

MEDIA FILE 2019

Highways

PART OF TRANSPORT NETWORK

WHY HIGHWAYS?

As the only UK publication focusing exclusively on the roads sector, *Highways* is well positioned to deliver the news, views and features that matter.

Highways England continues to recognise the strength of the title as a communications vehicle, confident in its editorial integrity. A regular two-page exclusive in every issue features significant articles from leading specialists operating across Highways England's main fields of activity.

With Highways England responsible for delivering transformational improvements to the strategic road network, read what is happening first in *Highways*.

With billions of pounds also set aside for making improvements to local roads, we recognise that our relationship with local authorities is equally important. Heads of highways and engineers in councils across the UK read the publication to find out about the latest trends and developments – and we regularly report on the work they're doing. Our editorial relationships stretch across the breadth of the country with local highway authorities contributing regularly to the magazine along with the likes of council directors' body ADEPT, Transport for London, the Institute of Highway Engineers, the National Winter Service Research Group and TRL (Transport Research Laboratory).

Our editorial calendar is crammed with forward features to ensure that we cover a full spectrum of topics across the sector.

The www.highwaysmagazine.co.uk website has established itself as a leading source of information to the industry with breaking news delivered online and via our popular weekly news digest – *Highways on Fridays*. We also have a number of other initiatives to help you integrate your marketing strategies, including the *Highways Directory*, *Highways Jobs* and the *Highways App*.

Ultimately, if you want to reach an audience of public authorities, specifiers, contractors and clients, look no further than *Highways* and our associated products.

Dominic Browne
Editor, *Highways* magazine

WHAT OUR PARTNERS SAY...



"We value the relationship with *Highways* magazine and consider that all highways professionals benefit from the wide range of industry best practice and awards events."



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

The Welsh Government fully supports the goal of achieving value for money and excellence in the highways sector.

"It is crucial that we continue to collaborate and share best practice and *Highways* magazine provides an important forum for achieving this."



"TRL has enjoyed a close working relationship with *Highways* magazine for many successful years."



Transport Scotland is pleased to continue its close working relationship with *Highways*

"An excellent channel to provide information ... and to learn from others."



IHE is able to provide updates and advice to our members through our regular pages, as well as influencing and informing a much wider audience.

"Proud and pleased to be associated with *Highways* magazine."



Highways England values its work with *Highways* magazine as:

"A unique opportunity to reach thousands of dedicated professionals."



"We value *Highways* magazine as a leading industry publication, helping us reach out to the industry – and those simply interested in roads – and communicate the hard work our highways teams carry out week in, week out. Our collaboration through the regular TfL column is a fantastic way for us to bring to life the work that is so important to us all."

ABC CERTIFICATION

As a key element of our commitment to readers we constantly monitor industry requirements and reflect these in our editorial content and layout. Our team is often present at national, regional and local events and exhibitions, ensuring that Highways is abreast of new trends and developments.

This first-hand information gathering ensures Highways keeps its editorial finger on the pulse and frequently results in exclusive editorial content that further enhances the value of the magazine within the industry.

We are an active and impartial voice of the industry. All editorial content is chosen objectively on the basis that it is of real relevance to the trade.

Members of the Highways magazine editorial board offer insight about marketplace happenings, give thoughts and opinions on topical issues, provide ideas for features and news contributions and help to steer the editorial direction of the magazine. The board includes representatives from the Department for Transport (DfT), Transport for London (TfL), TRL and the Institute of Highway Engineers (IHE).

Our regular in-depth topical features provide the perfect opportunity for scheduled or "one-off" display advertising.

IMPORTANT READERSHIP DATA

The Audit Bureau of Circulations (UK) or ABC provides an independent verification of Highways magazine's circulation/data figures. When you see the ABC logo you know that you are looking at claims you can trust.

