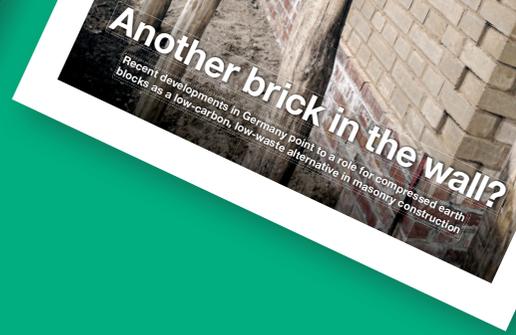


# The Institution of StructuralEngineers

Media Information

# 2026



# 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 30,000 members.

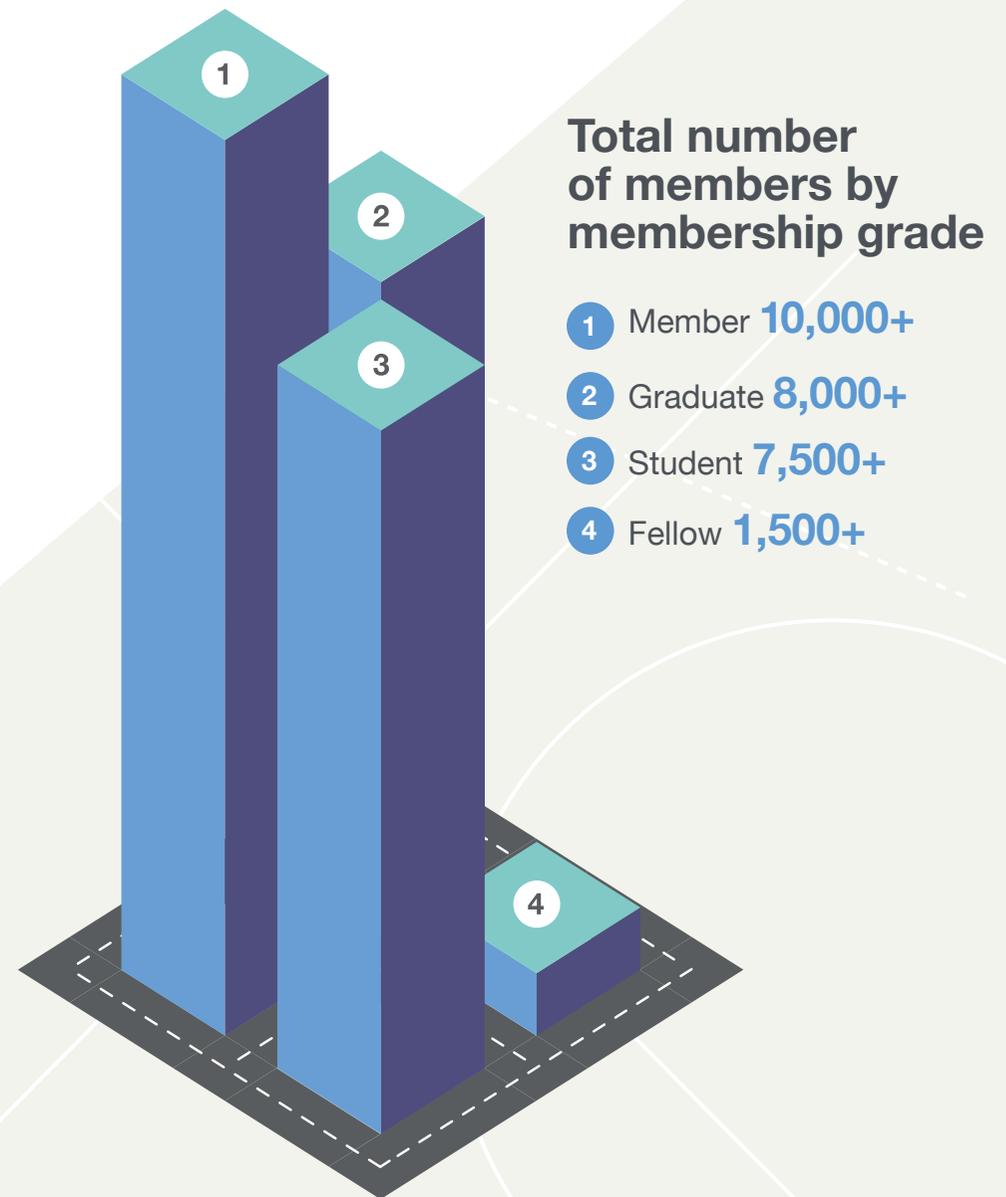
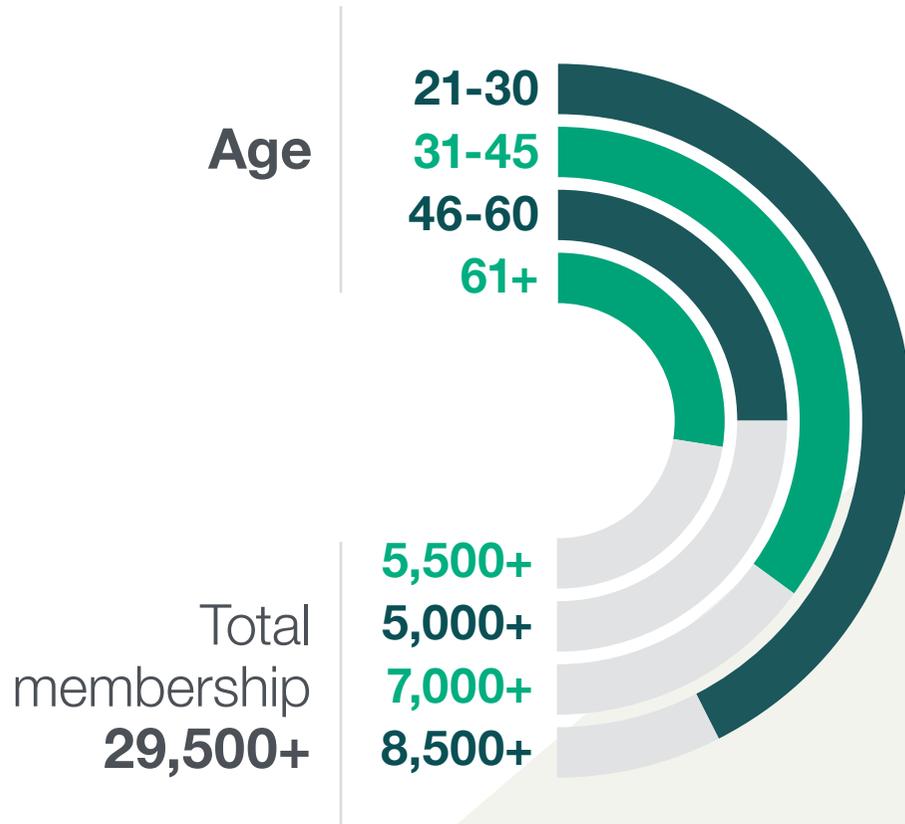
Key member benefits include:

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



# Our audience

## Membership by age group



## Membership by material specialism



## Member interests: Top 10



IStructE members represent many firms, including:



# Your audience

The IStructE's media channels give you the opportunity to reach highly engaged, targeted members in the right way and at the right time. We have a number of different media opportunities available to ensure your message reaches your audience.

**The Structural Engineer magazine:** the flagship publication for the Institution. It contains articles on structural engineering projects, technical and business guidance, and features and opinion-based articles for practising engineers, and is considered the most valuable benefit by members.

**IStructE website:** the digital home of IStructE, providing members with resources, news, updates and membership information.

## The Structural Engineer magazine

- Circulation 16,000
- Published 11 times a year

## Solus newsletters

- More than 39,000 recipients

## Website

- 460,431 TSE web page views

## E-newsletters

- 51,000 recipients

## CPD modules

- Author an exclusive CPD module to feature in *The Structural Engineer* magazine and on the website

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

**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.



# CPD modules

CPD modules aren't an advertorial as such, but rather viewed as sponsored technical content, i.e. the credibility rests upon the technical quality of what is produced - heightening your profile by association. Members are required to complete a certain amount of CPD each year which is reported to the Institution and CPD modules form a valuable part of this.

They provide the perfect way for you to share your technical insights with members and communicate the technical capabilities of your products and services, offering:

- profile raising and 'lead generation' opportunities, sitting alongside *The Structural Engineer's* high value technical content, your CPD module will enable you to gain exposure in *The Structural Engineer* in print and online
- association with the delivery of high value learning content
- increased awareness of your brand and product
- real leads in the form of the contact details of

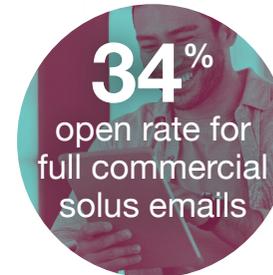
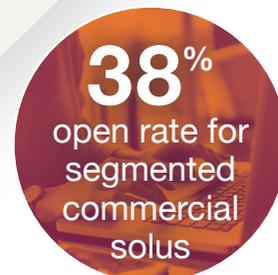
those completing the CPD module and consenting to receiving further information from you.

By authoring a CPD module you receive:

- sponsorship of a CPD module in *The Structural Engineer* (including up to four pages of copy/ images including questionnaire) in one issue
- 'Supplied and sponsored by' and logo on first page of module
- access to data of individuals completing the CPD module (subject to GDPR opt-in)



## Solus emails

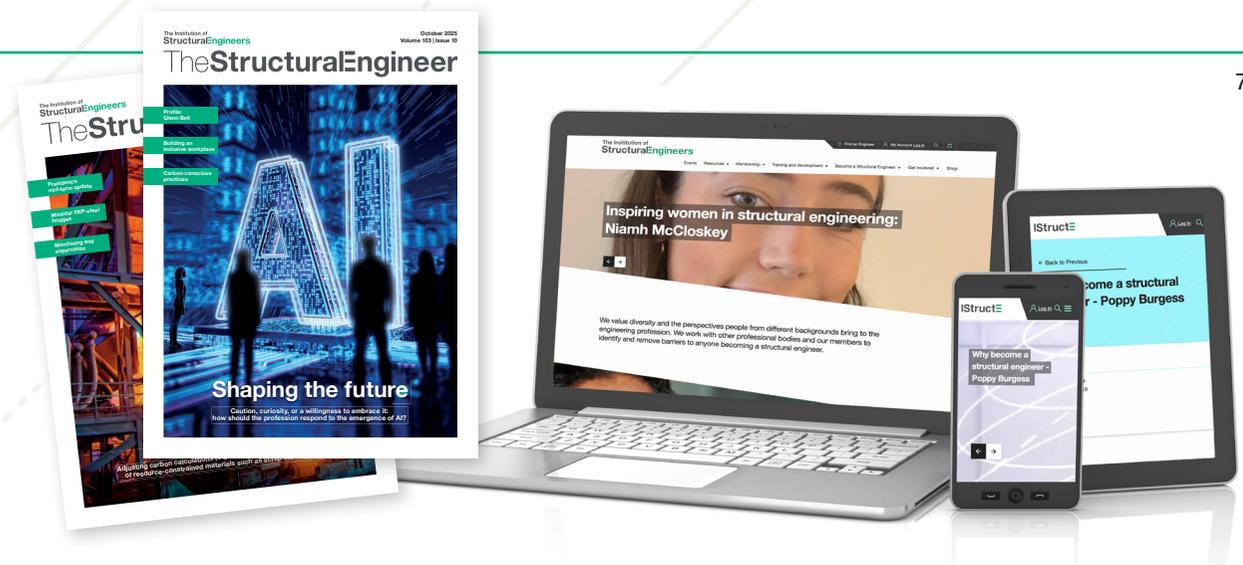


Target the highest quality database of structural engineers by sending them a dedicated email, created by you. As these emails are in such high demand, there are limited slots available each year. As you are directly

reaching the inboxes of members, solus emails are very effective for sharing information from your organisation and are a hugely successful lead generation tool, for promoting events, or downloads such as a white paper.

