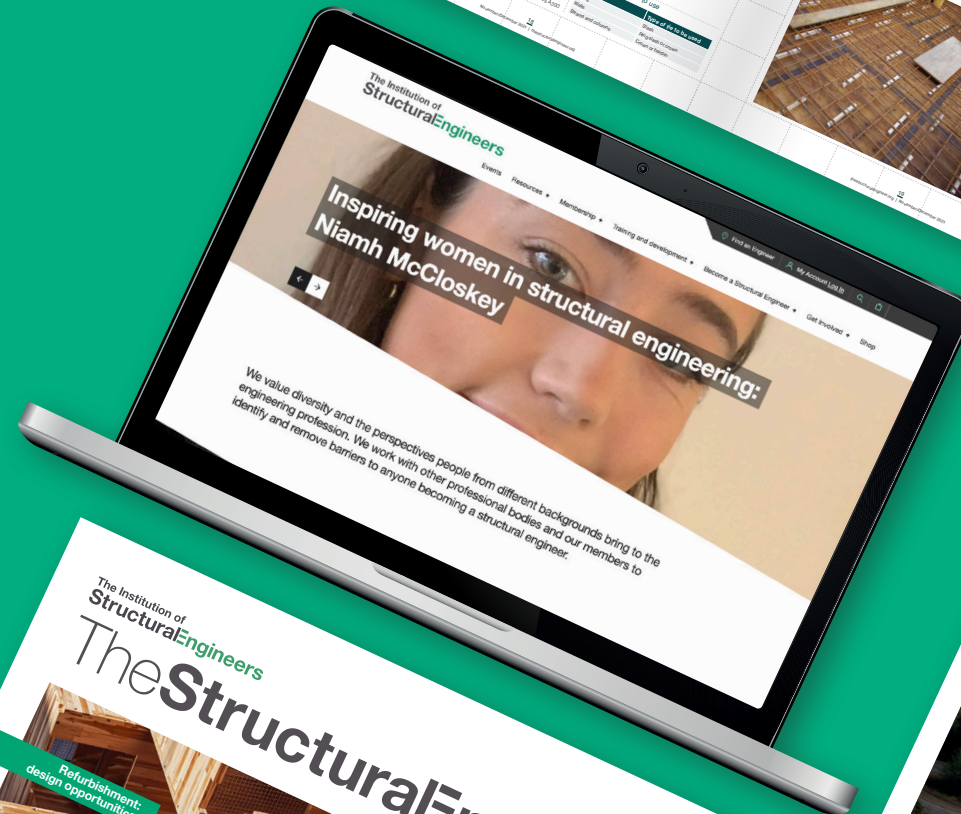


# The Institution of StructuralEngineers

Media Information

# 2024





# 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.

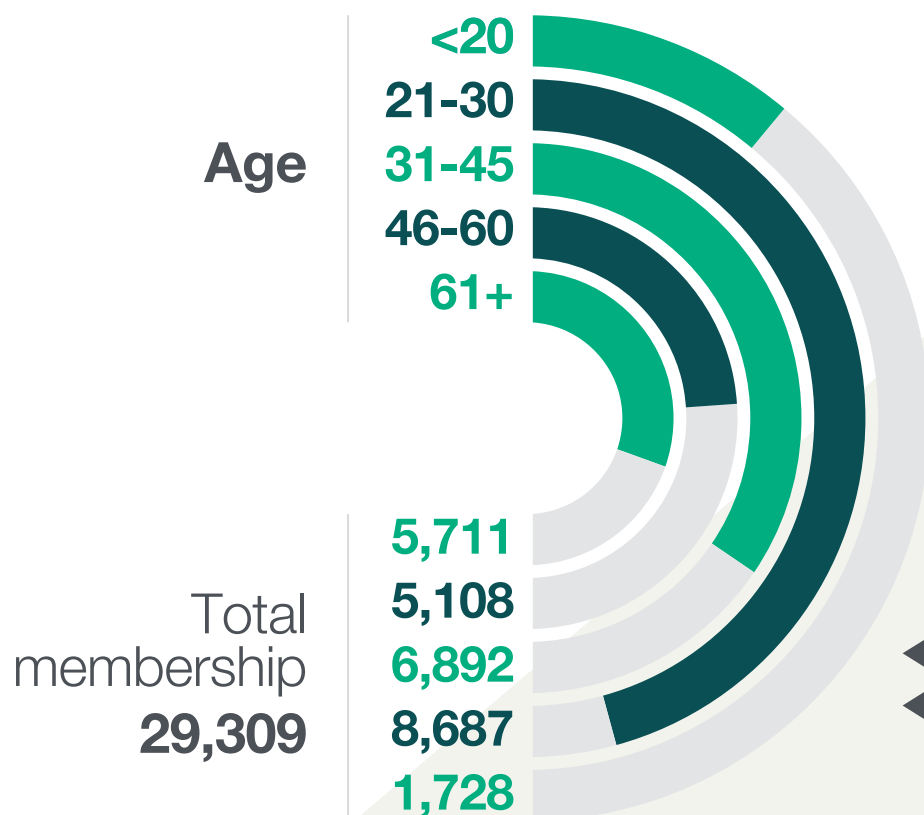
Key member benefits include:

