

Issue no 54: First quarter 2009*

Special focus:	Lifting & launching
Technical reports:	Emergency bridges
	Formwork & falsework
	Specialist software
Asset management:	Access & safety
	*Middle East special supplement

Issue no 55: Second quarter 2009*

Special focus:	China
Technical reports:	Bearings, joints & seismic protection
	Cable technology (including cable table)
	Paints, coatings & deck waterproofing
Asset management:	Structural health monitoring
	*IBC show edition

Issue no 56: Third quarter 2009

Special focus:	High-performance materials
Technical reports:	Formwork & falsework
	Specialist software
	Winter maintenance
Asset management:	Non-destructive testing & investigation

Issue no 57: Fourth quarter 2009

Special focus:	North America
Technical reports:	Paints, coatings & deck waterproofing
	Bearings, joints & seismic protection
	Cable technology
Asset management:	Strengthening & upgrading

This programme is provisional and subject to change.

REGULAR SECTIONS

Every issue of *Bridge design & engineering* carries a selection of regular features, ranging from short news stories, contract awards, diary listings and personnel news to substantial articles on major projects and short items about new products. Each issue also carries a whole section devoted to asset management, the art of maintaining and refurbishing existing bridges. Subjects covered include concrete repair, corrosion protection and rustproofing, bridge strengthening, repainting, safety, traffic management, access, non-destructive testing, and many more.

Production services

The *Bd&e* production team offers an advertisement design service to its clients, enabling them to benefit from its expertise.

What can **Bd&e** production services offer you?

- A team of five skilled designers
- All the latest design programmes
- Full consultation on design ideas
- Colour proofs sent directly to you in PDF format
- A saving on the costs of using expensive design studios

What do you need to do?

- Contact the production team at least 10 days before the artwork deadline (see rate card)
- Fully brief the production team on how you wish the advertisement to look
- Make final proofs and amendments

To find out more about the services of the production team simply call +44 (0)20 7973 4713 or email production@hgluk.com

Circulation

Every issue of *Bridge design & engineering (Bd&e)* is sent to a minimum circulation of 5,000 made up of almost 2,000 paying subscribers and 3,000 carefully selected professionals from the international bridge industry.

Total Readership

Minimum circulation	5,000
Average number of readers per copy of <i>Bd&e</i> *	6
Total readership of <i>Bd&e</i>	30,000

*New reader research under way for 2009

Industrial Breakdown *	
	Percentage
Consulting/Structural Engineers	41%
Project Managers/Contractors	18%
National/Regional Government	15%
Equipment/Vehicle/Material Producers	7%
Specialist Subcontractors	5%
Research & Education	4%
Agents/Distributors/Dealers/Importers	3%
Transport Owners	3%
Others	4%
Total	100%

Geographical Breakdown *	
	Percentage
USA, Canada, Mexico	36%
Europe	22%
Asia Pacific	24%
Central and South America	9%
Middle East & Africa	9%
Total	100%

Bd&e is also distributed at selected conferences and exhibitions throughout the year providing extra coverage for your advertisements.

Bridge update

We also publish a monthly newsletter in the months when there is no issue of *Bd&e*. *Bridge update* is circulated to all our paying subscribers and is published eight times per year. Please contact us if you are interested in advertising in this publication.

*Publisher's statement as at 1st September 2008

Online Advertising

Why you should advertise on www.bridgeweb.com

- www.bridgeweb.com receives on average 15,500 page views per month*
- The average visit to www.bridgeweb.com lasts between 3 and 6 minutes*
- It is the leading international bridge industry information source
- It is an excellent vehicle for launching new products and services into the international bridge market place
- News stories on the home/news pages are regularly updated, which encourages readers back to www.bridgeweb.com on a regular basis
- Monthly email newsletter written by the editor with more than 2,000 requested recipients. Each newsletter encourages visitors back to www.bridgeweb.com. Unique advertisement opportunities are available on the newsletter.
- Continually being improved to improve visitor numbers and retention; latest addition is a news/features archive search facility

**Data from September 2008 web trend report*

The number of click-throughs generated by www.bridgeweb.com to your website can be monitored and reader visit figures provided to you on a monthly basis (please confirm this service is available to you at the time of booking as it can depend on the type of advertisement booked).

Online Advertising Formats

With an advertising format of two columns, either side of the main editorial, you can reserve a half or quarter column advertisement in as many sections of the website as you wish. Minimum booking period is three months. Sections available are home, news, events, online recruitment and magazine.

Prime Banner Positions

There are three prime advertisement positions available, which will appear on all sections of the website. For the duration of the advertisements, each of these fixed positions will be for one company only. The minimum booking period is 12 months. **Rate: GBP3310/ EUR4135/ USD5950.**

E-Newsletter Advertising and Sponsorship

The Bridgeweb email newsletter, written by the editor Helena Russell is sent out to more than 2,000 requested subscribers on a regular basis. There are excellent sponsorship opportunities available on the newsletter - just ask for details.

