

# Highways

INFORM | INSPIRE | CONNECT

## SPONSORSHIP & PARTNERSHIP PROSPECTUS



Social Media Followers

**7,000+** LinkedIn followers  
**4,000+** Twitter followers



Monthly Website Visits

**20,000+** unique users  
**30,000+** page impressions and  
**28,000+** sessions every month



Print & Digital Subscribers

**10,000+**  
monthly sector subscribers

*\*Figures based on the period June 2022-June 2023*

# Connect to the highways sector with Highways magazine

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We help the highways sector connect and engage with the decision-makers that matter with tangible results.

From sell-out events to high-performing print and digital solutions, we provide the perfect platform to build lasting partnerships between you and the leaders at the heart of the roads industry.



Digital Advertising



Print Advertising



Face-to-face events



Sector Intelligence

# Highways Magazine

At the heart of the sector since 1934, Highways magazine is the only print and digital publication dedicated to the UK roads sector. Providing exclusive content across 10 issues a year, with a fully audited ABC circulation of 10,000+ print and digital, it is the independent journal of record for this great industry. Highways magazine has an unrivalled reach and influence across the decision-maker level of the public and private sectors and all elements of the industry, with a combined readership from legacy publications such as Surveyor and Smart Highways. It also enjoys an exclusive relationship with the Institute of Highway Engineers and is sent to all of its members.



21% of subscribers are chief executive, director, assistant director, or head of service.  
\*figures based on the June circulation subs 2023

## Testimonials

*We are very happy to have partnered with Highways magazine. They have thought with us on how to reach our target audience, how to stay on top of mind and were very active in making sure we would get the most out of our advertising campaign by proposing new ideas regularly. A very friendly team also, an absolute joy to collaborate with. The materials that were created in collaboration with them were of very high quality and really supported our efforts in the UK in the best way possible. We're looking forward to continue the partnership and can definitely recommend it.*

**Marketing and Communication Specialist, Cargill**

*At Re-flow, we had a fantastic experience advertising with Highways magazine. As a software provider for field management, our target audience covers big infrastructure which falls within the highways sector and Highways magazine proved to be the perfect platform to reach them. The team at Highways magazine were helpful and accommodating, ensuring print and online was delivered to a high standard. We received an excellent level of exposure from both the print and digital, which generated a strong response from interested prospects. We would highly recommend advertising with Highways magazine to anyone looking to target the transportation industry.*

**Head of Sales & Marketing, Re-flow**

# Print Advertising

Our print magazine has a direct route to the heart of the market, as the 3,500-strong membership of the Institute of Highway Engineers receives Highways magazine as part of their membership package. Its unique position in the market gives it unrivalled engagement across the senior levels of our sector. Readers cherish the product, and it has pride of place not just in the homes of the core engineering community, but in offices and depots across the country. As the journal of record for our sector, the advertising in our printed magazine is the premium commercial space in the entire industry and will keep yielding returns weeks, months and years after its initial publication. To feature in our physical magazine is to be part of the fabric and history of our industry, while the huge brand recognition value of its pages helps establish your company as part of the future too.