The vast majority of Highways readers work for government agencies and local authorities, or are consulting engineers, specialist or term maintenance contractors. Our circulation analysis shows that:

The vast majority of our readers read at least three in every four issues of Highways

Nearly three quarters of the 'pass-on' copies are read by two to eight other people

Approaching three quarters of Highways readers specify materials and services

CIRCULATION

Average ABC audited circulation July 2017 to June 2018

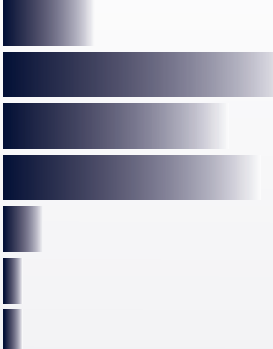
Print Edition / Digital Edition

5,928 / 2,975

Total Average Circulation

8,903

Company breakdown*

National Government Agencies	1201	
Local Authorities	2461	
Contractors	2214	
Consultants	2231	
Manufacturing	376	
Non-IHE (Subscriptions)	234	
Others	186	

Please note these figures include IHE members who receive every copy of Highways magazine as part of their membership subscription.

* Our breakdown of company activities has not come from ABC but from our own circulation analysis software.

FEATURES 2019

JAN/FEB

Road maintenance (inc. local roads)
Traffic signs
Bridge maintenance
Road worker safety
Pedestrian areas (incl. cycling)
Asset management/efficiency

MARCH

Highway maintenance
(inc. A roads and motorways)
Traffic calming
Road markings
Environmental & recycling
Parking

APRIL

Road maintenance (inc. local roads)
Materials (inc. asphalt, bitumen
& aggregate)
Barriers
Training/Skills & recruitment
Regional focus: Wales
Bonus distribution at RSTA Conference
Bonus distribution at Traffex

MAY

Surface maintenance
Technology/Intelligent traffic
Lighting
Ironwork & drainage
Collaborative schemes
Bonus distribution at IAT Annual Conference

JUNE

Road maintenance (inc. local roads)
Road markings
Traffic signs
Traffic calming
Local partnerships

JULY

Highway maintenance (inc. A roads and
motorways)
Software & IT
Barriers
Inspection and testing
Training/Skills & recruitment
Regional focus: Northern Ireland

AUG/SEPT

Surface maintenance
Materials (inc. asphalt, bitumen & aggregate)
Retaining walls & embankments
Ironwork & drainage
Traffic signs
Awards shortlist announced



OCTOBER

Surface maintenance
Traffic calming
Road markings
Pedestrian areas (inc. cycling)
Asset management/efficiency
Traffex Road Expo 2019 preview

NOVEMBER

Road maintenance (inc. local roads)
Lighting
Vehicles & plant
Road worker safety
Technology/intelligent traffic
Highways Awards Review
Regional focus: Scotland
Bonus Distribution RSMA
Bonus Distribution at Traffex Road Expo 2019

DECEMBER

Barriers
Streetworks & utilities
Winter maintenance
Tunnel maintenance
Collaborative schemes
Innovation/including driverless cars
Year's round-up

ISSUE RATES AND DATA

DISPLAY ADVERTISING					
Full colour	1	3	5	8	10
Full page	£2,418	£2,405	£2,356	£2,329	£2,304
Half page	£1,742	£1,726	£1,716	£1,679	£1,658
Quarter page	£1,346	£1,331	£1,331	£1,300	£1,263
Premium positions and other promotional opportunities	Contact Andy Davies on 020 7973 4614 to discuss a premium size, eg double page spread (DPS), or position, eg inside front cover, inside back cover or outside back cover, or other opportunities, eg bellyband (joined or 'tipped in'), fold out cover sections, fold out or gatefold inside pages, bound-in inserts, pull-out supplements, oversize adverts, tip-ons, etc...				
CLASSIFIED ADVERTISING					
Full colour	£36 per single column centimetre				
Series discounts	5 insertions – 6% discount 10 insertions – 12% discount				
Minimum size	1 column (87 mm) wide x 3 cm high				
OTHER – Print					
Inserts	Further details are available on request				
Article reprints					
Direct mail					

