About IStructE

The Institution of Structural Engineers (IStructE) was founded in 1908 and is the world’s largest membership organisation dedicated to structural engineering, with more than 29,000 members.

Key member benefits include:
- Technical guidance for practising engineers
- Business guidance
- Project analysis
- Features and opinion-based articles
- Industry-leading CPD and technical information
- Events and community involvement

For more information and to get in touch with the media team, contact Krishan Parmar / tsemmedia@cpl.co.uk / +44 (0) 1223 378 051
Our audience

Membership by age group

Total number of members by membership grade

1. Member (Chartered) 10,933 / 36%
2. Graduate 9,295 / 30%
3. Student 7,568 / 25%
4. Fellow 1,638 / 5%
5. Associate-Member 911 / 3%
6. Technician member 157 / <1%

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Membership by material specialism

- **Steel**: 81%
- **Concrete**: 79%
- **Glass**: 18%
- **Masonry**: 51%
- **Timber**: 52%
- **Analysis and design software**: 89%

Member interests: Top 10

1. Buildings – Commercial: 13,882
2. Buildings – Industrial: 12,684
3. Buildings – Domestic: 12,452
4. Structural Analysis Software: 11,360
5. Foundations: 9,922
6. Retaining Structures: 7,324
7. Tall Buildings/Towers/Masts: 7,205
8. Bridges: 6,887
9. Structural Inspections: 6,848
10. Frames/Joints & Connections: 6,682

IStructE members represent many firms, including:

- **Ramboll**
- **Cundall**
- **Foster + Partners**
- **Tony Gee**
- **Meinhardt**
- **Jacobs**
- **Heyne Tillett Steel**
- **Capita**
- **Balfour Beatty**
- **AECOM**
- **Skanska**
- **Arup**
- **Severfield**
- **Price & Myers**

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Bridging the emissions gap

What measures can bridge designers take to work towards a goal of net zero?

October 2021
Volume 99 | Issue 10

Marginal carbon gains
Cover to reinforcement

Low ambitions
This year's Structural Awards recognise outstanding low-carbon design for the first time.

November/December 2021
Volume 99 | Issue 11

CPD modules: share your technical insights and capabilities with members by authoring a CPD module to be included in The Structural Engineer. CPD is a requirement for Chartered, Associate and Technician members each year.

E-newsletters: The Structural Engineer monthly e-newsletter is distributed to Institution members and other civil/structural engineering professionals.

Solus newsletters: providing you with the opportunity to send a dedicated email, created by you, direct to the inboxes of our members and wider professional audience. The average number of downloads generated exceeds 1,000 per email.

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Packages at a glance

Advertise across all our membership touchpoints to reach the widest audience possible. We have created some sample packages below to help you showcase your business to our audience of structural engineers according to your strategic requirements:

<table>
<thead>
<tr>
<th>Brand awareness</th>
<th>New to market</th>
<th>Thought leadership</th>
<th>Lead generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise your profile among IStructE members by increasing your exposure and regularly promoting your products and services throughout the year, or at strategic times, with the following options:</td>
<td>Introduce yourself with a bang! If it’s your first time marketing to the Institution, or if you haven’t advertised for a while, make the right impact with the following options:</td>
<td>Lead the conversation and be seen as a driver of change by ensuring your brand is associated with the delivery of high-value content and learning. To promote your messaging and associate your brand with key topics and issues, try the following options:</td>
<td>Gain exposure and increased awareness of your brand, products and services while making direct contact with members and capturing vital contact information, with the following options:</td>
</tr>
<tr>
<td>• Magazine display full-page advert</td>
<td>• Magazine display double-page spread advert</td>
<td>• Advertorial in <em>The Structural Engineer</em></td>
<td>• Magazine display full-page advert</td>
</tr>
<tr>
<td>• Newsletter header button</td>
<td>• Newsletter display banner</td>
<td>• Content sponsorship</td>
<td>• Sponsored CPD module</td>
</tr>
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<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>One month: £2,860</td>
<td>One month: £4,940</td>
<td>One month: £6,400</td>
<td>One month: £9,270</td>
</tr>
<tr>
<td>Annual rate: £2,540 per month</td>
<td>Annual rate: £4,388 per month</td>
<td>Annual rate: £5,700 per month</td>
<td>Annual rate: £8,240 per month</td>
</tr>
</tbody>
</table>

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Rates and technical specifications