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

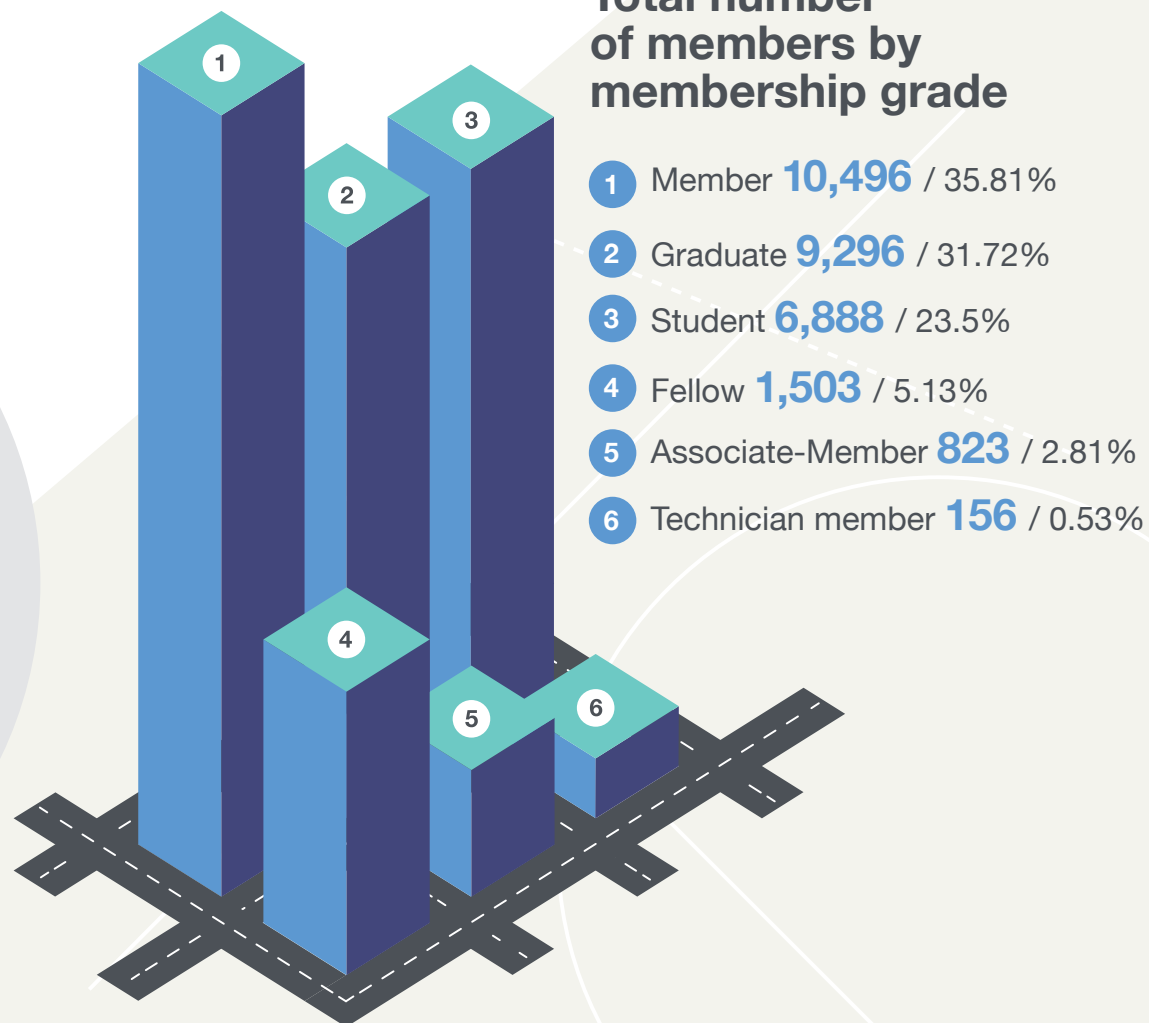


# Our audience

## Membership by age group



## Total number of members by membership grade



## Membership by material specialism



## Member interests: Top 10



IStructE members represent many firms, including:





# 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.

## The Structural Engineer magazine

- Circulation 16,000
- Published 11 times a year

## Solus newsletters

- Up to 37,000 recipients

## CPD modules

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

## Website

- 460,431 TSE web page views

## E-newsletters

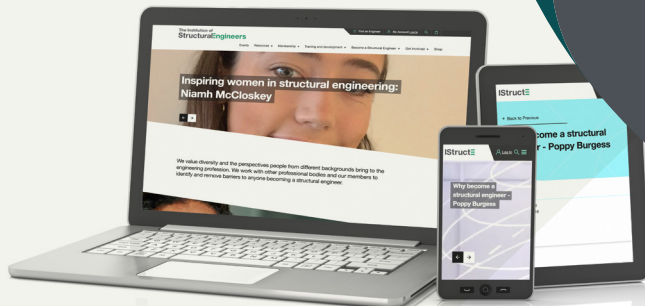
- 41,000 recipients



**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.



## 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

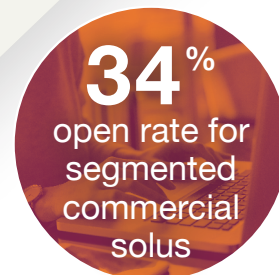
- real leads in the form of the contact details of those completing the CPD module and consenting to receiving further information from you.

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)



