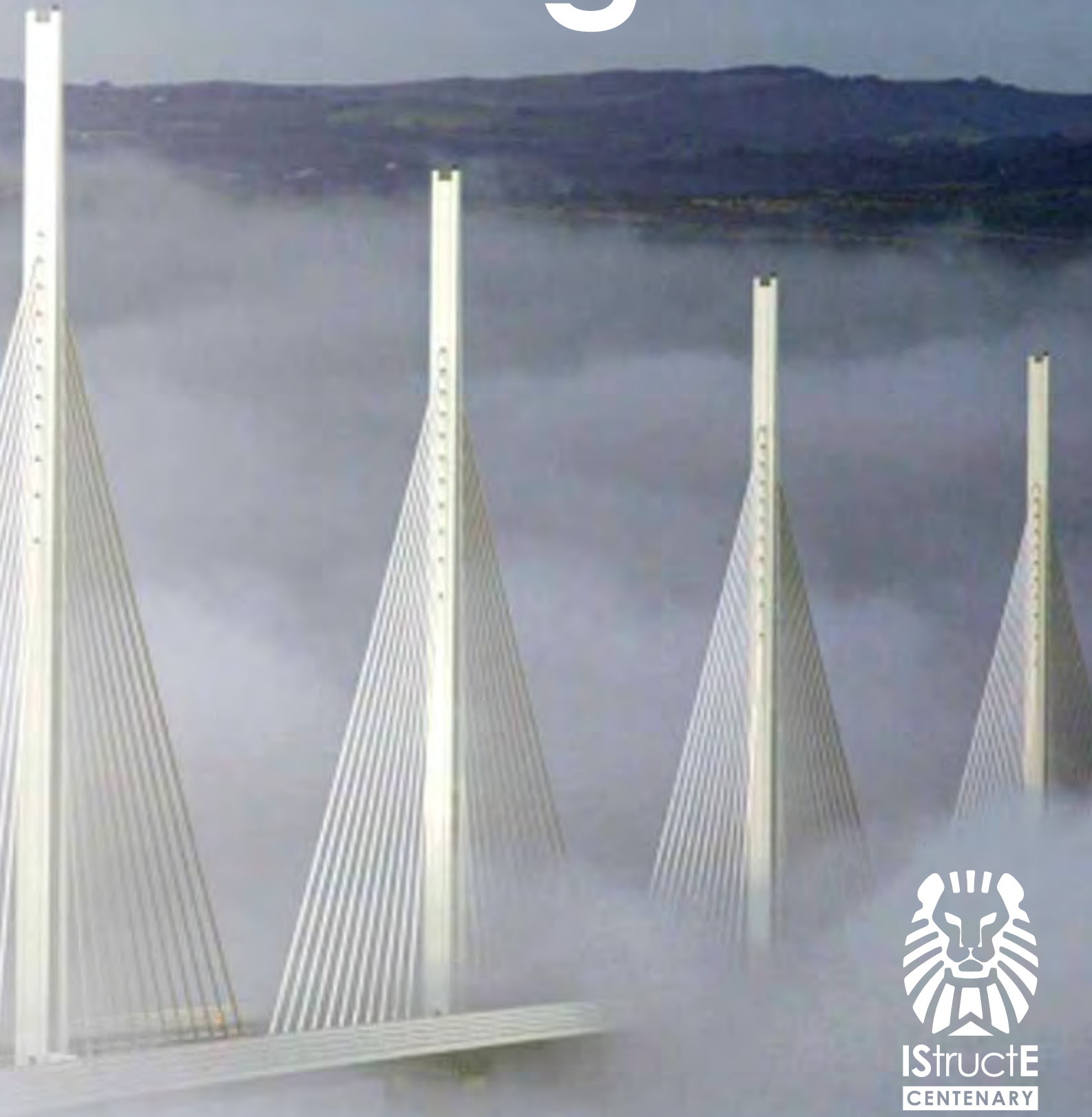
