Ceiling line and level – measure the underside and topside ceiling as near as possible, controlling the presence of moisture. If the map shows movement, follow-up hands-on inspections can be targeted, referencing drone or photogrammetry, allow production of topographic or 3D models. These can diagrammatically represent levels of disturbance.

Topside survey – measure the underside, and void spaces that can be accessed and loaded, and with a hand and a suitably experienced plasterer, can be accompanied by a suitably experienced engineer, ensuring safety. Decay-detecting drilling by a suitably experienced engineer or using a drilling rig can be brought in and out in small windows of access to face for interrogation, and for penetrating the hooked nib alone, with anecdotal descriptive or visual evidence of past repair work, using a drilling rig can be brought in and out in small windows of access to face for interrogation, and for penetrating the hooked nib alone, with anecdotal descriptive or visual evidence of past repair work. A probe can also be used to check the penetration into the concrete.

Axial shortening and precast concrete failures to BS 8666:2005 can be brought in and out in small windows of access to face for interrogation, and for penetrating the hooked nib alone, with anecdotal descriptive or visual evidence of past repair work. A probe can also be used to check the penetration into the concrete. The design of the MultiPly pavilion explores the potential impact of reinforcement and application and precast concrete failures to BS 8666:2005. The use of spacers and chairs follows some very simple rules. As bar spacing is crucial in governing the spacing of the spacers, see BS 7973. The general rule for spacers is that they shall be effective way to ensure that the spacers and chairs are included. For more details of the requirements for the positioning of spacers and chairs, see BS 7973. The general rule for spacers is that they shall be effective way to ensure that the spacers and chairs are included. For more details of the requirements for the positioning of spacers and chairs, see BS 7973.

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 Janette Millan / janette.millan@cplone.co.uk / +44 (0) 1223 378 008
Our audience

Membership by age group

<table>
<thead>
<tr>
<th>Age</th>
<th>Total number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>5,711</td>
<td>19.68%</td>
</tr>
<tr>
<td>21-30</td>
<td>5,108</td>
<td>17.57%</td>
</tr>
<tr>
<td>31-45</td>
<td>6,892</td>
<td>23.51%</td>
</tr>
<tr>
<td>46-60</td>
<td>8,687</td>
<td>29.55%</td>
</tr>
<tr>
<td>61+</td>
<td>1,728</td>
<td>5.85%</td>
</tr>
</tbody>
</table>

Total membership: 29,309

Total number of members by membership grade

1. Member: 10,496 (35.81%)
2. Graduate: 9,296 (31.72%)
3. Student: 6,888 (23.5%)
4. Fellow: 1,503 (5.13%)
5. Associate-Member: 823 (2.81%)
6. Technician member: 156 (0.53%)

For more information and to get in touch with the media team, contact Janette Millan / janette.millan@cplone.co.uk / +44 (0) 1223 378 008
Membership by material specialism

- Concrete: 4,638
- Steel: 4,569
- Glass: 251
- Timber: 1,317
- Metal/aluminium: 239
- Masonry – brick/block: 829
- Composite – steel/concrete construction: 1,960
- Historic materials: 449

IStructE members represent many firms, including:

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

Member interests: Top 10

1. Buildings – commercial: 15,937
2. Buildings – domestic: 14,627
4. Structural analysis: 13,993
5. Foundations: 11,906
6. Tall buildings/towers/masts: 9,092
7. Retaining structures: 8,851
8. Bridges: 8,651
9. Architecture: 8,192
10. Frames/joints & connections: 8,180

For more information and to get in touch with the media team, contact Janette Millan / janette.millan@cplone.co.uk / +44 (0) 1223 378 008
TSE Media

TSE 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.

**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.

For more information and to get in touch with the media team, contact Janette Millan / janette.millan@cplone.co.uk / +44 (0) 1223 378 008
CPD modules

To provide you with a bit more information about CPD modules specifically, they 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)

For more information and to get in touch with the media team, contact Janette Millan / janette.millan@cplone.co.uk / +44 (0) 1223 378 008

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.

