



# Media Information 2024

# Why advertise with IABSE?

## INTERNATIONAL

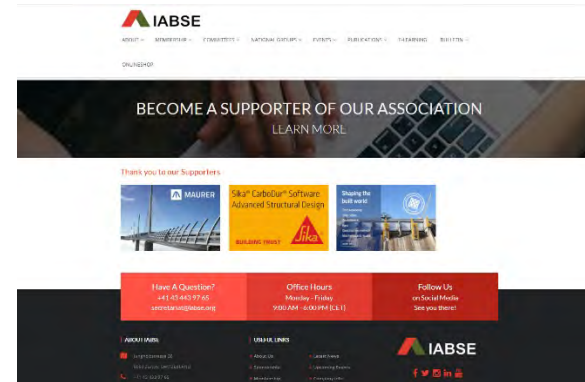
IABSE is an association with approx. 3000 members in over 90 countries and 58 National Groups. Members are structural engineers of all ages, involved in design, academe, construction, regulation and renewal.

## MISSION

The aim of the association is to exchange knowledge and to advance the practice of structural engineering worldwide in the service of the profession and society.

## OBJECTIVES

- to promote cooperation and understanding among all those concerned with structural engineering and related fields by worldwide exchange of knowledge and experience
- to encourage awareness and responsibility of structural engineers towards the needs of society
- to encourage actions necessary for progress in structural engineering
- to improve and foster cooperation and understanding between organisations having similar objectives.

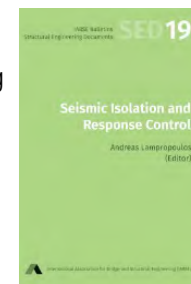


Website



SEI Journal

Structural Engineering Documents (SED)



Newsletter



# Digital - IABSE Website

Official Homepage: [www.iabse.org](http://www.iabse.org)

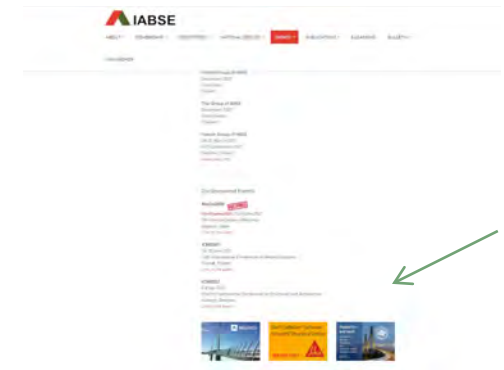
- regularly updated with current information about the association's activities
- averages 30,000 page views per month receives an average of 5,000 monthly users
- average session duration is 3 minutes
- receives visitors from 184 countries, IABSE members and non-members
- IABSE newsletters lead readers directly to the website

## Highlight Features:

- Calendar of Events
  - Conferences
  - Webinars
  - National Group Events
- IABSE Technical Groups
- IABSE National Groups
- SEI Journal, SED and other publications
- E-Learning
- Bulletin News page
- and more..



Homepage banner



Banner on 2<sup>nd</sup> and 3<sup>rd</sup> level webpage

## Banner viewed size on Homepage (see p.7 for artwork specification)

Gold Supporter Banner	300 x 200 px
Silver Supporter Banners	300 x 125 px

Banner position	Gold Supporter	Silver Supporter
Homepage :	1 Banner	1 Banner
2nd level :	3 Banners	2 Banners
3rd level:	5 Banners	3 Banners

# Digital - IABSE Newsletter

## IABSE Newsletter Banner

The IABSE Newsletter is distributed to all members and approx. 3,500 recipients and is published and archived on the IABSE Website.

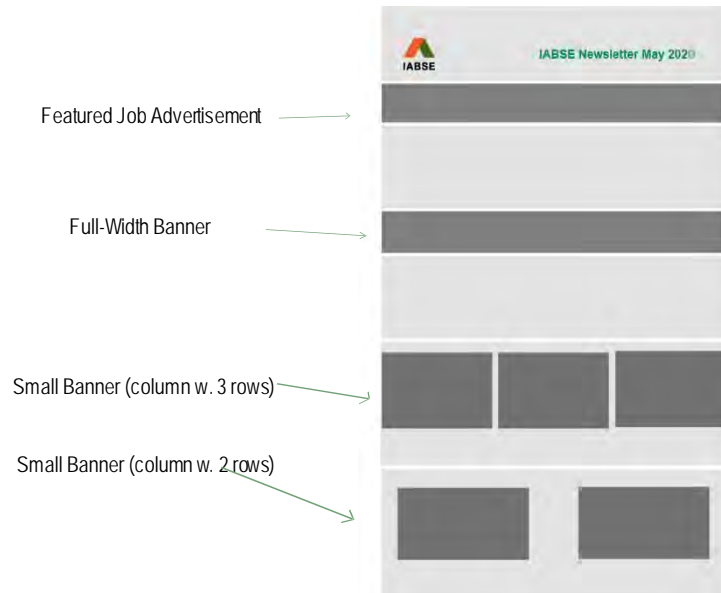
The most effective way to advertise your products and services to IABSE's network. Your advertisement about your products and services is delivered directly to the recipients inbox. Create an attractive banner and immediately attract visitors to visit your website