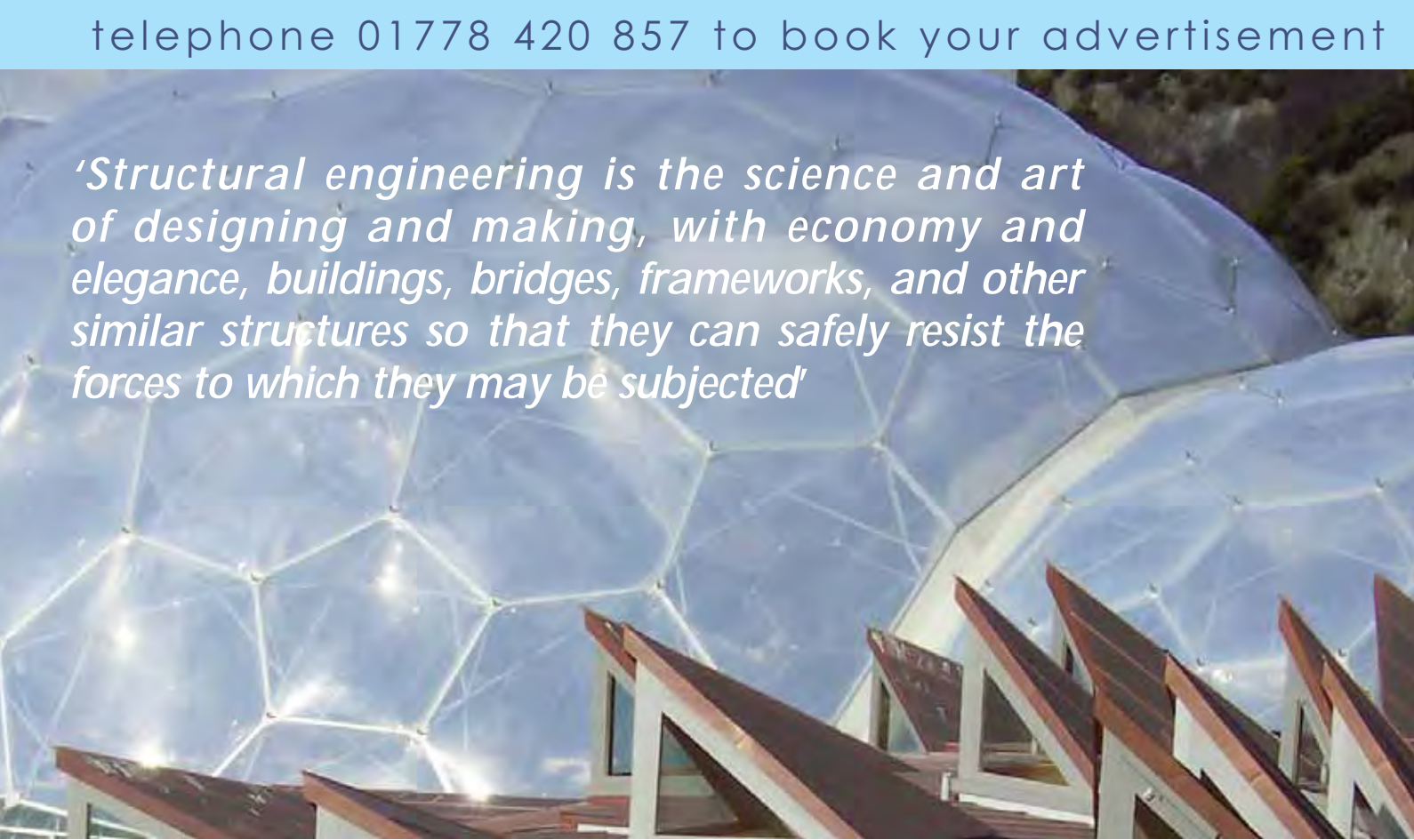