MECHANICAL DATA – <i>Highways</i> magazine	
Full page – bleed	216 mm wide x 303 mm high
Full page – trim	210 mm wide x 297 mm high
Full page – type area	181 mm wide x 269 mm high
Double page spread (DPS) – bleed	426 mm wide x 303 mm high
Double page spread (DPS) – trim	420 mm wide x 297 mm high
Half page – horizontal	181 mm wide x 125 mm high
Half page – vertical	89 mm wide x 269 mm high
Quarter page	89 mm wide x 125 mm high
ADVERTISEMENT REQUIREMENTS	
<i>Highways</i> magazine accepts high resolution CMYK PDF advertisements electronically via email, Dropbox and YouSendIt (or similar).	
COPY DEADLINE – <i>Highways</i> magazine	
Date	20th of the month preceding publication
Contact	Adrian Bradnam
Tel	020 7973 4646
Email	a.bradnam@hgluk.com

WEB ADVERTISING

Highways magazine website provides the perfect opportunity for companies to advertise their products and services, from home page lead banners, side boxes, footer banners, through to our very popular Highways on Fridays affiliates section which provides weekly exposure through our regular newsletter in addition to coverage throughout the news pages.

Our current Google Analytics statistics say it all; within the last two years our users have increased by an impressive 95.18%


Side banner/box	
location	website home page
cost	£450 per month
size & resolution	260px wide x 130px high @ 72dpi
Homepage lead banner	
location	website home page
cost	£800 per month
size & resolution	728px wide x 90px high @ 72dpi
Footer banner	
location	website home page
cost	£300 per month
size & resolution	728px wide x 90px high @ 72dpi
Highways on Fridays affiliate logos	
location	website & email
cost	£5,000 per annum
size & resolution	website: 260px wide x 130px high email: 150px wide
Select Highways on Fridays button below for full details	




highwaysmagazine.co.uk
Google Analytics

*statistics from 1 Nov 2015 to 31 Oct 2016


215,018
total sessions*


134,528
unique users*


396,640
page views*

HIGHWAYS APP

As well as giving readers mobile and tablet access to the latest digital issues plus a back catalogue of Highways magazines, our html 5 app offers the potential for unlimited interactivity, including live links, video links, podcasts, pop-ups, image sliders and more, along with further in-app advertising opportunities such as rotating banners and splash screens.

The Highways magazine App also gives readers convenient in-app access to all our latest news stories, plus the Highways, Traffex Seeing is believing and Highways Awards websites. All fully interactive versions of each issue will also be accessible direct from the Highways magazine website and will be distributed via email to our database of 13,000+ readers.

Highways App rotating banners	
location	home page of App (max. 10 banners)
cost	£400 per month
size & resolution	1378px wide x 300px high @ 72dpi

Highways App splash screen	
location	App splash screen
cost	£200 per month
size & resolution	768px wide x 1034px high @ 72dpi



HIGHWAYS ON FRIDAYS

Weekly newsletter Highways on Fridays provides a digest of the biggest stories direct to your inbox 50 weeks of the year. We also deliver breaking and exclusive news stories through this medium ensuring that advertisers who take advantage of our logo sponsorship opportunities get added exposure throughout the year.

The website is regularly updated with breaking news as it happens – ensuring that we remain at the forefront of the industry.



20.25%
average unique open rate*



7.05%
average unique click rate*



2,380
average unique opens*

Highways on Fridays affiliate logos	
location	website & email
cost	£5,000 per annum
size & resolution	website: 260px wide x 130px high email: 150px wide

Highways on Fridays email
www.highwaysmagazine.co.uk/highways-on-fridays

*statistics from beg Jan 2016 to 16 Dec 2016

CONTACT US

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Highways

AWARDS
Highways

JOBS
Highways

SMART
Highways
INCORPORATING TEC

Traffex

Traffex
Seeing is believing

Traffex
Scotland

ColdComfort
PART OF TRANSPORT NETWORK

ColdComfort
SCOTLAND
PART OF TRANSPORT NETWORK