

# Redefining publishing for the digital age since 2010

USA DOLLAR RATE CARD - Revised April 2016



- Circulation: 99,921
- Countries: 181

# Make The Best Connection With Potential Customers





# WHO

## Contractors World International

is a different style of magazine that has been designed specifically for the digital age.

Visually, it is the same as many printed magazines but, being digital can include rich content such as videos to engage with the reader. The majority of readers choose to read the magazines on portable devices such as iPads, tablets and SmartPhones.

The big difference is that we do not send out the magazine as each issue is published. Instead we send each of our 98,549 registered readers a link to download the digital magazine.

## Why is this important to advertisers?

- **READ BY CHOICE.** Senior executives do not download a large magazine file if they have no interest in reading it.
- **NO WASTAGE.** If a person has left a company or for some reason the email address is no longer valid, it is automatically removed from our mailing lists. The magazine is not left lying around.
- **EASY TO SHARE.** Readers can forward the email to work colleagues quickly and easily. Statistics show that the total number of download requests have exceeded 150,000, indicating a pass-on readership of in excess of 50%

Because each issue of Contractors World International is downloaded upon request from an email link, we know exactly who is making that request.

According to registration data and job functions:

**42% Executives & Directors**

**18% Senior Managers**

**37% Middle Management**

**3% Other**

**Contractors World International reaches into the very core of the construction and related industries.**

**61% Contractors, Demolition, etc.**

**10% Plant Hire & Rental**

**8% Consultants/Structural Engineers**

**5% Quarries & Mines**

**4% Government & Utilities**

**3% Dealers**

**8% Manufacturers**

**1% Others**

# WHERE

## MAKING ADVERTISING BUDGETS WORK HARDEST

Export marketing is not an even playing field. Some markets offer significantly better opportunities than others. Key regions for most companies include North America and Europe.

Advertising in Contractors World International distribution is by reader request. It is not surprising, therefore, that over 80% of readers are within North America and Europe. These are the people who choose to download each issue: these are the same people who have any interest in your products and services.



### Contractors World International

is a true global magazine, that reaches all corners of the world where English is understood. Readership is spread across 181 countries:

Europe	58%
North America	25%
Australia	5%
Asia	4%
Middle East	2%
Africa	3%
Latin America	3%

### Check these regions?

- *Are they reaching your customer potential?*
- *Is your advertising budget restricted to specific geographic regions?*

*No problem. With Contractors World International you can place your advertising exactly where you want it. No wastage.*

Europe

Middle East & Africa

North America

Australia & New Zealand

Asia

Central & South America



# Advertising Rates 2016 (revised April 2016)

## Contractors World International

### Publishing Frequency:

February/March, April/May, June/July, Aug/Sept, Oct/Nov, Dec/Jan (6 issues per year)

Distributed by email to Registered Readers Across 181 countries **99.921**

	Basic Rate	4 insertions	8 insertions
Full Page	\$1970	\$1820	\$1517
Half Page	\$1138	\$1099	\$910
Quarter Page	\$607	\$569	\$455
2nd advertisement	\$758	FREE	FREE
Active Editorial Links (12 months)	\$225	FREE	FREE
Companies Featured Logo	\$225	FREE	FREE
Web Banner *	\$225 month	FREE	FREE
Interstitial advertisement in CP&E *	\$380	FREE	FREE
Enhanced Buyers Guide Entry	\$340	FREE	FREE

### Options:

**Active Editorial Links** are for 12 months and refer to editorial items (no guarantee of editorial).

**Companies featured logo** is a listing at the rear of the magazine and comprises companies mentioned in advertising and editorial.

**Web Banner** is placed at publisher's discretion on main domain or new pages.

**Interstitial advertisement** is a full page advertisement in [Contractors Plant & Equipment](#) (i.e. advertisements that appear randomly between pages). Period is one month per insertion.

<b>Contractors World - UK &amp; Ireland Edition</b> published as a supplement in February - May - August - November		
	1 insertion	4 insertions
Full Page	\$1213	\$910
Half Page	\$758	\$606
Quarter Page	\$455	\$303
2nd advertisement	\$606	FREE
Active Editorial Links	\$150	FREE
Companies Featured Logo	\$150	FREE
Web Banner	\$227 per month	FREE
Interstitial advertisement in CP&E	\$380	FREE
Enhanced Buyers Guide Entry	\$340	FREE

**Distributed to:**  
UK, Northern Ireland,  
Ireland, Isle of Man, Scilly  
Islands & Channel Island

**40,668**

# TARGETED ADVERTISING

Many companies have regional area responsibilities for advertising. This means that they prefer to place advertising on a regional basis.

**Contractors World International** make it possible to place regional specific advertisements with minimum waste.

Apart from being able to specifically select key market regions, another benefit is the

ability to place localised advertisements - different advertisements in different regions.

The only restrictions are that special or preferred positions such as inside front cover and advertisements less than half-page are not possible.

If you have a specific regional request, please ask.