# THE structural engineer



**IStructE**  
**CENTENARY**  
**1908–2008**

*Photo courtesy of F. de la Mure / MAE*



*'Structural engineering is the science and art of designing and making, with economy and elegance, buildings, bridges, frameworks, and other similar structures so that they can safely resist the forces to which they may be subjected'*

#### WHAT IS A STRUCTURAL ENGINEER?

Structural engineers are the professional men and women whose job it is to make sure that buildings are safe, efficient, elegant and buildable. Their work covers houses, theatres, sports stadia, hospitals, bridges, schools, office blocks, shops, oil rigs, etc. They play a vital role in improving the quality of our environment and providing better living standards for all. Construction is a team effort, and structural engineers will usually work with other professionals such as architects, quantity surveyors, builders, contractors, management consultants, financial specialists and engineers of other disciplines e.g. building services. They work in private consultancy, industrial organisations, contracting, central or local government, teaching and research; they will be found in a whole range of places, from design offices to construction sites.

Structural engineers are responsible for the way buildings behave under load -- the effect of the weight of the structure and its contents, and how it reacts with the ground. They consider the effects of wind and snow, accidents fire, earthquake and explosion damage. The challenges of new techniques and materials are huge: no two projects are identical. More and more use is being made of sophisticated design processes involving advanced computer techniques. Thus they must be creative, able to communicate effectively, have an understanding of the work of other professionals, work well in a team and be at the forefront of engineering knowledge and technology. Their education and training is designed to develop these skills and leads to professional qualifications and status.

The Institution of Structural Engineers (IStructE) is the only professional society and qualifying body in the world concerned solely with the theory and practice of structural engineering, and is renowned worldwide for its exacting standards. Established in 1923, it was incorporated by Royal Charter in 1934 and is celebrating its centenary in 2008. All members receive the Institution's journal, *The Structural Engineer*, twice monthly. It is the main medium of communication between the Institution and its members.

*The Structural Engineer* is your best opportunity to bring your products and services directly to the attention of key specifiers. Selected themes and features enable you to concentrate your advertising directly at your target readership.

#### THE STRUCTURAL ENGINEER

- Provides structural engineers worldwide with information on practice, design, development and research, education and training associated with the profession of structural engineering and offers a forum for discussion of these matters.
- Provides the membership with worldwide information on recent professional and technical activities, headquarters and branch events, and a medium for relevant advertising.
- Promotes the learned society role of the Institution by publishing papers aimed at advancing the art and science of structural engineering
- Assists the Institution of Structural Engineers in maintaining its internationally recognised high standards



## JOURNAL UPDATE

*The Structural Engineer* is required reading for professionals and the content is constantly being improved to increase its international appeal and to reflect the changes in this fast-evolving field.

Content includes features and authoritative peer-reviewed papers on major projects, design guidance, codes of practice, construction, failures and research. Special issues cover materials – concrete, steel and timber; sustainability, health and safety information technology, fire engineering and more (see features list).

The Journal is printed in full colour throughout and is available on-line to members and electronic publishing is being further developed.

Each issue appears on the IStructE website ([www.istructe.org](http://www.istructe.org)) with the news available to all, a recruitment section, and a searchable archive of papers extending back to 1909 for members and subscribers. Full information on the Journal can be accessed directly: ([www.thestructuralengineer.org](http://www.thestructuralengineer.org)).

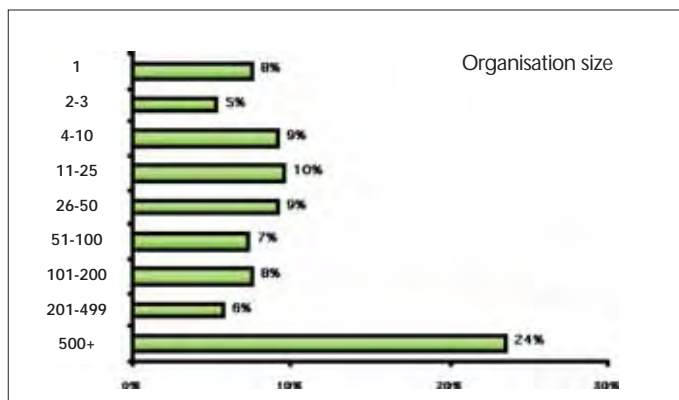
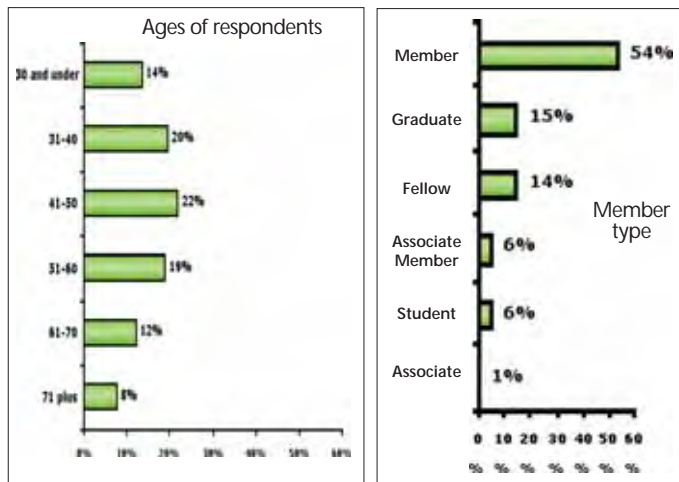
## WHO GETS THE JOURNAL?