### Banners options:

- ❑ Top featured job advertisement  
Advertise your vacancy at the top or prime position of the Newsletter.
- ❑ Full-width Banner  
Maximize the exposure of your banner to catch.
- ❑ Small Banners  
2 or 3 Column

### Be creative and effective!

*Create your own package and advertise your job in combination with the website, SEI, IABSE LinkedIn Group.*



# Print - SEI Journal

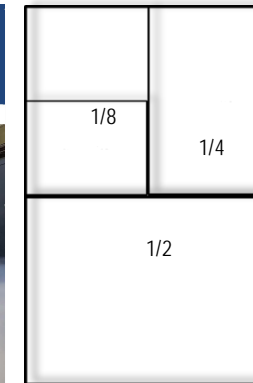
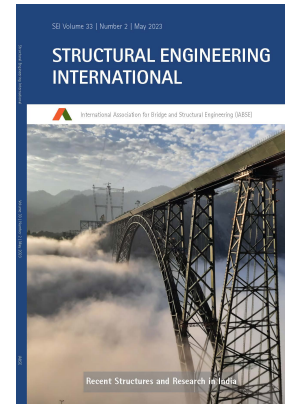
## Why advertise in SEI?

SEI the quarterly Journal of IABSE, is one of the leading international journal of structural engineering dealing with all types of structures and materials.

SEI offers its readers a unique blend of short profiles on recent structures, and longer, in-depth technical articles on research, development, design, construction and maintenance.

Articles are written by practicing engineers and academia from around the world and reflect the high standards of IABSE.

Since 2018, Taylor & Francis became the publisher of SEI and took over the distribution of the journal to IABSE's global membership and subscribers and handles sales and distribution within its network with 51,000 downloads in 2020. Also, Impact Factor has grown from 0.299 in 2015 to 1.056 in 2020.- and still growing!



## Print distribution by region

Europe	57 %
Asia	25 %
America	14%
Africa / Australasia	4%

- SEI reaches an international audience worldwide who sees great value in this publication and is interested in the latest developments in practice and research.
- Average print circulation: 3000 to IABSE members plus T&F subscribers to be found in consulting and design, research and education, construction firms and public authorities and owners.

Published quarterly:	SEI 1/24 (February)	SEI 2/24 (May)	SEI 3/24 (August)	SEI 4/24 (November)
Space order:	Dec. 20	March 14	June 13	Sept. 20
Artwork delivery:	Jan. 4	March 21	June 20	Sept. 26
Distribution:	Feb. 1	May 2	Aug. 1	Nov. 1
Featured Topics:	Special issue on Assessment/Maintenance/Performance	Recent Structures and Research in Latin America	Special issue on 'Forensic Engineering' and General Reports	Recent Structures and Research

# Print - IABSE Bulletins

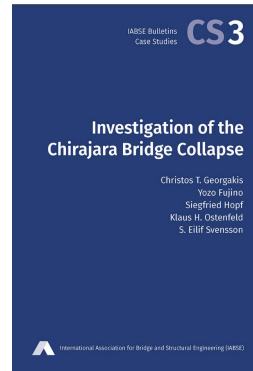
## IABSE Bulletins

IABSE Bulletins provide in-depth information to practicing structural engineers, in reports of high scientific and technical standards on a wide range of structural engineering topics and include:

- Case Studies that can be specifically on design, rehabilitation, forensic and other topics
- Monographs including: 'Structural Engineering Documents' (SED) (state-of-the-art documents) and Guidelines
- Technical Reports that can include research publications.

## Readership

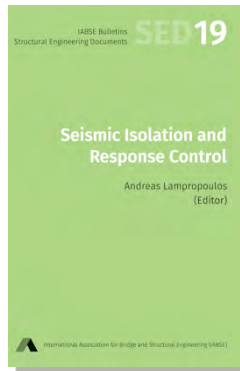
The readership includes practising structural engineers, representatives of owners, operators and builders, as well as teachers and students at a university level. Bulletins are distributed to IABSE Members in ePDF format, and are hosted in the IABSE Members Area. In addition they are for sale at the IABSE Online Shop as ePDF and as print copies.



