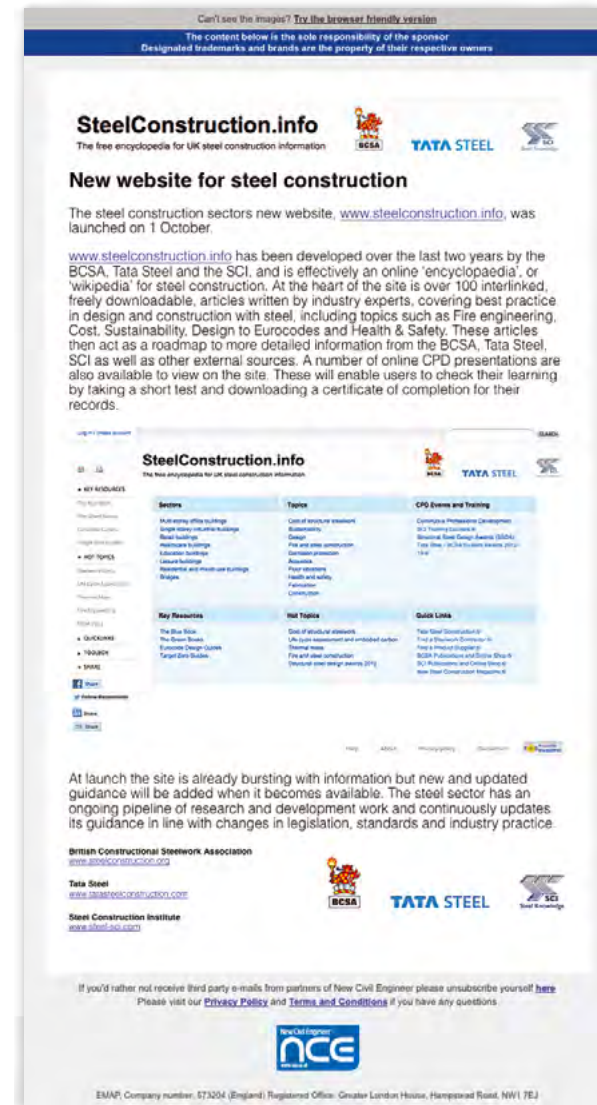
**Source: Webtrends (1 Nov 12 – 31 Nov '12 average)

Investment:

Solus email – £1,045 for the first 1,000 recipients, £263 per 1,000 thereafter

Daily – £2,100 cpm for one week (5 emails)

Suppression data handling surcharge: £150 per mailing



← Brand template header

← Client copy area

Email solutions

Email newsletters and daily news emails

Nce.co.uk send out daily news alerts to registered users who have requested to receive the latest news direct to their inbox.

Channel specific (weekly) emails

Nce.co.uk offers advertisers the opportunity to 'own' a channel through sponsorship to reduce any potential wastage for your campaign. Channel sponsorship allows the advertiser to place creative against relevant content and target their key exclusive audience.

Our sponsorship package includes all inventory on the channel (MPU, sky, top banner and bottom leaderboard).

Our available channels are: Crossrail, Transport, Structures, Water, Energy, Geotechnical, Picture Gallery, Business, Plant, ICE, International and Video.

Click here to view the statistics for channel specific email recipients from p11. A full database breakdown is available upon request.

Investment:

Channel sponsorship £3,150 per month

Channel/geographical emails – £210cpm per position per email (sky & leaderboard)

Suppression data handling surcharge: £158 per mailing



Email top



Available advertising slots

On the email newsletter

- 1 Top banner
- 2 Skyscraper
- 3 Bottom banner

Email bottom

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