# 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:



Brand awareness	New to market	Thought leadership
<p>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:</p> <ul style="list-style-type: none"> <li>Magazine display full-page advert</li> <li>Newsletter header button</li> </ul>	<p>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:</p> <ul style="list-style-type: none"> <li>Magazine display double-page spread advert</li> <li>Newsletter display banner</li> <li>Solus email (segmented send) – access to your choice of up to 10,000 – based on interest/specialism</li> </ul>	<p>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:</p> <ul style="list-style-type: none"> <li>Advertorial in <i>The Structural Engineer</i></li> <li>Content sponsorship</li> <li>Solus email (segmented) – target an audience of up to 10,000 members by specific area/s of interest</li> <li>E-newsletter native advert</li> <li>Magazine display full-page advert</li> <li>Sponsored CPD module</li> </ul>
<p><b>One month: £2,860</b></p>	<p><b>One month: £8,435</b></p>	<p><b>One month: £9,525</b></p>
<p><b>Annual rate: £2,540 per month</b></p>	<p><b>Annual rate: £7,935 per month</b></p>	<p><b>Annual rate: £9,025 per month</b></p>

# Rates and technical specifications

Size	Rate	Specifications (WxH)
<b>Display</b>		
<b>1</b> Double-page spread	£5,481	<b>Type:</b> 398 x 250 mm <b>Trim:</b> 420 x 280 mm <b>Bleed:</b> 426 x 286 mm
<b>2</b> Cover positions	£3,088	<b>Type:</b> 186 x 250 mm <b>Trim:</b> 210 x 280 mm <b>Bleed:</b> 216 x 286 mm
<b>2</b> Full page	£2,923	
<b>3</b> Half page	£2,025	<b>Horizontal:</b> 186 x 123 mm <b>Vertical:</b> 91 x 250 mm
<b>4</b> Third-page strip (solus)	£1,929	186 x 75 mm
CPD module (up to 4 pages)	£5,458	

<b>Directory</b>		
<b>a</b> 1/4 page	£694	90 x 110 mm
<b>b</b> 1/8 page	£403	90 x 50 mm
<b>c</b> 1/16 page	£231	42 x 50 mm

<b>E-newsletter</b>		
Button	£753	300 x 60 px
Banner	£868	640 x 100 px
Native sponsored content plus image and link	£984	Sponsored content of 30 words, plus image 300 x 200 px
MPU	From £753	300 x 250 px
Full-send solus emails (39,000+ recipients)	£5,550	
Segmented solus emails (up to 10,000 recipients)	£3,885	

## Products and services

1/8 page Products and Services panels in *The Structural Engineer* are available at £183.

## 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

## Magazine website banners

Leaderboard and MPU advert on *The Structural Engineer* website for 30 days – £1,800.

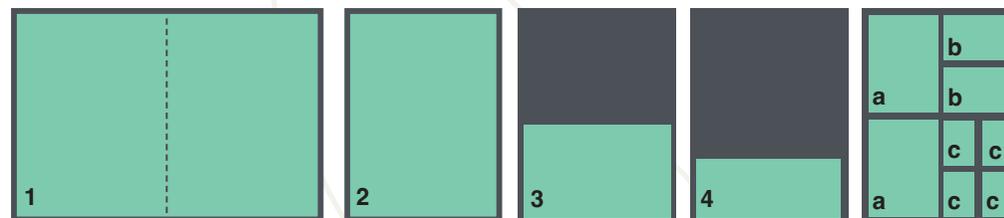
## Print

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 russ.joy@cplone.co.uk



# Sponsorship

## Structural 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

## 2026 Conferences areas:

- Climate emergency
- Global safety, sustainability and resilience
- Reuse
- Risk and safety
- Young researchers' conference
- Young members' conference

For more information, please contact

**Ryan Kowo** *Head of Business Development*

+44 (0)7818 056 267  
ryan.kowo@istructe.org

## 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**



# Schedule

Publication date	Theme	Booking deadline
January 2026	Regular issue	11 December 2025
February 2026	Reuse of buildings and materials	16 January 2026
March 2026	Regular issue	20 February 2026
April 2026	Resilient structures: adapting to a changing climate	20 March 2026
May 2026	Regular issue	17 April 2026
June 2026	Inspection, management and life-extension of bridges	15 May 2026
July 2026	Regular issue	12 June 2026
August 2026	Smaller-scale and domestic projects	10 July 2026
September 2026	Regular issue	14 August 2026
October 2026	Novel materials and technologies	18 September 2026
November/December 2026	Structural Awards	22 October 2026



To find out more about our advertising opportunities, please get in touch:

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[russ.joy@cplone.co.uk](mailto:russ.joy@cplone.co.uk)



The Institution of  
**StructuralEngineers**