## Specifications

Format High-res CMYK PDF file, sent via email or agreed cloud service

### Double page

Bleed: 426mm W x 303mm H

Trim: 420mm W x 297mm H

### Full page

Bleed: 216mm W x 303mm H

Trim: 210mm W x 297mm H

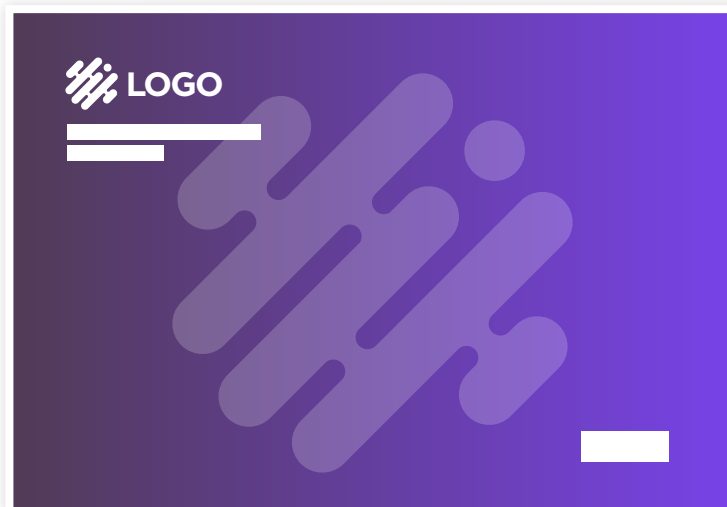
### Half page

Horizontal: 181mm W x 125mm H

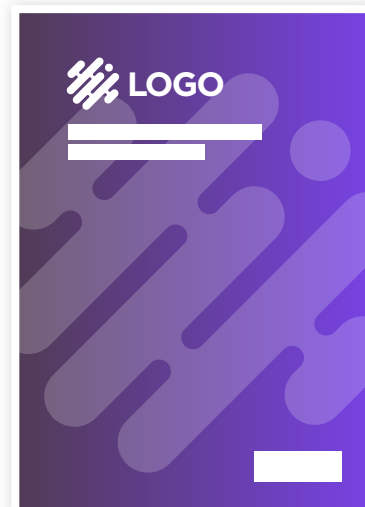
Vertical: 89mm W x 269mm H

### Quarter page

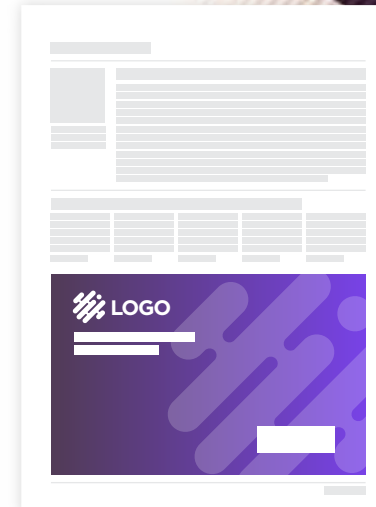
89mm W x 125mm H



DPS - £3,480



Full page - £1,840



Half page - £1,100



Quarter page - £680

# Digital Advertising

With news posted daily [www.highwaysmagazine.co.uk](http://www.highwaysmagazine.co.uk) draws in thousands of visitors and thousands of impressions each month. Promote your brand and solutions on the Highways magazine website for high sector visibility with leaderboard positions, side panel banners and footer banners.



**20,000+**

unique users



**30,000+**

page impressions



**28,000+**

sessions every month



## LEADERBOARD POSITIONS

rotating position seen at top of every page

**£840** COST  
per month, reduced rates available  
for 3 months +

## SIZE AND RESOLUTION

Animated GIF, 792px wide x 92px high @72dpi



## BANNER POSITIONS –

side panel placement

**£475** COST  
per month, reduced rates available  
for 3 months +

## SIZE AND RESOLUTION

Animated GIF, 260px wide x 130px high @72dpi

# Highways on Fridays

The weekly news that everyone is waiting for, straight to your inbox. Racking up tens of thousands of opens every month, and hundreds of thousands of views a year, this bulletin is one of the best known and respected digests in the industry. Providing a combination of the latest breaking industry news, videos, case studies, commentary and analysis, every week there is something different in Highways on Fridays.

## Email Stats:

5,700+ data size with the average OR 34% and CTR 45% \*

*\*figures based on period – July 2022 to July 2023*

**Affiliate logos:** website /news page and email

## Cost

**£5,250** per annum

## Size and resolution

Static JPEG, 260px wide x 130px high @72dpi

**Affiliate logo:** website /news page and email

## Cost

**£2,940** per 6 months

## Size and resolution

Static JPEG, 260px wide x 130px high @72dpi

## Partner emails

Promote your organisation or a service/ product with our 'partner' data-set of 15,000 + to get your message out to the industry.