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>Specifications (WxH)</th>
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<tbody>
<tr>
<td>Display</td>
<td></td>
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</tr>
<tr>
<td>1 Double-page spread</td>
<td>£4,735</td>
<td>Type: 398 x 250 mm</td>
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<tr>
<td></td>
<td></td>
<td>Trim: 420 x 280 mm</td>
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<tr>
<td></td>
<td></td>
<td>Bleed: 426 x 286 mm</td>
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<tr>
<td>2 Cover positions</td>
<td>£2,667</td>
<td>Type: 186 x 250 mm</td>
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<tr>
<td></td>
<td></td>
<td>Trim: 210 x 280 mm</td>
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<td></td>
<td></td>
<td>Bleed: 216 x 286 mm</td>
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<tr>
<td>3 Half page</td>
<td>£1,750</td>
<td>Horizontal: 186 x 123 mm</td>
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<tr>
<td></td>
<td></td>
<td>Vertical: 91 x 250 mm</td>
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<tr>
<td>4 Third-page strip (solus)</td>
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<td>186 x 75 mm</td>
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<tr>
<td>CPD module (up to 4 pages)</td>
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<table>
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<tr>
<th>Directory</th>
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<tr>
<td>a 1/4 page</td>
<td>£600</td>
<td>90 x 110 mm</td>
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<tr>
<td>b 1/8 page</td>
<td>£350</td>
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<tr>
<td>C 1/16 page</td>
<td>£200</td>
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E-newsletter

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<tr>
<th>Button</th>
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<tbody>
<tr>
<td>Banner</td>
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<td>640 x 100 px</td>
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<td>Native sponsored content</td>
<td>£850</td>
<td>Sponsored content of 30 words, plus</td>
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<tr>
<td>plus image and link</td>
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<td>image 300 x 200 px</td>
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<tr>
<td>MPU</td>
<td>From £650</td>
<td>300 x 250 pixels</td>
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<tr>
<td>Solus content-based emails</td>
<td>£4,500</td>
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Products and services

1/8 page Products and Services panels in *The Structural Engineer* are available at £165.

Inserts

Starting at £100 per thousand for a 5-gram insert. Price on application for heavier weights.

Creative solutions

Contact us for rates for any other creative print or digital execution, such as:
- Tip-ons
- Spread markers
- Belly bands

Print

All print advertisements must be supplied as high-resolution print-ready pdf files. Images should be placed as CMYK eps, tiffs or jpeg files at a resolution of 300 dpi at actual size. Please do not supply GIF or RGB files.

Digital

All digital advertisements can be supplied as jpeg or GIF files.

Please supply all artwork to krishan.parmar@cpl.co.uk

For more information and to get in touch with the media team, contact Krishan Parmar / tsemedia@cpl.co.uk / +44 (0) 1223 378 051
Sponsorship

Awards sponsorship:

There are four main categories for award sponsorship, based on the four key attributes that exemplify structural engineering achievement:

- Planet
- People
- Process
- Profession

Technical lecture series:

- up to 10 lectures a year
- 4x 500-word promotional thought leadership content
- 10,000 registrations a year

Conferences:

- Modern methods of construction
- Designing for the future – now
- Modern methods of design
- Reuse of existing buildings

Industry workshops/webinars:

- A 250-word description of the event (plus image) featured on the Institution’s website
- A posting to the IStructE LinkedIn ‘promotion’ board
- 2x event listings in our members’ e-newsletter
- For further information please visit IStructE Events

For more information and to get in touch with the Sponsorship team, contact Ryan Kowo, Commercial and Venue Manager / +44 (0)7818 056 267 / ryan.kowo@istructe.org
## Schedule

<table>
<thead>
<tr>
<th>Publication date</th>
<th>Booking deadline</th>
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<td>February 2022</td>
<td>13 January 2022</td>
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<td>March 2022</td>
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<td>12 April 2022</td>
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<td>June 2022</td>
<td>12 May 2022</td>
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<td>July 2022</td>
<td>16 June 2022</td>
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<td>August 2022</td>
<td>14 July 2022</td>
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<tr>
<td>September 2022</td>
<td>11 August 2022</td>
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<tr>
<td>October 2022</td>
<td>15 September 2022</td>
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<tr>
<td>November/December 2022</td>
<td>26 October 2022</td>
</tr>
<tr>
<td>January 2023</td>
<td>8 December 2022</td>
</tr>
</tbody>
</table>

For more information and to get in touch with the media team, contact Krishan Parmar / tsem@icloud.com / +44 (0) 1223 378 051
To find out more about our advertising opportunities, please get in touch:

Krishan Parmar
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tsemedia@cpl.co.uk