1 July 2006 – 30 June 2007 ABC Certified circulation: 20 143

*The Structural Engineer* is distributed to all Institution members, including 3 000 partners and principals of consulting firms in the UK and worldwide. Some 600 copies are sold on subscription to libraries, research organisations and companies throughout the world.

The Journal is constantly being improved and developed, broadening its scope beyond the Institution's membership to other construction professionals, both in the UK and abroad.

In 2007, all 22 000 members in 109 countries were surveyed for the first time in 8 years. Over 3000 responded providing a highly informative 15% return allowing an unprecedented insight into the demographics of the journal's readership. This enables you to see readily the quality and calibre of the engineers viewing your advertisements



## ADVERTISING

- **DISPLAY** There are few stronger and potentially more profitable niche markets available to you within the construction industry:
  - Structural engineers are recognised as key specifiers for your products and services in the design and construction of major new projects and prestigious refurbishments
  - Published on the first and third Tuesday of each month, the Journal offers you the flexibility to plan your advertising schedule within your overall marketing strategy, or to react immediately to take advantage of any opportunity.
- **PRODUCTS & SERVICES** These pages allow you to announce new products or services at the most appropriate or critical time with the added benefit of editorial support.
- **SERVICE DIRECTORY** These specialists's pages allow you both the frequency and economy constantly to keep your company name in regular contact with the industry.
- **RECRUITMENT** Only *The Structural Engineer* offers a receptive audience of qualified structural engineers whose age, experience and creative abilities are sufficiently diverse to fill any vacancy from office junior through to the most senior and crucial of positions. All advertisements are **also automatically placed on the IStructE website** to maximise exposure and to make the most of your budget.
- **WEBSITE** The Institution's website enjoys a constant high volume of traffic from structural engineers worldwide, not just from the membership. To gain access to this receptive audience we offer you a company entry in the new Suppliers Directory section.

## EDITORIAL FEATURES 2008

Issue	Publication date	Feature
1	8 January	Branch issue
2	22 January	
3	5 February	Information technology (1)
4	19 February	
5	4 March	Bridges
6	18 March	
7	1 April	Education & training
8	15 April	
9	6 May	Sustainable construction
10	20 May	
11	3 June	Repair, reconstruction & conservation
12	17 June	
13	1 July	Information technology (2)
14	15 July	<b>CENTENARY issue</b>
15	5 August	Risk /Health & safety
16	19 August	Branch issue
17	2 September	Timber
18	16 September	
19	7 October	Fire engineering / Security
20	21 October	Branch issue
21	4 November	Structural steel
22	18 November	Structural Awards supplement
23/24	2 December	Concrete (prestressed, precast, etc.)

## ADVERTISEMENT RATES

### • DISPLAY ADVERTISEMENTS

<i>Mono</i>	<b>1</b>	<b>6</b>	<b>12</b>	<b>23</b>	<i>Full Colour</i>	<b>1</b>	<b>6</b>	<b>12</b>	<b>23</b>
Whole page	£1390	£1320	£1280	£1120	Whole page	£1920	£1805	£1745	£1625
Half page	£795	£755	£730	£670	Half page	£1305	£1260	£1220	£1160
Quarter page	£520	£495	£475	£420	Quarter page	£780	£755	£725	£690

### • SPECIAL POSITIONS

Front cover - editorial style	£1455	Inside front cover	£180 extra
Outside back cover	£225 extra	Facing matter	£185 extra

### • RECRUITMENT ADVERTISEMENTS

£42 per single column centimetre. 4 columns per page. Spot colour £70 extra, full colour £170 extra. All advertisements are also placed on the IStructE website.

### • LOOSE INSERTS

Price on application. UK membership distribution or full worldwide.

