Media information 2014

Ground Engineering is the leading magazine for the geotechnics industry, providing news, in-depth features and technical articles on all aspects of geotechnics, engineering geology and geo-environmental engineering.
Targeted readership

Over its 47 year publishing history, Ground Engineering has developed an unrivalled reputation for delivering in-depth technical detail on the latest developments in the geotechnical sector in the UK and around the world, which makes it a must-read magazine for professionals working in the industry.

GE’s readership delivers unrivalled access to consultants, contractors and clients within the UK and international geotechnical and geo-environmental industry.

GE’s tightly focused readership makes it a highly efficient and cost effective means of marketing products and services to the geotechnical and geo-environmental community.

As the official magazine of the influential British Geotechnical Association (BGA), GE has direct access and unmatched exposure to the UK geotechnical industry.

Our international readership profile is also second to none.

Published 12 times a year, GE is a valued reference tool for the industry and an annual readership of over 10,150 pass-on readership.

“The last few years have been difficult with competition tough but we still need to continue to offer top quality solutions to our clients and the awards recognises that we have delivered that.”
Philip Hines
Managing Director
Bachy Soletanche

“People are at the centre of what we do, so we were very pleased to receive the citation for this element of our work in winning the GE Awards Consultant of the Year”
David French,
Managing Director of Ground Engineering, Atkins

Circulation

GE is circulated to all BGA members and also on a subscription basis with a particularly strong base among engineering consultants and specialist contractors in the geotechnical and geoenvironmental industry.

In total, 2,950 copies are circulated every month with a third of the readership based outside the UK and a pass-on readership rate that means that more than 10,000 people worldwide read each issue of the magazine.

Business breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultants</td>
<td>49%</td>
</tr>
<tr>
<td>Contractors</td>
<td>23%</td>
</tr>
<tr>
<td>Academic institutions</td>
<td>11%</td>
</tr>
<tr>
<td>Public sector</td>
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<tr>
<td>Equipment/material supplier</td>
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</tr>
<tr>
<td>Client</td>
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Geographical breakdown

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>67%</td>
</tr>
<tr>
<td>Europe</td>
<td>14%</td>
</tr>
<tr>
<td>Asia</td>
<td>8%</td>
</tr>
<tr>
<td>Australasia</td>
<td>5%</td>
</tr>
<tr>
<td>North America</td>
<td>3%</td>
</tr>
<tr>
<td>Africa</td>
<td>1%</td>
</tr>
<tr>
<td>Central &amp; South America and the Caribbean</td>
<td>1%</td>
</tr>
<tr>
<td>Middle East</td>
<td>1%</td>
</tr>
</tbody>
</table>
Display advertising and rates

Display advertising is GE helps to build and increase industry awareness of your company’s strengths and capabilities, as well as overall brand awareness.

A display campaign in GE can have a major beneficial effect on the perception of your company in the market place - reaping benefits way beyond the modest marketing costs.

GE’s sales team can help build a package to suit your needs whether it is a regular run of page series, a focused campaign or advertising to key markets. GE’s comprehensive features list (see page 7) can be used to help plan your advertising and ensure you are reaching your target market.

Ground Engineering Display Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>Type 260 x 380mm</td>
<td>£ 6,460</td>
</tr>
<tr>
<td></td>
<td>Trim 285 x 420mm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bleed 291 x 426mm</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>Type 260 x 195mm</td>
<td>£ 3,400</td>
</tr>
<tr>
<td></td>
<td>Trim 285 x 210mm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bleed 291 x 216mm</td>
<td></td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>Type 125 x 195mm</td>
<td>£ 2,040</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>Type 260 x 90mm</td>
<td>£ 2,040</td>
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<tr>
<td>Quarter page</td>
<td>Type 125 x 90mm</td>
<td>£ 1,020</td>
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INSERTS:
- Accepted by arrangement. Details available upon request.

