

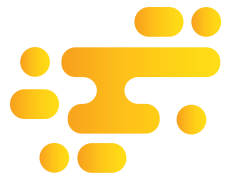
DIGITAL MEDIA PACK 2026



Digital publication covering the latest developments and processes in industrialised construction, Industry 4.0 and cutting edge technology for the built environment



industrialisedconstruction.co.uk



INDUSTRIALISED
CONSTRUCTION
JOURNAL

ABOUT INDUSTRIALISED CONSTRUCTION JOURNAL



THE **BUILT ENVIRONMENT** IS UNDERGOING A **TRANSFORMATION**

The convergence of technology, manufacturing and construction is fundamentally reshaping how buildings are conceived, delivered and operated. This shift is being driven by digitally enabled businesses and a new generation of talent applying advanced technologies to boost productivity, raise quality standards and accelerate progress toward a more sustainable, efficient and inclusive built environment.

The **Industrialised Construction Journal** (ICJ) exists to support the sector in navigating this evolution.

ICJ explores both the physical and digital dimensions of construction, covering innovations in platform-based design, kits of parts, design for manufacture and assembly (DfMA) and offsite production, as well as emerging digital capabilities including robotics, augmented and virtual reality, automation, data-driven tools, connectivity and the Internet of Things.

Collectively, these developments are redefining how we design, construct and manage the built environment.

DIGITAL REACH

The Industrialised Construction Journal (ICJ) delivers high-quality, sector-specific content directly to a growing audience of decision-makers shaping the future of the built environment.

Digital Circulation

Reach a qualified and engaged readership through our multi-channel digital distribution:

- **Email Subscribers:** Our e-shot is sent to an email audience of 23,000 people.
- **Engagement Metrics:** High open and click-through rates reflect a readership invested in the topics we cover with around a 75% click rate.
- **Website Performance:** ICJ attracts over 30,000 website views a month.

Social Media Reach

Extend your message across a highly engaged professional network:

- Active presence on LinkedIn, with more than 1,500 page followers and over 1,000 newsletter subscribers.
- Since launch in March 2025, the Industrialised Construction platform has seen a consistent growth in followers, impressions and content shares.

Event Tie-ins

Benefit from cross-promotion via ICJ's strategic partnerships with affiliated events such as the Industrialised Construction Conference, webinars, roundtables and podcasts.

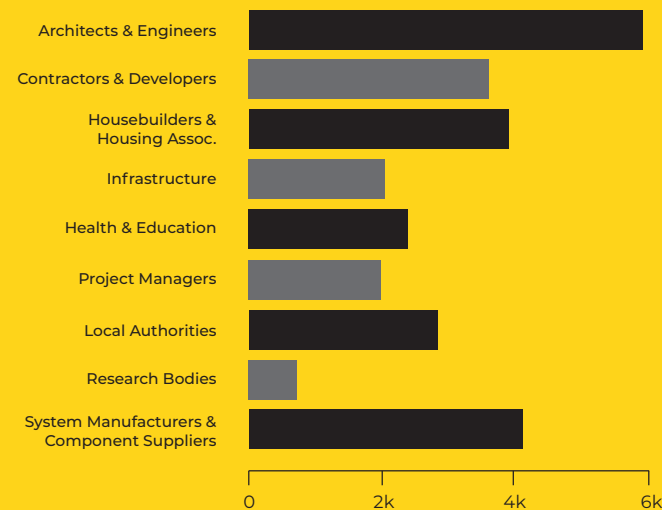
Sponsors gain visibility through pre- and post-event content, speaker interviews, and curated digital campaigns.

AUDIENCE & CIRCULATION

Target Audience:

- 👷 Construction contractors & developers
- 📐 Architects, consultants & engineers
- 💻 Digital technology & software platform providers
- 🏗️ Offsite manufacturers & modular system providers
- 🏆 Product/system certifiers
- 🏢 Industry bodies & regulatory agencies
- 🔬 Academia, researchers, students
- 🏛️ Investors and innovation funders

Sector Breakdown:



WHAT'S DRIVING THE **FUTURE** OF **CONSTRUCTION**?

The **Industrialised Construction Journal** exists to inform, connect, and drive forward a new era of construction, one defined by productisation, digitisation and integrated delivery models. With a focus on offsite manufacturing, DfMA (Design for Manufacture and Assembly), and digital transformation, ICJ charts the evolution of the built environment as it moves away from traditional, bespoke project delivery towards scalable, repeatable and sustainable solutions.

