

Your number one route to the concrete market

Concrete connect

UKCS The UK Concrete Show

2025 Media File



Your **number one route** to the concrete market...

Concrete
Connect
CO.UK

online

Concrete Connect is the 'go-to' site for key decision makers within the concrete industry. Available on a 'free-to-view' basis, authoritative content is updated seven days a week. General commentary, specialist blogs, market reports and industry features provide an independent and informed voice for the industry, whilst all material submitted by third parties is rigorously reviewed for its accuracy, relevance, and newsworthiness.



face to face

Concrete Connect is the official digital partner for The UK Concrete Show 2025, providing unrivalled coverage of our February event.

Find out how your business can benefit from these opportunities by contacting the Group Advertising Manager **Kathryn Bardsley** on **+44 (0) 115 945 4369 / +44 (0) 7711 825376 / kathryn.bardsley@qmj.co.uk**

show guide

The printed guide for The UK Concrete Show, targeting 5,000 key decision makers from across the concrete industry compiled by the Concrete Connect team.

- Mailed out to all key UK Concrete Show visitors
- Distributed electronically prior to the event to our Concrete Connect audience
- Provided to all visitors at The UK Concrete Show 2025

UKCS
The UK Concrete Show



Audience

**concrete
connect.co.uk
website**



**Concrete
Connect
newsletter**



**Unrivalled
audience**

Website traffic

Average of 5,000 unique visitors per month in 2024

Content

Free-to-view access to the latest concrete industry news items, case studies and technical articles

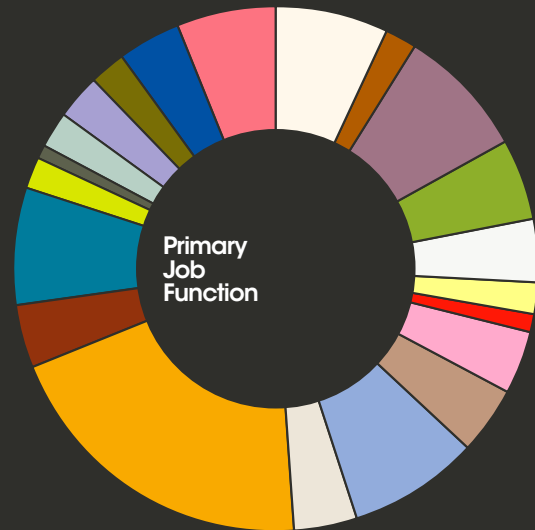
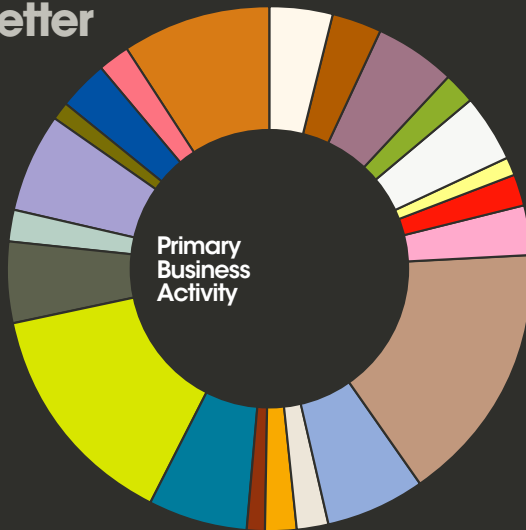
Reach

25,000 GDPR-compliant e-mail contacts weekly, and industry professionals signed up to Concrete Connect e-mail alerts covering sector news throughout the year

Exclusive

Concrete Connect is the only media that can genuinely provide blanket coverage of the UK concrete sector

Newsletter traffic



● Architect	4%
● Concrete Polishing Contractor	3%
● Concrete Repair Contractor	5%
● Concrete Testing	2%
● Consulting Engineer	4%
● Corrosion Prevention Service	1%
● Diamond Drilling Contractor	2%
● Formwork & Falsework Contractor	3%
● General Construction	16%
● Groundworks Contractor	6%
● Industrial Floor Installer	2%
● Local Authority/Public Sector	2%
● Pattern Imprinted Concrete Installer	1%
● Pump Hire	6%
● Readymix Producer	14%
● Specialist Concrete Contractor	5%
● Surface Preparation	2%
● Technical Consultancy/Management	6%
● Utility Company	1%
● Volumetric Truck Operator	3%
● Precast Manufacturer	2%
● Other	9%

● Senior Management (Owner/CEO/Director)	7%
● Batcher	2%
● Concrete Finisher	8%
● Concrete Sales	5%
● Design	4%
● Estimating	2%
● Facilities Management	1%
● Installation	4%
● Project Engineering	4%
● Project Management	8%
● Purchasing	4%
● Sales/Marketing	20%
● Service/Maintenance	4%
● Site Management	7%
● Specification	2%
● Supply Chain Maintenance	1%
● Surveying	2%
● Technical Management (Readymix)	3%
● Consultancy	2%
● Operations Management	4%
● Other	6%