## 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.

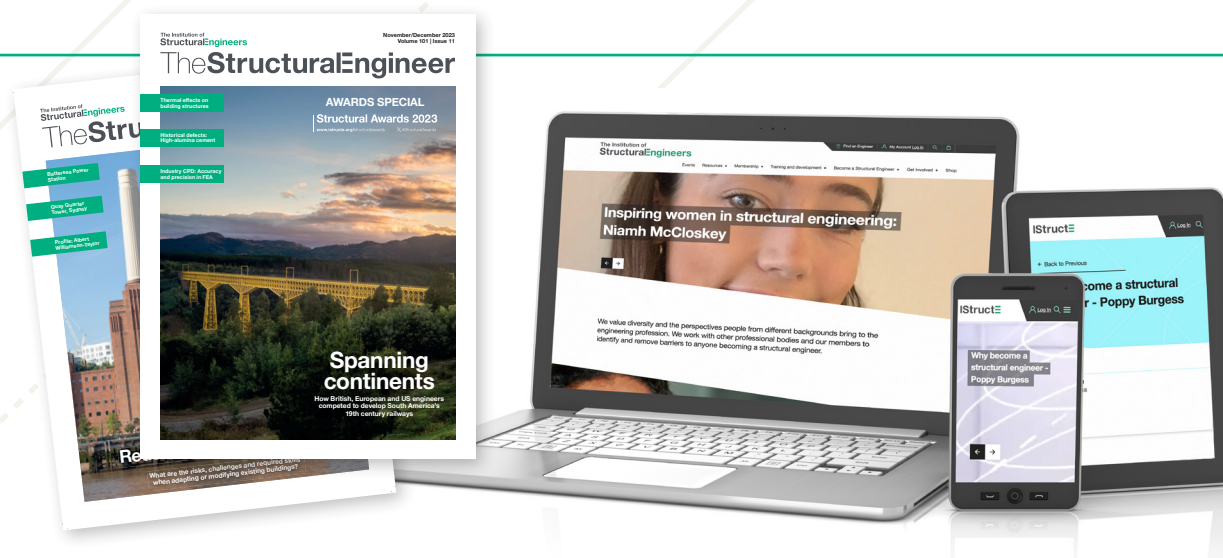
As you are directly

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	Lead generation
<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> </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> </ul>	<p>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:</p> <ul style="list-style-type: none"> <li>Magazine display full-page advert</li> <li>Sponsored CPD module</li> <li>Solus email (full send) – access to full database of 37,000</li> </ul>
<b>One month: £2,860</b>	<b>One month: £4,940</b>	<b>One month: £6,400</b>	<b>One month: £9,270</b>
<b>Annual rate: £2,540 per month</b>	<b>Annual rate: £4,388 per month</b>	<b>Annual rate: £5,700 per month</b>	<b>Annual rate: £8,240 per month</b>

# Rates and technical specifications

Size	Rate	Specifications (WxH)
<b>Display</b>		
<b>1</b> Double-page spread	£4,972	Type: 398 x 250 mm Trim: 420 x 280 mm Bleed: 426 x 286 mm
<b>2</b> Cover positions	£2,801	Type: 186 x 250 mm Trim: 210 x 280 mm Bleed: 216 x 286 mm
<b>2</b> Full page	£2,652	
<b>3</b> Half page	£1,838	Horizontal: 186 x 123 mm Vertical: 91 x 250 mm