### • CLASSIFIED SERVICE DIRECTORY

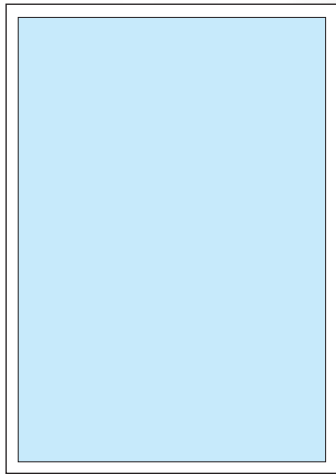
£34 per single column centimetre (Series discount: 5% on 6 insertions, 10% on 12 insertions and 20% on 23 insertions) 4 columns to the page.

### • WEBSITE DIRECTORY

The new Suppliers Directory includes a company profile, direct links to your own website and much more - £600.00 per annum.

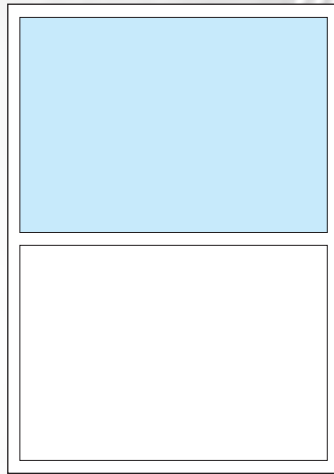
All advertising rates subject to V.A.T.

## COPY SPECIFICATION



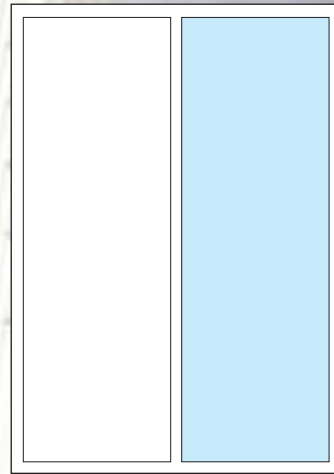
#### Whole page

190mm (w) x 275mm (h)  
Bleed 216mm (w) x 303mm (h)  
Trim 210mm (w) x 297mm (h)



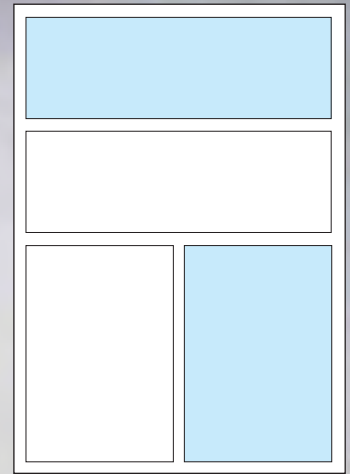
#### Half page horizontal

190mm (w) x 132mm (h)  
Bleed 216mm (w) x 145mm (h)



#### Half page vertical

92mm (w) x 275mm (h)  
Bleed 105mm (w) x 303mm (h)



#### Quarter page horizontal

190mm (w) x 63mm (h)  
Quarter page vertical  
92mm (w) x 132mm (h)

### • PDF FILES (PORTABLE DOCUMENT FORMAT)

The correct set-up is critical. If the advert has bleed, please include on the PDF. If you have any queries with this please contact us. All images must be CMYK - 300dpi. All colours must be CMYK. We can not be held responsible for colour variations and picture quality, these are the responsibility of the sender. A colour proof is always required.

### • PUBLISHED

1st and 3rd Tuesday of the month

### • COPY DATE

7 days prior to publication – except recruitment advertising which is 5 days prior to publication date.

### • CLASSIFIED

1 column width	43mm	2 column width	92mm
3 column width	140mm	4 column width	190mm
Column depth	270mm		



## CONTACT DETAILS

- **ADVERTISEMENT MANAGER – STEVE JACKSON**  
Tel: 01778 420857; Fax: 01778 424771;  
Email: [steve@structuralpromotions.co.uk](mailto:steve@structuralpromotions.co.uk)
- **Advertisement production – Statusdesign.co.uk**  
Tel: 01406 380620; Fax: 01406 380908;  
Email: [structural@statusdesign.co.uk](mailto:structural@statusdesign.co.uk)



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