34% open rate for segmented commercial solus

29% open rate for full commercial solus emails
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>
<tr>
<td><strong>One month: £2,860</strong></td>
<td><strong>One month: £4,940</strong></td>
<td><strong>One month: £6,400</strong></td>
<td><strong>One month: £9,270</strong></td>
</tr>
<tr>
<td><strong>Annual rate: £2,540 per month</strong></td>
<td><strong>Annual rate: £4,388 per month</strong></td>
<td><strong>Annual rate: £5,700 per month</strong></td>
<td><strong>Annual rate: £8,240 per month</strong></td>
</tr>
</tbody>
</table>

For more information and to get in touch with the media team, contact Janette Millan / janette.millan@cplone.co.uk / +44 (0) 1223 378 008
# Rates and technical specifications

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>Specifications (WxH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Double-page spread</td>
<td>£4,972</td>
<td>Type: 398 x 250 mm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trim: 420 x 280 mm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bleed: 426 x 286 mm</td>
</tr>
<tr>
<td>2 Cover positions</td>
<td>£2,801</td>
<td>Type: 186 x 250 mm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trim: 210 x 280 mm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bleed: 216 x 286 mm</td>
</tr>
<tr>
<td>2 Full page</td>
<td>£2,652</td>
<td></td>
</tr>
<tr>
<td>3 Half page</td>
<td>£1,838</td>
<td>Horizontal: 186 x 123 mm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vertical: 91 x 250 mm</td>
</tr>
<tr>
<td>4 Third-page strip (solus)</td>
<td>£1,838</td>
<td>186 x 75 mm</td>
</tr>
<tr>
<td>CPD module (up to 4 pages)</td>
<td>£5,198</td>
<td></td>
</tr>
<tr>
<td>Directory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a 1/4 page</td>
<td>£630</td>
<td>90 x 110 mm</td>
</tr>
<tr>
<td>b 1/8 page</td>
<td>£368</td>
<td>90 x 50 mm</td>
</tr>
<tr>
<td>c 1/16 page</td>
<td>£210</td>
<td>42 x 50 mm</td>
</tr>
</tbody>
</table>

**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 janette.millan@cplone.co.uk

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For more information and to get in touch with the media team, contact **Janette Millan / janette.millan@cplone.co.uk / +44 (0) 1223 378 008**
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

Conferences:
- Young Researchers
- Designing for construction productivity
- Young Engineers
- Small and medium-sized enterprises
- 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, please contact Ryan Kowo, Commercial and Venue Manager / +44 (0)7818 056 267 / ryan.kowo@istructe.org

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>Theme</th>
<th>Booking deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2024</td>
<td>Modern methods of construction (modular/off-site)</td>
<td>19 January 2024</td>
</tr>
<tr>
<td>March 2024</td>
<td>Conservation engineering</td>
<td>16 February 2024</td>
</tr>
<tr>
<td>April 2024</td>
<td>The future of concrete</td>
<td>15 March 2024</td>
</tr>
<tr>
<td>May 2024</td>
<td>‘Everyday’ bridge design – pedestrian and small-scale</td>
<td>19 April 2024</td>
</tr>
<tr>
<td>June 2024</td>
<td>Circularity and reuse of materials</td>
<td>17 May 2024</td>
</tr>
<tr>
<td>July 2024</td>
<td>Durability – good detailing and rectifying defects</td>
<td>14 June 2024</td>
</tr>
<tr>
<td>August 2024</td>
<td>Domestic/small-scale residential projects – retrofitting (and other interventions)</td>
<td>19 July 2024</td>
</tr>
<tr>
<td>September 2024</td>
<td>Good practice in timber design</td>
<td>16 August 2024</td>
</tr>
<tr>
<td>October 2024</td>
<td>Computational modelling – pitfalls and good practice</td>
<td>13 September 2024</td>
</tr>
<tr>
<td>November/December 2024</td>
<td>Structural Awards</td>
<td>24 October 2024</td>
</tr>
<tr>
<td>January 2025</td>
<td>TBC</td>
<td>13 December 2024</td>
</tr>
</tbody>
</table>

For more information and to get in touch with the media team, contact Janette Millan / janette.millan@cplone.co.uk / +44 (0) 1223 378 008
To find out more about our advertising opportunities, please get in touch:

Janette Millan
+44 (0) 1223 378 008
janette.millan@cplone.co.uk