<b>4</b> Third-page strip (solus)	£1,838	186 x 75 mm
CPD module (up to 4 pages)	£5,198	

<b>Directory</b>		
<b>a</b> 1/4 page	£630	90 x 110 mm
<b>b</b> 1/8 page	£368	90 x 50 mm
<b>c</b> 1/16 page	£210	42 x 50 mm

<b>E-newsletter</b>		
Button	£683	300 x 60 px
Banner	£788	640 x 100 px
Native sponsored content plus image and link	£893	Sponsored content of 30 words, plus image 300 x 200 px
MPU	From £683	300 x 250 px
Solus content-based emails	£4,725	

## 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](mailto:janette.millan@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

## Conferences:

- Young Researchers
- Designing for construction productivity
- Young Engineers
- Small and medium-sized enterprises
- Reuse of existing buildings

For more information, please contact

**Ryan Kowo** *Commercial and Venue Manager*

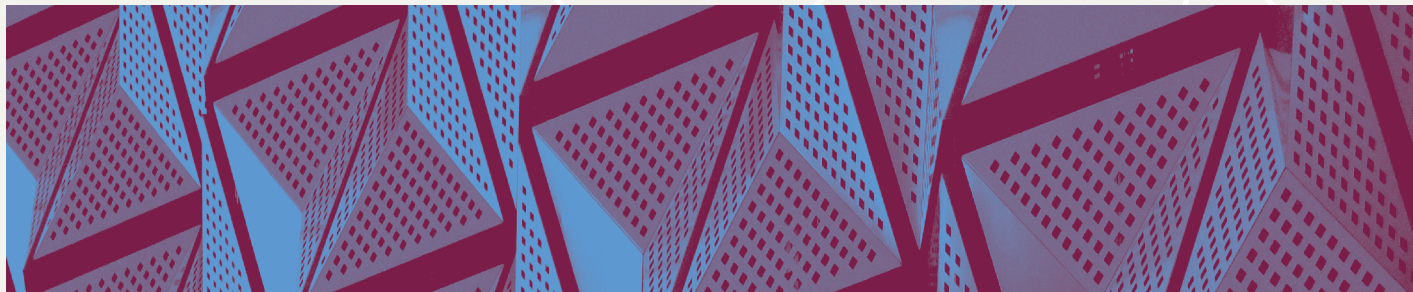
+44 (0)7818 056 267  
[ryan.kowo@istructe.org](mailto:ryan.kowo@istructe.org)

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





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

**Janette Millan**

+44 (0) 1223 378 008

[janette.millan@cplone.co.uk](mailto:janette.millan@cplone.co.uk)



The Institution of  
**StructuralEngineers**