Tenders/Equipment for Sale Advertising

There are now web pages dedicated to both Tenders and Equipment for Sale advertising on www.bridgeweb.com. These pages allow for up to 500 words in copy, plus images.

Recruitment Advertising

Bridgeweb can offer targeted and cost-effective online recruitment advertising opportunities.

For more information

Contact Lisa Bentley on l.bentley@hgluk.com or phone +44 (0) 20 7973 4698.

Standard column rates

Column	1/2			1/4			
	Months	GBP	Euro	USD	GBP	Euro	USD
3		1000	1500	1800	645	805	1160
6		1250	1875	2250	835	1045	1500
9		1950	2430	3500	1295	1620	2330
12		2360	2430	4240	1575	1965	2835

All positions subject to availability

Website advertising Specifications

Size	(Depth x width)
Half banner	100 x 240 Pixels
Full column	600 x 120 Pixels
Half column	250 x 115 Pixels
Quarter column	140 x 115 Pixels

Mechanics

- Files must be supplied as a GIF or JPEG. If an advert is animated please supply as an Animated GIF file (not Flash)
- Colour JPEGs supplied in RGB colour and GIFs as indexed colour (up to 256 colours)
- Maximum file size 250kb. Please ensure all files are saved optimised for web

File delivery

Email: production@hgluk.com
ISDN: +44 (0)20 7931 0833
Post: Production, Bridge design & engineering, 32 Vauxhall Bridge Road,
London SW1V 2SS
Telephone: +44 (0)20 7973 6400 (switchboard)

- If supplying files on disc, please use industry standard CD or ZIP disc
- If you have any problems or questions please telephone the sales representative or production contact
- Our production team can design and/or animate your advert for you. Please contact the sales representative to discuss the charges.

Production Services

The www.bridgeweb.com production team offers a web advertisement design service to our clients, enabling you to benefit from our expertise.

To find out more about the web advertisement services available please call Production on +44 (0)20 7973 4713 or email production@hgluk.com

Four Colour Rates - US Dollars (US\$)				
Number of Insertions	1x	2x	4x	6x
Double Page Spread	10535	9800	9200	8620
Full Page	5275	4920	4600	4325
Half Page	3530	3265	3070	2880
Third Page	2930	2710	2565	2395
Quarter Page	2345	2185	2135	1925
Loose Inserts*	3425	(under 1/2 ounce)		
<i>Bridge update Strip</i>	1310	1220	1150	1070

* For inserts over 1/2 ounce, please contact us for a quote

Artwork deadlines:	
Issue	Deadline
Special supplement 2009	January 30 2009
1st Quarter 2009	February 6 2009
2nd Quarter 2009	May 1 2009
3rd Quarter 2009	July 24 2009
4th Quarter 2009	November 6 2009

Please turn over for mechanical data and artwork specifications.

Mechanical Data

Depth x Width (inches)

Double Page Spread	Bleed <small>(1/4 inch on each edge)</small>	12 x 18 ^{1/2}
	Trim size	11 ^{5/8} x 18
	Type area	10 ^{1/4} x 15 ^{7/8}
Cover positions	Bleed <small>(1/2 inch on each edge)</small>	12 ^{1/2} x 9 ^{7/8}
	Trim size	11 ^{5/8} x 9
	Type area	10 ^{1/4} x 8
Full Page	Bleed <small>(1/4 inch on each edge)</small>	12 ^{7/8} x 9 ^{1/2}
	Trim size	11 ^{5/8} x 9
	Type area	10 ^{1/4} x 8
Half Page	Vertical	10 ^{1/4} x 3 ^{7/8}
	Horizontal	5 x 8
Third Page	Horizontal	3 ^{1/4} x 8
Quarter Page	Portrait	5 x 3 ^{7/8}

Artwork Specifications

Accepted Formats:

ISDN: +44 (0)20 7931 0833
CD Rom (All Mac Compatible)
Email: production@hgluk.com (maximum size 9MB)
FTP: [ftp.hgluk.com](ftp://ftp.hgluk.com) (username: productionftp -
password: coffeandtea)

- Formats for process colour separation: CMYK EPS, TIFF, PDFs (i.e. pictures/logos)
- Please save all images as 300 dpi resolutions
- All fonts, Postscript and Printer MUST be embedded or supplied with file
- Process spot colour consists of two colours or more
- Please ensure files are readable for Apple Macintosh

Programmes Used:

- Quark Xpress 6.1 (Quark passport saved as a single language)
- Photoshop CS2
- Illustrator CS2
- Word (for text only, images to be supplied in one of the above formats)

Screen Frequency:

Mono: 120dpi / 48dpcm
Colour: 133dpi / 54dpcm

If you need help in designing your advertisement you can take advantage of *Bd&e's* design service. To find out more about this please turn to the Production Services page on the back of the Features Plan.

For further information please email: production@hgluk.com

Or contact: Production, Hemming Group Ltd,
32 Vauxhall Bridge Road, London SW1V 2SS, UK.

Tel: +44 (0)20 7973 4713. Fax: +44 (0)20 7973 6677