Digital opportunities

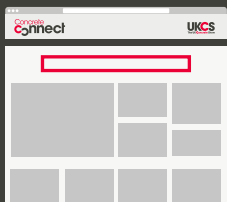
Concrete Connect Banner Advertising – Increase brand awareness



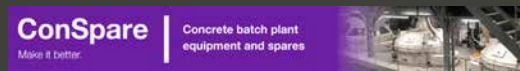
Billboard 970(w) x 250(h) pixels



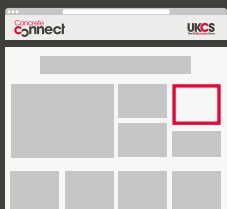
The dimensions for a Billboard Smartphone banner are 320(w) x 100(h) pixels



Leaderboard 728(w) x 90(h) pixels



The dimensions for a Leaderboard Smartphone banner are 320(w) x 50(h) pixels

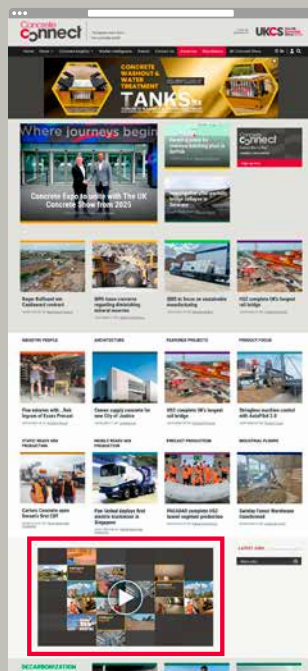


MPU 300(w) x 250(h) pixels



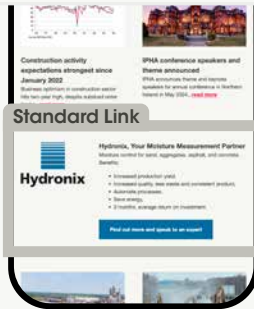
Video – Bring your proposition to life

Video tenancy displayed prominently on the Concrete Connect homepage, as a 'Featured Video' and on all Concrete Connect content pages. Plus on the www.concreteshow.co.uk homepage.



Concrete Connect / UKCS Newsletter Opportunities

Standard Link
Logo + up to 45 words + url.



Premier Link
Positioned below the first news item. Logo + up to 60 words + url

Monthly Sponsorship
Covering a minimum of 4 consecutive newsletters enabling you to brand your business with a 1200(w) x 148(h) banner and a sponsored link of up to 60 words.

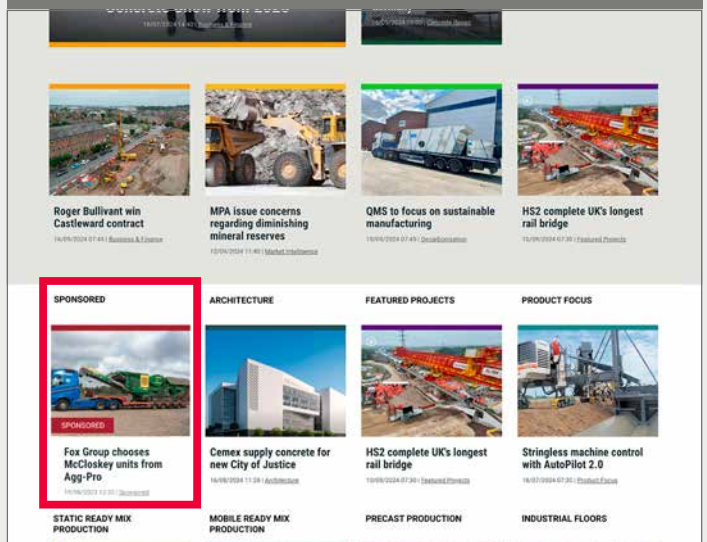


Concrete Connect / UKCS Solus E-Shots



Concrete Connect Sponsored Content

Showcase case studies and product data with content appearing in prime positions on Concrete Connect and supported with links on our weekly newsletter.



Rate card

Website Advertising

Billboard	£620*
Leaderboard	£515*
MPU	£415*
Video	£550 per month

*Four positions available each month with each advertiser receiving 25% of site traffic over a 3 month tenancy.

Banners should be supplied as GIF, PNG, JPG or HTML5 files. To ensure your Billboard or Leaderboard is visible on all types of devices including smartphones and tablets, please take note of the smartphone leaderboard size which is 320(w) x 50(h) pixels.

Newsletter Options

Monthly Sponsorship	£1,545
Premier Link (below first news item)	£465
Standard Link	£310

Exclusive Opportunities

Solus e-shots	£1,545
Sponsored content	£500

A selection of some of our supporters

