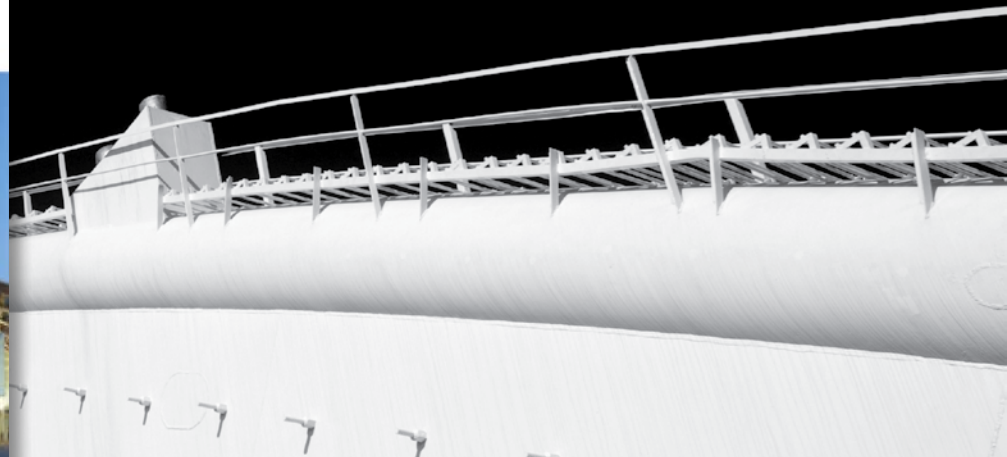


The **Institution**
of **Structural**
Engineers

The Structural Engineer

Recruitment Media Information



Advertising

paul.wade@redactive.co.uk

T: 020 7880 6212

F: 020 7880 7690

Read, used and valued by more than 20,000 structural engineering professionals every month

Recruitment Rates 2012

	QUARTER PAGE 123X91MM	HALF PAGE H 123X186MM V 250X91MM	FULL PAGE 250X186MM	BANNER PAGE 208X186MM
Mono	£1,450	£2,950	£5,650	£6,400
Spot Colour	£1,600	£3,100	£5,800	£6,650
Full Colour	£1,750	£3,250	£5,950	£6,850

Online upgrades for print ads

- Job site banner **£500**
- Home page MPU **£300**
- Home page button **£375**
- Skyscraper **£400**
- Featured job **£300**

COVER DATE	PUBLICATION DATE	RECRUITMENT BOOKING DEADLINE
January 2012	30th December 2011	19 December 2011
February 2012	31st January 2012	23 January 2012
March 2012	29th February 2012	21 February 2012
April 2012	30th March 2012	22 March 2012
May 2012	30th April 2012	20 April 2012
June 2012	31st May 2012	23 May 2012
July 2012	29th June 2012	21 June 2012
August 2012	31st July 2012	23 July 2012
September 2012	31st August 2012	22 August 2012
October 2012	28th September 2012	20 September 2012
November 2012	31st October 2012	23 October 2012
December 2012	30th November 2012	22 November 2012



Artwork deadline by **10am** the day following booking deadline. Cancellations are only accepted up to **4pm** on the booking deadline.

The Structural Engineer Jobs

ONLINE RECRUITMENT OPTIONS

The Structural Engineer Jobs
The quality online recruitment marketplace for structural engineering jobs

We offer an in-house creative service to design all creative enhancements at a rate of £250 per enhancement



Job listing and logo £500
Single vacancy to run across job site for 4 weeks.
+ Additional jobs £250 per job

Additional enhancements to job listings £500 + cost of enhancement **+ON**

1 Job site banner £500
Animated campaign that links through to any number of vacancies

2 Home page MPU £300
Animated advert that links through to any number of vacancies

3 Home page button £375
Client branded logo that can be animated

4 Skyscraper £400
Animated advert that links through to any number of vacancies

5 Featured job £300

2

The Structural Engineer Jobs

ONLINE RECRUITMENT OPTIONS CONTINUED

Value-added packages

NEW FOR 2012



Job listing and logo £500

- Job listing and logo

Traffic driver £940 3 5

- Job listing with logo
- Home page button
- Premium job
- Featured job

Rate Card: £1,175

Saving £235 (20%) off rate card

Job listing for 4 weeks additional options for 1 week

Branded £1,340 1 2 3

- Job listing with logo
- Job site banner
- Home page MPU
- Home page button

Rate Card: £1,675

Saving £335 (20%) off rate card

Job listing for 4 weeks additional options for 1 week

Branded plus £1,452 1 2 3 4

- Job listing with logo
- Job site banner
- Home page MPU
- Home page button
- Home page skyscraper