COVER RATES:
- Inside front cover £POA
- Outside back cover £POA

CLASSIFIED RATES:
- Directory: £POA per scc mono, £POA per scc colour

COPY REQUIREMENTS

- Please supply high res PDFs to Pass4Press standards (www.pass4press.com)
- Please ensure all fonts are embedded and colour spacing is CMYK. All images should be saved using the ISOcoated_v2_300_eci Colour Profile (www.eci.org)
- File resolution should be 300dpi and all high resolution images must be embedded within the file. Do not use OPI settings
- If an accurate, validated hard copy proof is not supplied, emap cannot be held responsible for the reproduction of these advertisements.
- Digital proofs must be 100% of the final size and must be produced from the exact pdf file supplied. Digital proofs can be accepted from a range of devices. Please check the FOGRA website (www.fogra.org) for a list of FOGRA 39L accredited devices, based on the forthcoming ISO 12647-7 proofing standard.
- All proofs must include the UGRA/FOGRA media wedge CMYK v2.2. This should be included outside the page area.
- Emap will make all reasonable efforts to ensure that the content is printed within the ISO 12647-2 printing condition. Emap can take no responsibility for adverts that have been incorrectly supplied - the file content and construction is the responsibility of the sender.

FILE DELIVERY: Artwork can be supplied via email to: paddy.orchard@emap.com
We can also accept files uploaded via ftp. Details are available on request.
As ftp is not a managed / tracked service, please ensure you confirm your file has been uploaded by sending an email to the production contact above.

CANCELATION DEADLINES: 4 weeks prior to publication
COPY DEADLINES: 14 days prior to publication

FOR MORE INFORMATION PLEASE CALL 020 3033 2896
Recruitment and classified

With the geotechnics industry is facing a skills shortage that shows no signs of easing in the short term, getting the right staff with the right skills will become an increasingly difficult challenge.

GE’s 2013 Geotechnical Services File revealed that 48.5% of respondents are expecting to expand staff numbers in 2014 so the competition to recruit high calibre recruits is likely to get fiercer than ever before.

GE can help by ensure your company’s latest employment opportunities are seen by the industry’s top engineers with a direct circulation of 3000 and a pass on rate that give the magazine a readership of over 10,000 each month.

Advertising campaigns can be built around individual vacancies or help build awareness of the career paths that your business can offer.

To discuss your needs, please contact Jonathon Snowden on +44 (0)20 3033 2891 or jonathon.snowdon@emap.com

Classified

Cost-effective classified promotion

Classified presents readers with the widest range of services from the very best companies in geotechnics and geo-environmental engineering. Some of the biggest and most reputable names in the industry advertise regularly, including consultants, manufacturers and specialist contractors. They know they can rely on GE to deliver crucial business leads to their sales teams.

To find out more about the opportunities in GE's classified section, please contact Tom Bettison on +44 (0)20 3033 4517 or tom.bettison@emap.com

Work in partnership with GE

Partnership publishing in GE gives you the opportunity to work with the magazine’s editorial team to develop a feature focused on a subject of your choice, whether it is a company profile, review of recent achievements.

Partnering in this way ensures that your message is conveyed in the magazine’s style and with the integrity of a normal magazine feature to ensure maximum readership while allowing you to guide the message and content. The GE editorial team will meet with you to discuss the content of your article, research and write it for you before allowing you to review the copy. You will get a further opportunity to review the feature once it has been laid out on page.

To find out more about how this process works and the costs involves, please contact the advertising sales team.

Roundtable insights

Roundtable discussion events allow you to gain an exclusive audience with key figures in the industry and hear first-hand their views on a topic selected by the event sponsor with the help of GE’s editorial team.

GE will use its industry contacts to ensure the guest list for the event meets your targets and GE editor Claire Smith will chair the event to ensure the discussion covers the pre-agreed questions and topics.

During the event GE’s editorial staff will record the discussions with the reassurance that all quotes will be checked with attendees before publication to allow guests to fully present their views to the group. After the event GE will write up the discussion for publication in the magazine with an opportunity for the sponsor to also review the content ahead of publication.

The cost of these events is dependent on the venue, guest numbers and size of the write-up in GE that is required. Please contact GE’s sales team to find out more about this opportunity.

European Foundations

The quarterly European Foundations supplement, published by GE in association with the European Federation of Foundation Contractors (EFFC), brings readers news of foundation engineering innovation from across Europe.

The EFFC is formed from 450 specialist ground engineering contractors who work across 18 countries in Europe. GE’s association with this group has been brought about by the respect that the technical content and insight the magazine’s editorial commands across Europe. Although published in English, the style of presentation used in EF helps to ensure the highly detailed content that GE readers expect can be enjoyed by a larger audience and is written in such a way as to be suitable for readers whose first language is not English.