*Price on application.*



# Highways Presents

Perfect for both B2B and communications with the general public **Highways Presents** has hosted some of the biggest names in the industry for in-depth conversations about everything from policy to potholes. Each video produced is subject to a month-long marketing campaign and are watched by thousands as a result of multi-channel Highways magazine promotion including social media.

- 5-15 minute HD video interview with Highways editor
- Professionally edited and branded
- Can include illustrations, presentations, clips and other in-video content

Produced and edited by Highways magazine, but prepared and published in partnership with our clients, these campaigns revolutionised marketing opportunities during the pandemic and continue to hold a unique and incredibly influential place in the sector's marketing and communications strategy. The unique nature of these videos together with their insights and depth has also seen them used for accredited CPD training by clients and professional bodies.

## Multi-channel Highways magazine promotion

- Video article posted on [www.highwaysmagazine.co.uk](http://www.highwaysmagazine.co.uk)
- Video article posted each week of campaign across Highways magazine LinkedIn and Twitter channels
- Exclusive video panel each week of campaign on Highways on Fridays weekly e-newsletter
- Play-on-demand video embedded in digital edition of Highways magazine
- Supporting brand promotion via full page advertisement in print edition of *Highways* magazine

Positive results needn't mark the end of your campaign as content resides on [www.highwaysmagazine.co.uk](http://www.highwaysmagazine.co.uk) as an evergreen resource once the campaign ends.

## Cost

**£5,500**



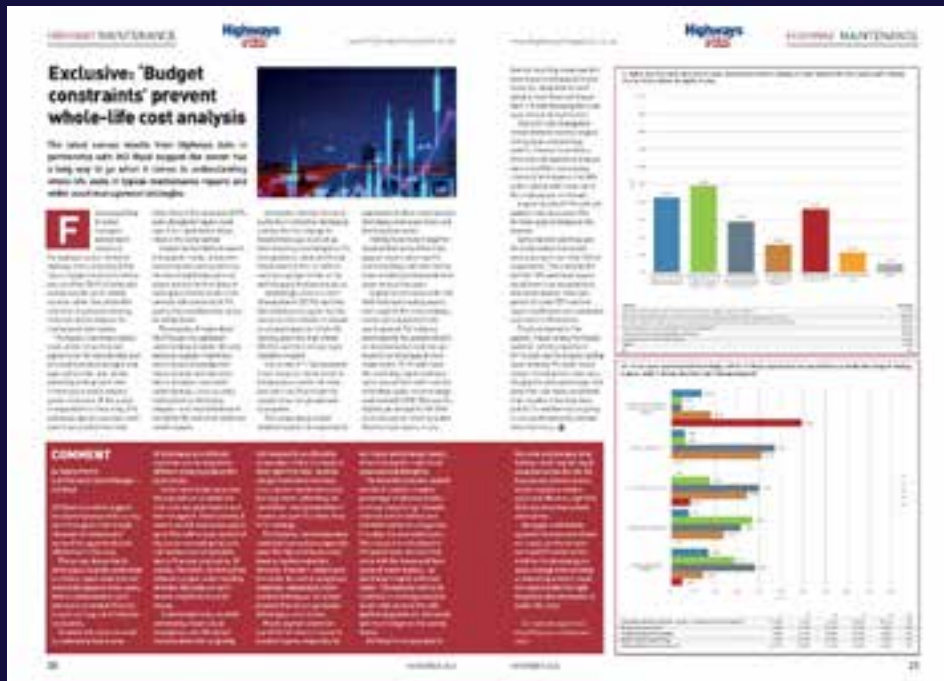
# Highways Asks

Showcasing sector intelligence Highways Asks surveys combine marketing research, client leads, thought leadership and brand awareness all-in-one.