### Case Studies 3

Published: December 2022

*Investigation of the Chirajara Bridge Collapse*  
by Dr. Christos T. Georgakis; Dr. Yozo Fujino; Siegfried Hopf; Klaus H. Ostenfeld; and Dr. S. Eilif Svensson



### SED 19

Published: December 2021

*Seismic Isolation and Response Control*  
by Andreas Lampropoulos, UK

Structural Engineering Documents (SED) is a document that makes technical information available, which is not provided by other associations or bodies. Each volume is written by one or several specialists and often reflect the work of IABSE Task Group (TG) presenting a comprehensive study on a specific theme in structural engineering.

SEDs provide and in-depth information to practicing engineers in reports of high scientific and technical standards on a wide range of structural engineering topics. SED are published approx. 1-2 per year.

Some few advertising spaces are available for companies wishing to promote their products and services. The ePDF format of the publication provides links from the ad to the advertiser's website.

Advertisement size	Dimensions	Cost
1 Full page without gap:	160 x 240mm (10 mm gutter) (+ 3mm for each outer edge)	CHF 2,800
½ Page with gap	140 x 105mm (10 mm gutter)	CHF 1,500

# Artwork Specifications

## SEI – Structural Engineering International

Printing Process	Offset <sup>1</sup>
Journal size: A4 (W x H)	210 x 297 mm
Back cover page: No white gaps:	216 mm x 303 mm <sup>2</sup>
Inner Page: 1 full page <sup>3</sup>	
With white gaps	185 x 265 mm (10mm gutter)
Without white gaps	200 x 279 mm (10mm gutter)
1/2 page	185 x 125 mm (10mm gutter)
1/4 page	90 x 125 mm
1/8 page	90 x 62 mm

## SED – Structural Engineering Documents

Printing Process	Offset <sup>1</sup>
1 Full inner page without gap <sup>3</sup>	160 x 240mm (10 mm gutter)
1/2 page with white gap	140 x 105mm (10 mm gutter)

## Contact

Ms Cheryl Cornelio  
cheryl.cornelio@iabse.org

Phone: +41 43 443 97 54  
www.iabse.org

## Artwork specification for viewing on various devices

Homepage Banner Gold	600 x 400	
Homepage Banner Silver	600 x 250	
Newsletter Full long Banner	600 x 250	
Newsletter small Banner	200 x 125 (3 column)	250 x 125 (2 Column)
Format:	JPG, GIF, PNG	(W x H) in pixels

## Artwork Requirements

Formats: PDF  
Resolution: Photos 350 dpi (minimum); line drawing 1200 dpi  
All colours: CMYK  
Delivery: Ready for print

Legend:

<sup>1</sup> No responsibility is taken by IABSE for colour variations and picture quality

<sup>2</sup> Includes 3mm bleeds on all sides

<sup>3</sup> Gutter is the inside margin of two facing pages (left and right) i.e. recto or verso or left or right-side page

# IABSE Advertisement Rates 2024

Publication	Category	Type	Available	Frequency	Article	Unit Price
SEI	Print Ad	Inside Front Cover	1	per issue		3,900.00
		Back Cover	1	per issue		3,900.00
		Back of Table of Contents	1	per issue		3,900.00
		Inside Back Cover	1	per issue		3,700.00
		Back of Impressum	1	per issue		3,700.00
		Back of Editorial	1	per issue		3,700.00
		1 Full Colour Page		per issue		3,500.00
		½ Page Colour Horizontal/Vertical		per issue		1,900.00
		¼ Page Colour Horizontal/Vertical		per issue		1,150.00
		⅛ Page Horizontal /Vertical		per issue		600.00
		1 Full B/W Page		per issue		3,000.00
		½ Page B/W Horizontal/Vertical		per issue		1,750.00
		SED	Electronic + Print Ad	1/1 page colour		per issue
1/2 page colour						1,500.00
<a href="http://www.iabse.org">www.iabse.org</a> (minimum: consecutive 3 months)						
	Banner	<b>Gold Supporter</b>	6	per month	1	800.00
		Homepage 1x 2nd level 3 x 3rd level 5 x				
		<b>Silver Supporter</b>	6	per month	1	600.00
		Homepage 1x 2nd level 2x 3rd level 3x				
<b>Social Media</b>	Job Advertisement (or Event on approval)	IABSE LinkedIn Group	2	per ad		200.00
<b>Newsletter</b>						
	Top	Job Advertisement + Web	1	per month		500.00
	Full Width	Banner A	3	per month		450.00
	Small Rectangle 2R	Banner B	2	per month		300.00
	Small Square 3R	Banner C	3	per month		250.00

Maximise your marketing campaign by advertising several times and combining various media as per your needs. Discounts are offered depending on the total amount of your bookings:

Total Amount	Discount
5,000*	5%
10,000	10%
20,000	15%
30,000	20%

**To get a quotation please contact Cheryl Cornelio at:**  
 cheryl.cornelio@iabse.org  
 Phone: +41-43-443 97 54

\* 5% reduction for amounts below CHF 5000 is offered to:

- Collective Members
- Sponsor/exhibitors of an IABSE Conference