The Institution of Structural Engineers

The Structural Engineer

The official publication of The Institution of Structural Engineers

2012

MEDIA INFORMATION

Circulation 20,000

THE STRUCTURAL ENGINEER IS THE FLAGSHIP PUBLICATION OF THE INSTITUTION OF STRUCTURAL ENGINEERS AND IS THE PRINCIPAL MEANS OF COMMUNICATING WITH ITS INTERNATIONAL MEMBERSHIP.

It combines technically focussed articles on structural engineering projects worldwide alongside technical guidance for practising engineers, business guidance for engineers working in small/medium sized firms and current news and opinion-based articles.

From January 2012, the magazine will be transformed from a saddle-stitched fortnightly, into a perfect-bound monthly with a contemporary new design and enhanced production values befitting a magazine published by the global authority on structural engineering.

The magazine will continue to be distributed to all members of the Institution including 3,000 partners and principals of consulting firms in the UK and worldwide. Circulation, including paid subscribers, exceeds 20,000. *The Structural Engineer* offers a unique opportunity to influence specifiers of products and services.

The multimedia portfolio enables advertisers to engage this key audience in print, online and via live events and offers plenty of 'lead generation' opportunities. The portfolio includes:

- *The Structural Engineer* in print format
- *The Structural Engineer* website: **http://www.istructe.org/thestructuralengineer**
- *The Structural Engineer* recruitment website: **TheStructuralEngineerJobs (available from January 2012)**
- The Institution's monthly membership e-newsletter

The sales team are adept at creating bespoke marketing packages which could include any of the following:

- Display
- Products and Services panels
- Classified
- Company/consultancy profiles
- Inserts
- Other creative print executions such as: tip-ons, spread markers, cover mounts

ADVERTISING SALES: Mark Palmer 020 7324 2785
mark.palmer@redactive.co.uk

ABOUT THE INSTITUTION OF STRUCTURAL ENGINEERS

The Institution of Structural Engineers is the only professional society and qualifying body in the world concerned solely with the theory and practise of structural engineering, and is renowned worldwide for its standards. Founded in 1908 it was incorporated by Royal Charter in 1934 and celebrated its centenary in 2008.

READERSHIP PROFILE

Structural engineers are the major influencers in construction products and service choices including:

- Steel

- Concrete

- Glass

- Masonry

- Timber

- Design Management Software

MEMBERS OF THE INSTITUTION ARE INVOLVED IN THE FOLLOWING:

81%	Buildings - Commercial
76%	Buildings - Industrial
71%	Buildings - Domestic
55%	Structural Analysis
51%	Foundations
44%	Structural Inspections
42%	Bridges
37%	Retaining Structures
35%	Tall Buildings/Towers/Masts
34%	Historic Buildings
34%	Frames, Joints and Connections
31%	Architecture
25%	Earthquake Engineering
23%	Soil Mechanics
22%	Management/Marketing
21%	Law and Contracts
21%	Stadia/Grandstands/Leisure
20%	Computing/IT
18%	Risk
16%	Tunnels
16%	Shells, Plates and Domes
15%	Offshore Structures
15%	Mathematics
13%	Marine/Harbours/Docks

ADVERTISING SALES: Mark Palmer 020 7324 2785
mark.palmer@redactive.co.uk

EDITORIAL CONTENT

The Structural Engineer contains:

- **News** - a digest of major global developments relevant to structural engineers, plus regular news from the Institution itself
- **Features** - containing globally relevant professional and technical information
- **Opinion** - including Verulam *The Structural Engineer's* hugely popular letters section, interviews with the industry's movers and shakers and profiles of the Institution's Regional Groups.
- **Professional Guidance** - on topics such as legal, HR, insurance issues, business advice etc
- **Technical** – detailed reports and papers showcasing the latest technical know-how
- **Project Focus** – case studies on recent structural engineering success stories and innovation
- **Research** – in-depth peer-reviewed papers on all aspects of structural engineering research (available online-only from 2012)

The Structural Engineer is required reading for structural engineering professionals.

All editorial content published in the print issue is also hosted on *The Structural Engineer* website **(http://www.istructe.org/thestructuralengineer)** and includes a searchable archive of papers extending back to 1909 for members and subscribers.