Created for construction contractors & developers, architects, consultants & engineers, digital technology & platform providers, offsite manufacturers & modular system providers, product/system certifiers, industry bodies & regulatory agencies, academia, researchers, students and investors and innovation funders, the ICJ brings critical insight to those shaping the future of construction. These are the professionals leading the shift towards a more efficient, data-informed and collaborative model of building design and delivery.

Through expert interviews, project features, research insights and sector commentary, the ICJ showcases what works, and what's next.

As construction embraces automation, digital twins, full-life-cycle BIM and AI-driven optimisation, the ICJ serves as the essential resource for those committed to delivering better buildings, faster, and with greater long-term value.



PROFILE & SPONSORSHIP OPPORTUNITIES

Showcase your products and innovations

Do you have a product, service or innovation you would like to share with our readers? The science-led format of ICJ uses principles of behavioural psychology to drive better engagement from your content. By including interactive features such as live charts, videos and polls, the ICJ helps create a more engaging experience for readers, resulting in a higher click-rate and session duration.

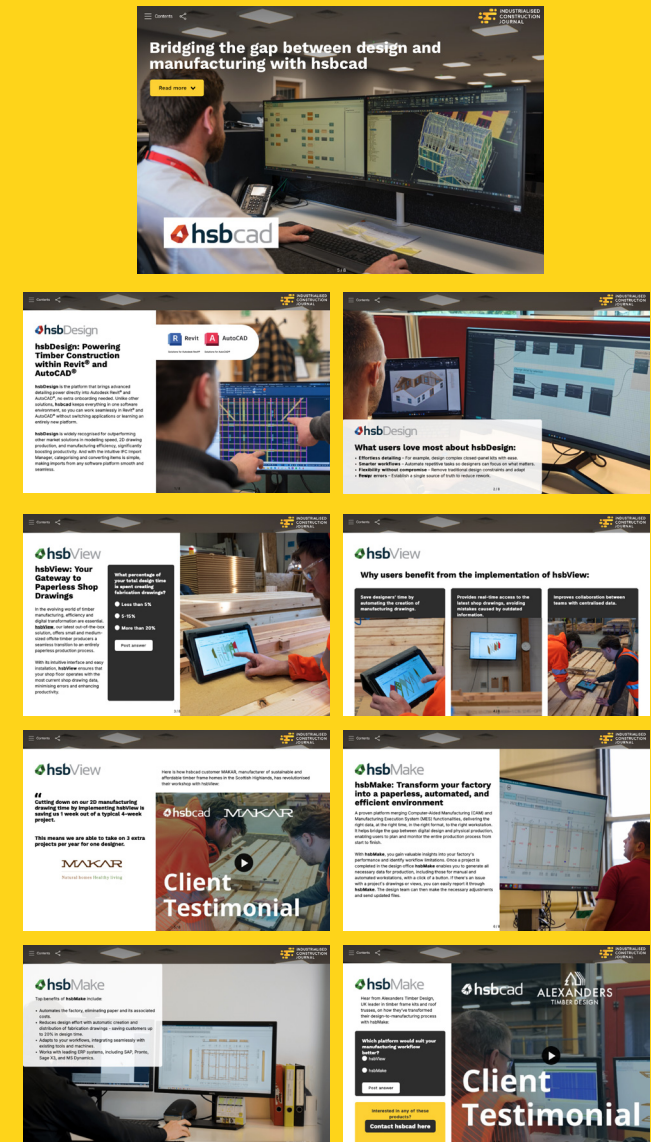
We can profile your brand through the use of digital brand placement, creating interactive and visually impactful profile spaces to engage your target audience.

We can also offer sponsored thought leadership articles, giving you the opportunity to showcase white papers, executive interviews and roundtables.

We also offer multimedia packages, including webinar sponsorship, podcast inclusion, video interviews or case studies.



Example Interactive Profile



EMBEDDED VIDEO • POLLING • INTERACTIVE FEATURES

EDITORIAL CALENDAR

Opportunities for Alignment

Contributors can maximise impact by aligning their campaigns with the Industrial Construction Journal editorial themes and publishing calendar.

Each edition explores a key area of industrialised construction, from digital integration and DfMA to housing innovation and sustainable materials, providing a timely platform for relevant stories, insights and solutions.

Our editorial team works closely with partners to ensure contributed content is both strategically positioned and editorially aligned, creating seamless integration that enhances credibility and audience engagement.