Working with our partner, Highways magazine will compose a brief survey on a key topic and circulate it to our significant readership. The results create a market research report for our partner. There is also an exclusive news report for online and social channels discussing the results as well as a double-page feature for the magazine, which our partner can contribute to with their own thought leadership commentary. Finally, respondents can opt-in to be contacted on the back of the survey.

Cost:

**£2,995**





# Highways Roundtable

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Top clients know the importance of being thought leaders in a competitive market. Face-to-face discussions with experts and potential clients at a round table are the perfect way of networking, learning and leading on a topic - strengthening personal networks and giving invaluable insights. Coupled with a double-page magazine write-up, they provide direct and organic value within any marketing budget. Connections made at our round tables not only build your business but could change how you do business.

Once a topic, location and date are agreed upon, the invites, organisation, promotion and publication process can be handled by Highways. A magazine write-up of the discussion is published under the Chatham House rule and supported with an online campaign. Clients will receive copies of the magazine as well as a PDF version of the article to be used however they wish. If preferred, clients can have exclusive use of the article before it is published in any product owned or used by Hemming Group (to be agreed in advance).

## *Benefits include:*

- Association with key industry figures and topics.
- Ability to address strategic challenges and facilitate the path to solutions through expert discussion.
- Double-page write-up in the magazine with clients' branding
- Online and social media impact
- Full-page advert to appear in Highways Magazine.
- Two attendee places for the client at the roundtable

## **Cost:**

**£9,000**



# Highways magazine WEBINAR

Includes:

- Content, topics, purpose, required attendee number, demographic and location, required date of broadcast, CPD relevance, requirement of polls, Q & A sessions etc agreed between Highways magazine editor/content manager and client in initial meeting.
- Highways magazine editor/content manager will help to identify and liaise with speakers/presenters beforehand if required.
- Highways magazine media products (social media/e-campaigns/www.highwaysmagazine.co.uk – e-newsletter/website) used to promote webinar/attendee sign up in run up to broadcast.
- GDPR approved attendee data shared with client after webinar.
- Recording of webinar made for future marketing purposes for Highways magazine and the client.
- Includes full colour page print advertisement in a future issue of Highways magazine with webinar embedded (play-on-demand) in the e-book version of the magazine (sent out to 11,000 highways professionals)

Example of previous webinar from our sister publication BDE...

<https://info.hemming-group.com/bde-bentley-webinar-digital-twins-0>

Cost:

**£10,000 + VAT**



# Highways Awards



The Highways Awards is the most respected and best attended awards of the calendar and the perfect platform to showcase your brand and show your support to the sector.

Each year we attract over 600 colleagues to raise a glass and catch up with old friends while celebrating the projects, products, teams and individuals improving the industry as well as the lives of citizens across the UK.

View [www.highwaysawards.co.uk](http://www.highwaysawards.co.uk)

If you are interested in learning more about sponsorship opportunities, please get in touch with Andy Davies, Commercial Manager, [a.davies@hgluk.com](mailto:a.davies@hgluk.com) OR Tim Davies, Sales Manager, [t.davies@hgluk.com](mailto:t.davies@hgluk.com)