The supplement is sent to all 3000 of GE’s readers with March, June, September and December issues, and is distributed to another 5000 readers across Europe through the EFFC’s member organisations. This wide reach of the supplement means that advertising in EF will ensure that your company’s messages reach a large audience of foundation engineering specialists and industry decision makers spread across a large geographical area.

Although EF doesn’t have a features list, each supplement includes news on the latest issues affecting the foundations market and overall construction sector in Europe, major projects both in Europe and from around the world, as well as in-depth site reports on foundation construction for major and unusual projects underway around Europe.

For more details about advertising in EF or combining EF into your GE advertising campaign, please speak to GE’s advertising sales team.
Conferences

Ground Engineering’s conference and events programme have become well-respected in the industry for delivering up to date and in-depth information on developments within key areas of the geotechnics market. Delegates gain insight into current best practice, recent case studies and expert opinion on future opportunities and as a result GE’s conferences have become a key part of continual professional development for many engineers working in the ground engineering market.

Alongside the well-established conferences on Instrumentation & Monitoring, Piling & Foundations, Basements & Underground Structures, Slope Engineering & Asset Management and Tunnelling, GE has added a focus on Site Investigation & Laboratory Testing in response to requests from both delegates and potential sponsors.

Sponsoring and exhibiting at one of GE’s conferences is a good way of meeting and networking with people working in your key markets to both build new contacts and reaffirm links with existing clients.

For further details about sponsorship and exhibiting opportunities, please contact Roland Maybank on +44 (0)20 3033 2911 or roland.maybank@emap.com

GE Awards 2014

Since the launch of the GE Awards in 2008 the event has continued to grow and gain industry support to become the geotechnical networking event of the year and the 2014 event, which is due to be held at the Grosvenor House Hotel on 14 May is expected to be no different.

With a host of respected industry leaders and clients lined up to judge the awards in 2014, the GE Awards will maintain their hard-earned reputation for integrity in recognising achievement and real innovation in the ground engineering market.

Sponsoring a category at the awards for becoming and event supporter will help ensure your branding is seen by the industry in all promotional adverts, emails and on the website leading up to the event, as well as branding at the event and the chance to present the prize in your sponsored category.

After the event your advertising and branding will appear in the GE Awards winners’ supplement, which is published in the June issue of GE.

GE Next Generation Awards

While skills shortages are creating recruitment challenges, the ground engineering sector is continuing to attract some of the brightest individuals and this new event aims to celebrate their achievements.

The inaugural GE Next Generation Awards is planned for autumn 2014 will comprise a supplement distributed with GE and an awards drinks event where the winners will be announced.

Sponsoring a category or becoming an event patron will enable you and your selected guests to attend the awards, hear first-hand who has won and network with all the winners and finalists.

Categories at the event will include:

- Recent geotechnical graduate or undergraduate of the Year
- MSc Student of the Year
- Ground Engineering Apprentice of the Year
- Young Geotechnical Engineer of the Year (26 to 30)
- Young Geotechnical Engineer of the Year (under 26)
- Young Geoenvironmental Engineer of the Year
2014 Features List

**January**
- Earthquake engineering
- Tunnelling
- Diaphragm walls

**February**
- Port construction
- Piling and Foundations
- Soil nailing and ground anchor

**March**
- GE Awards shortlist announced
- Highways
- Site investigation
- Courses and training

**April**
- Interview: Profiles of the Young Geotechnical Engineer of the Year candidates
- Slope engineering
- Geotechnical software
- Basements

**May**
- Piling and foundations
- Ground improvement
- Monitoring

**June**
- GE Award winners’ special issue
- Tunnelling and underground construction
- Grouting
- Pile testing

**July**
- Diaphragm walls
- Rail
- Offshore engineering

**August**
- Geotechnical Services File
- Piling and foundations

**September**
- Port construction
- Geotechnical software and analysis tools
- Laboratory testing and analysis

**October**
- Ground investigation, testing and monitoring
- Highways
- Geothermal/ground source heat pumps

**November**
- Flood defences and water management
- Slope engineering
- Geosynthetics

**December**
- Piling and foundations
- Grouting
- Basements

*European Foundations supplement

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