Issues

Copy Deadlines:

Issue 5 - 19 JANUARY

Issue 6 - 16 FEBRUARY

Issue 7 - 16 MARCH

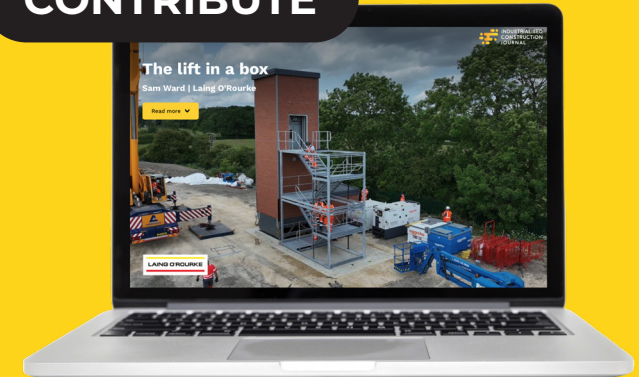
Issue 8 - 18 MAY

Issue 9 - 20 JULY

Issue 10 - 14 SEPTEMBER

Issue 11 - 16 NOVEMBER

CONTRIBUTE



The features/editorial themes will highlight and address the latest trends in Industrialised Construction.

UPCOMING EDITORIAL THEMES

- Design for Manufacture and Assembly (DfMA)
- Kit of Parts & Platform Design
- Digital & Automation Futures
- Invisible Standardisation & Platform Thinking
- Tech in Action: Case Studies
- Industry 4.0 Integration
- Human Capital & Skills Development
- Collaboration & Joint R&D
- Intellectual Property, Interoperability & Licensing
- Technology Watch / Futurology
- Voices & Opinions
- Conference & Podcast Highlights
- Product & Platform Showcases
- Standards & Certification

Promotional and Sponsorship opportunities are allocated on a first come basis within each Industrialised Construction Journal publication.

PROMOTIONAL OPPORTUNITIES

The Industrialised Construction Journal (ICJ) is delivered through an interactive, visually rich digital format, informed by psychological research into how audiences consume and retain information.

This science-led approach ensures that your content not only reaches its audience but resonates with them, driving measurable improvements in engagement and brand perception, and the results speak for themselves:

- **10x** increase in time spent engaging on desktop
- **7x** increase in engagement on mobile
- **5x** improvement in brand perception

COVER STORY – £3,750

For maximum visibility, the Cover Story package includes all elements of the Feature Article, while also placing your content on the front cover of the Journal, ensuring your product or services are the first thing readers see.

FEATURE ARTICLE – £2,950

Ideal for organisations with a compelling story to tell, a product to launch, a service to profile, or a message that benefits from more than just words. Feature articles span upto eight fully designed pages, combining written editorial with the following interactive elements, as appropriate:

- Embedded video content
- Hyperlinked resources
- Infographics and data visualisation
- Interactive polls to gather audience feedback
- Embedded audio (e.g. podcast episodes)

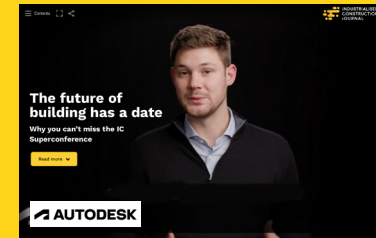
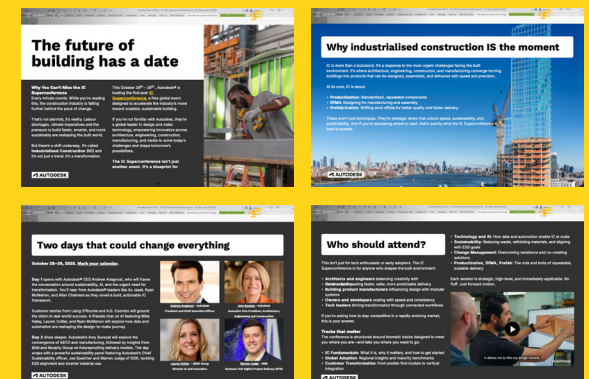
ADVERTORIAL – £1,500

This package provides an opportunity to contribute your own advertorial content, complete with copy up to 800 words and visuals, in alignment with our core editorial themes.

VISUAL PROMOTION – £1,000

Leverage the ICJ's visual-first format with a large-format promotional placement – digital adverts, ideal for brand awareness. Includes embedded hyperlinks with trackable insights to understand reader engagement.

Previous Cover Story



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