Rate Card: £2,075

Saving £623 (30%) off rate card

Job listing for 4 weeks additional options for 1 week

Branded premium £1,700 1 2 3 4

- Job listing with logo
- Job site banner
- Latest Job
- Home page MPU
- Home page button
- Home page skyscraper
- Branded advert

Rate Card: £2,425

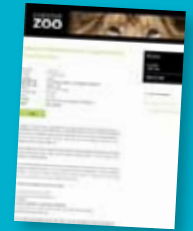
Saving £725 (40%) off rate card

Job listing for 4 weeks additional options for 1 week

+ON

Branded Advert

- + £250 in addition to job listing
- Your listing will be fully branded in your company's style with images and creative at the top. Live for 4 weeks.



Sponsored Keyword Search

- + £300 in additional to text listing
- GUARANTEE YOUR JOB TO APPEAR AT THE TOP OF ANY RELEVANT SEARCH.**

Additional Jobs

- + £250 per job to run for 4 weeks.

The Structural Engineer Jobs

The Structural Engineer in print and online offers the world's best pool of qualified candidates for job vacancies.

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

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.

Circulation 20,000

The Structural Engineer's readers work in the following areas of the profession:

Consultancy – 67%

Construction/Housing/Property/Architecture – 12%

Academic – 8%

Public Sector – 8%

Contracting – 6%

Petrochemical/Oil – 2%

Reach a broad range of experienced structural engineering professionals

Fellow – 14%

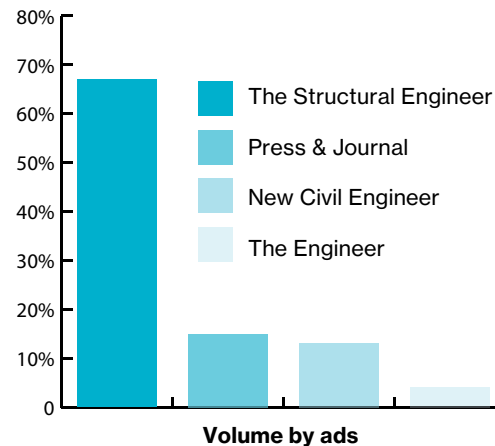
Member – 58%

Associate-Member – 7%

Graduate – 16%

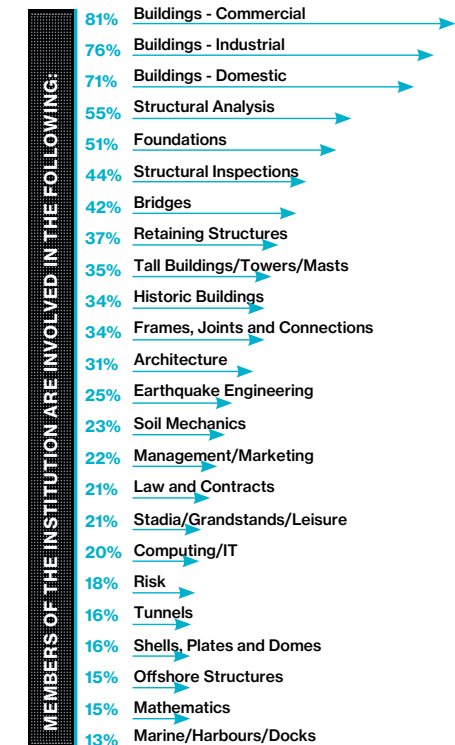
Student – 5%

Carrying over two thirds of structural engineer roles compared with our nearest competitors *The Structural Engineer* is the first choice for advertisers*



By advertised volumes
*Source: Nielson Media Research Jan – July 2011

The Structural Engineer



Mechanical Data

Jobsite banner - 728 x 90 pixels
Homepage button/logo - 120 x 60 pixels
Skyscraper - 160 x 600 pixels
Homepage MPU - 300 x 250 pixels