ADVERTISING SALES: Mark Palmer 020 7324 2785
mark.palmer@redactive.co.uk

PRINT ADVERTISEMENT OPTIONS

ADVERTISEMENT RATES

SIZE	RATE
DPS	£4,595
Full page	£2,450
Cover Position	£2,590
Half page	£1,700
Quarter page	£1,000
Third Page Strip (Solus)	£1,100

ADVERTISEMENT SIZES

- **DPS**

Type: 396mm wide x 250 mm high
Trim: 420mm wide x 280mm high

- **Full Page**

Type: 186mm wide x 250mm high
Trim: 210mm wide x 280mm high
Bleed: 216mm wide x 286mm high

- **Half Page**

Horizontal: 186mm wide x 123mm high
Vertical: 91mm wide x 250mm high

- **Quarter Page**

Vertical: 91mm wide x 123mm high
Strip: 186mm wide x 60mm high

- **Third Page (Strip)**

186mm wide x 80mm high

PRODUCTS AND SERVICES

Eighth 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 of insert.

CLASSIFIED

Classified will be charged at £40 per SCC.

CREATIVE SOLUTIONS

Prices are available on application for any other creative print or digital execution, such as:

- Tip-ons
- Spread markers
- Cover mounts
- Belly bands
- Online advertising

Please supply Pass4Press pdf to Kieran Tobin for all sections of the magazine

kieran.tobin@redactive.co.uk
tel: 020 7880 6240

SCHEDULE

PUBLICATION DATE	DISPLAY COPY DEADLINE
January 2012	9 December 2011
February 2012	12 January 2012
March 2012	10 February 2012
April 2012	13 March 2012
May 2012	11 April 2012
June 2012	14 May 2012
July 2012	12 June 2012
August 2012	12 July 2012
September 2012	13 August 2012
October 2012	11 September 2012
November 2012	12 October 2012
December 2012	13 November 2012

ADVERTISING SALES: Mark Palmer 020 7324 2785
mark.palmer@redactive.co.uk

The Structural Engineer in print and online reaches a world-class pool of qualified candidates for job vacancies.

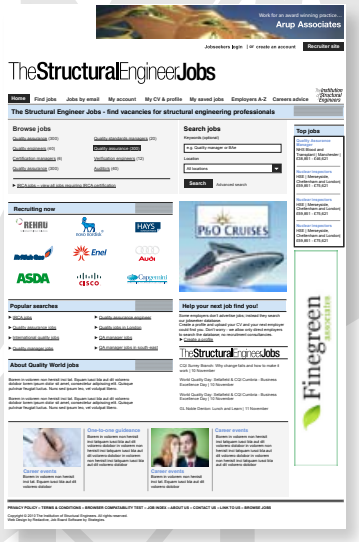
NEW FOR 2012

TheStructuralEngineerJobs

Recruitment advertising can be placed in the pages of *The Structural Engineer* and/or on our new jobs website – **jobs.thestructuralengineer.org**

Only *The Structural Engineer* offers a dedicated and receptive audience of qualified structural engineers whose age, experience and creative abilities are sufficiently diverse to fill any vacancy regardless of seniority.

All printed advertisements are also automatically placed on **TheStructuralEngineerJobs** website to maximise exposure. Online-only options are also available for those time sensitive vacancies.



RECRUITMENT ADVERTISING SALES: Paul Wade 020 7324 2762
paul.wade@redactive.co.uk

ADVERTISEMENT RATES (PRINT)

SIZE	RATE
Full page	£5,950
Half page	£3,250
Quarter page	£1,750

A full recruitment advertising media pack is available detailing online rates. Please call 020 7324 2762 for details.

SCHEDULE

PUBLICATION DATE	RECRUITMENT COPY DEADLINE
January 2012	19 December 2011
February 2012	23 January 2012
March 2012	21 February 2012
April 2012	22 March 2012
May 2012	20 April 2012
June 2012	23 May 2012
July 2012	21 June 2012
August 2012	23 July 2012
September 2012	22 August 2012
October 2012	20 September 2012
November 2012	23 October 2012
December 2012	22 November 2012