## Contractors World International - Regional Editions

**Regions:** Europe - North & Latin America - Middle East & Africa - Asia & Australasia

Per Region	1 insertion	4 insertions		8 insertions	
Full Page	\$1480	\$1365		\$938	
Half Page	\$852		\$758		\$535
2nd advertisement	\$455	FREE	50%	FREE	40%
Active Editorial Links	\$150	FREE	FREE	FREE	FREE
Companies Featured Logo	\$150	FREE	FREE	FREE	FREE
Web Banner (Regional Domain)	\$225 per month	FREE	\$114	FREE	\$114
Interstitial advertisement in CP&E	\$380	\$190	\$190	\$190	\$190

*NB: Rates are per region. 75% discount for any additional regions*

# Advertising

## ADVERTISEMENTS - Page Sizes are based on dimensions for Tablet & iPad

Material required by 1st of month of publication. (For combined months, Contractors World publish in second month.)

Artwork to be supplied as low resolution trimmed PDF unsecured. Allow minimum of 10 mm border for text.

**No type should be smaller than 14pt (This text is 18pt)** otherwise it can be difficult to read. With advertising material, indicate clearly links and where to be positioned.

DO NOT EMBED links into PDF material as this could cause problems during the various conversion stages

### DOWNLOAD PAGE DIMENSION GUIDE

	<b>BLEED</b>	<b>TYPE AREA</b>
Full Page	1280 px x 800 px 450 mm x 282 mm 17.8" x 11"	1160 px x 680 px 410 mm x 241 mm 16.1" x 9.5"
Half Page Vertical	1280 px x 400 px 451 mm x 141 mm 17.7" x 5.5	1160 px x 340 px 409 mm x 120 mm 16.1" x 4.7"
Half Page Horizontal	640 px x 800 px 225 mm x 282 mm 8.8" x 11"	580 px x 680 px 205 mm x 240 mm 8" x 9.4"
Half Page	Rectangle	575 px x 335 px 202 mm x 118 mm 8" x 4.6"
Quarter Page: No Bleed	Vertical	1160 px x 165 px 410 mm x 58 mm 16.1" x 2.3"
	Horizontal	287 px x 682 px 101 mm x 240 mm 4" x 9.5"
	Rectangle	575 px x 335 px 202 mm x 118 mm 8" x 4.6"

Contractors World will take closest equivalent size for American page sizes and adapt to best fit. Where any modification is made, a proof page will be provided for acceptance

### **Advertising Terms & Conditions**

All advertising orders are subject to VVV Ltd [terms and conditions](#) with any disputes assessed according to the laws of the United Kingdom and Northern Ireland. Editorial is assessed on reader value and cannot be part of any advertising contract or guaranteed under any circumstance.

# Digitized Customer Magazine

A unique opportunity to deliver your customer magazine to over 100,000 around the world.

**Contractors World International** will digitize your magazine without charge from a PDF and insert dynamic links as may be necessary.

The magazine will then be attached to an issue of **Contractors World International** as a supplement. Strict content policies apply such as no cookies or tracking codes. Ask for details.

- \$60 per page for single issue
- \$53 per page for 3+ issues

## Web Banners (480 x 60 px)

**Contractors World International Magazines** are designed to be read and it is policy not to include banners within the magazine pages.

However, there are limited opportunities on **home pages** and the **NEWS pages**. There is only ONE position - top right

There are other opportunities in the library sections:

- latest brochures
- latest videos
- brochure library
- video library

Limited to 3 different company banners rotating per month in each section, Contractors World ensure banners are noticed and are not fighting against each other. Banners can be exclusive subject to strict policies. Ask for details.

Banner content can be changed twice a month without charge to maximise interest. Strict content policies apply such as no tracking codes. Ask for details.

## VIDEO ADVERTISEMENT



Including video content (full pages and half pages only) is highly recommended as it significantly increases reader involvement.

There is no extra charge

Video can be supplied in any format other than RAW as CWMAGS will convert it into different formats sized appropriate to the space allowed.

[see example of video advertisement](#)

Different formats ensure it will play on all devices.

Although we try to ensure that the video will play on all devices, this cannot be guaranteed.

Artwork for advertisement must be a PDF trimmed to size with space for video to be inserted.

# ABOUT

## Success by Innovation

### 5-years development and still keeping up with technology

Traditional printed magazines have changed little over the past twenty years. Digital magazines, on the other hand, continue to evolve as reader preferences change in line with new technology. As publishers, it is necessary to always push the boundaries to keep up with technology, trends and reading habits.