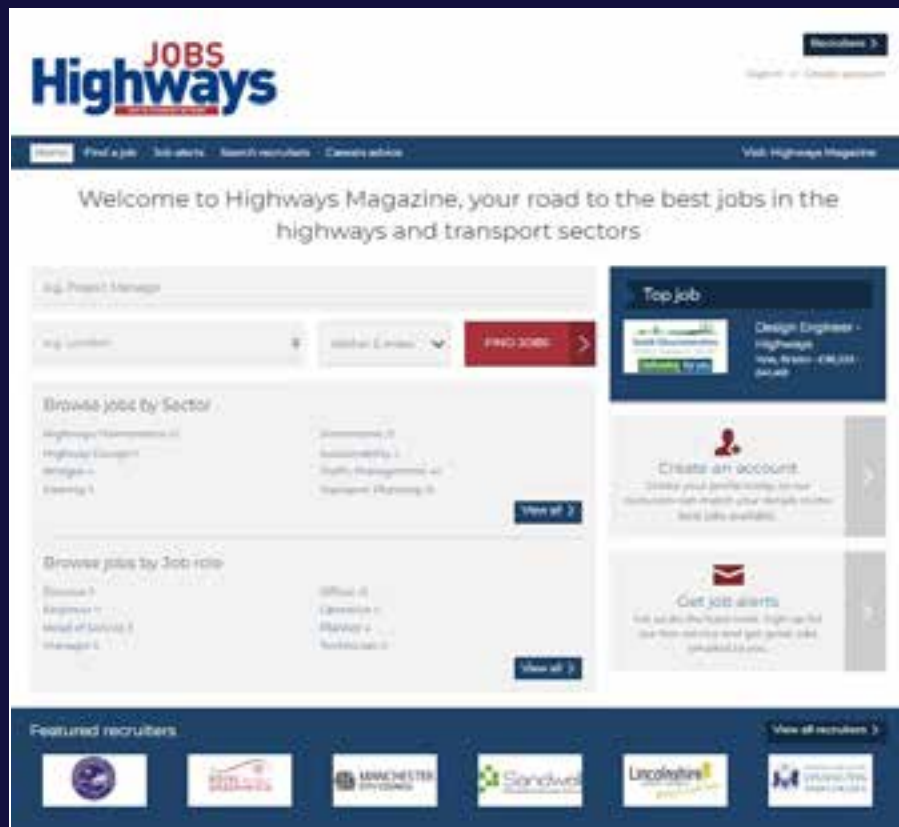
# Highways Jobs

Highways Jobs is a recruitment website dedicated to engineering and technical professionals working in highways, traffic, transportation and environment for both the public and private sectors.

With 1,454 average website visitors every month, you'll be confident of fulfilling all your recruitment needs with us.

Find out more here

<https://jobs.highwaysmagazine.co.uk>



The screenshot displays the homepage of the Highways Jobs website. At the top left is the logo for 'JOBS Highways'. A navigation bar includes links for 'Home', 'Find a job', 'Subscribe', 'Search recruiters', 'Career advice', and 'Visit Highways Magazine'. The main heading reads 'Welcome to Highways Magazine, your road to the best jobs in the highways and transport sectors'. Below this, there are sections for 'Browse job by Sector' and 'Browse jobs by Job role', each with a grid of categories and a 'View all' button. A 'Top job' section highlights a 'Design Engineer - Highways' role with a salary of '£40,000 - £45,000 per year'. Other sections include 'Create an account' and 'Get job alerts'. At the bottom, a 'Featured recruiters' section shows logos for various organizations like Mott MacDonald, Hochtief, and others.

# Cold Comfort Events

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The UK's number one conference and exhibition dedicated to highway winter service and climate resilience. Cold Comfort has two branded events – one in Scotland and one in England – both of which have the support of central and local government, as well as Transport Scotland and National Highways. With an editorial board including experts from the National Winter Service Research Group (NWSRG) helping curate the conference, the event features the latest cutting-edge presentations on everything from academic climate studies, on-road trials, national government and local policy and research, as well as private sector innovations. In recent years, the conference has expanded from its core base of road resilience to provide insights on a wider of resilience issues, covering all forms of extreme weather and flooding and helping the sector stay ahead in a time of climate change. It is also the nation's main networking event for the resilience sector – with all the main players under one roof including local councils, national agencies, and all the main suppliers.

**If you are interested in learning more about exhibiting and sponsorship opportunities, please get in touch with Andy Davies, Commercial Manager, [a.davies@hgluk.com](mailto:a.davies@hgluk.com) OR Tim Davies, Sales Manager, [t.davies@hgluk.com](mailto:t.davies@hgluk.com)**

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