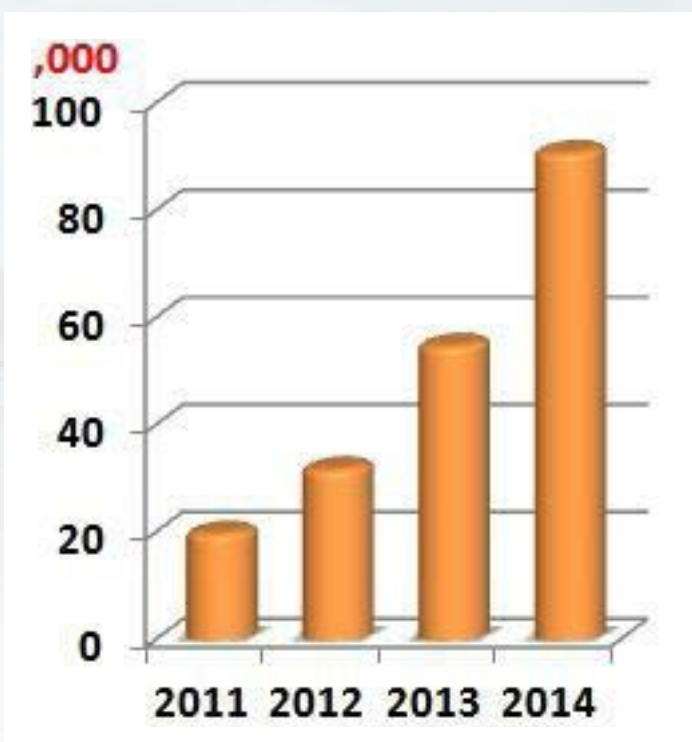
### Tablets Cause Massive Shift in Reading Habits

When **Contractors World International** published its first magazine in September 2010, over 98.5% of readers used a desktop or laptop computer to read the magazine.

Four years ago, with the emergence of notebooks, tablets and smartphones, less than 5% of readers chose to use these new innovations. Such has been the take up of portable devices that it has had a massive effect on people's reading habits.

The trend today has changed from 'now' to 'on demand' - this is even effecting the way people watch television or listen to the radio.

As the graph shows, today, over 90% of readers choose to read the magazine on a



tablet or SmartPhone. And the trend is increasing.

On wide desktop screen, digital magazines can look like a typical magazine, showing two pages. The preferred choice today is for smaller screens, held in the hand, where only a single page can be read at a time.

Another significant change is reading off-line. In 2010 less than 10% of readers downloaded the PDF version. With the last issue, over 90,000 readers - 98% - chose to download the interactive PDF version for off-line reading and watching video content.

### Connecting with the industry - more reach, more readers

The changing preferences for reading material format is also seen in the rapid growth in readership of **Contractors World International**.

The launch distribution in September 2010 was just 12,500. A year later it was close to 20,000. Today, it stands at over 100,000 and it is still increasing.

**Contractors World International** will continue to live up to their tag line "Redefining trade publishing for the digital age", to not only deliver increasing reader satisfaction to the industry but also to promote our green credentials.

Over the past 5 years, the number of pages read in the various **Contractors World International** magazines has saved over 3,000 trees plus all the associated processing, printing and distribution emissions





# DELIVERY

## Guaranteed Delivery

**Contractors World International** only count those e-magazines that have been delivered to registered readers. Anonymous downloads and visitors to the web site are not included.

Independently VERIFIED electronic distribution to over 95,000 registered individuals across 181 countries + pass-on

## We Count Downloads Not Deliveries

Guaranteed delivery. **Contractors World International** is notified of any email address that is no longer valid or inadvertently caught in spam filters. If it is not delivered it is not counted. Our emailing list is always 100% up to date

No wastage. Circulation managed to ensure active email addresses only.

Over 90% of emails are to named individuals  
With each mailing, up to 2% of emails cannot be delivered because the person has retired,

readers and visitors through the web site not registered

Each issue is distributed by email through a dedicated email server. What does this mean? Confidence in delivery. When we say 98,549, that is what has been delivered **AND DOWNLOADED.**

left the company or the company has ceased to exist. These are cleansed from the list. We deliver what we say we deliver.

New reader registrations exceed those that unsubscribe and other invalid emails

But delivery is not enough for us. We want the people emailed to download the magazine.

***People do not download large PDF files that they do not intend to read.***

## CONTACTS

This media kit is a guidance to advertising rates, specifications, etc. but the publishers welcome the opportunity to discuss your specific requirements and tailor an appropriate package.

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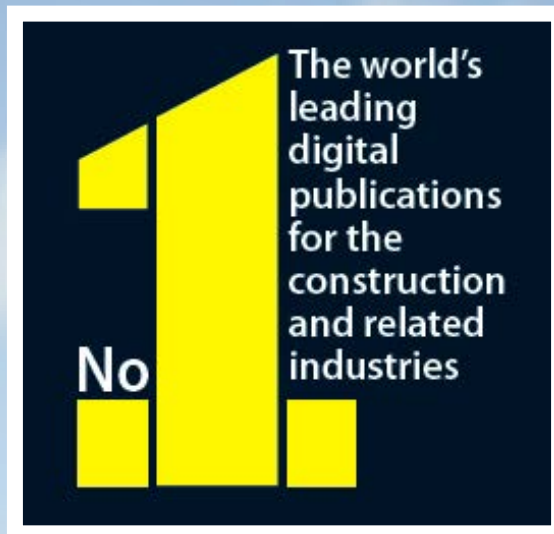
Bridge "Ponte Kassuende" close to Tete city, Tete province, Mozambique

Photo: Whites Aviation

B/W Image: Looking north over the construction site of the Auckland Harbour Bridge.  
One of the middle spans is being floated into place on a barge.



## USA DOLLAR RATE CARD



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