

Endorsed by **INTERMAT**
Paris 2015

Ultimate **INTERMAT** Publicity Options for Complete Coverage

*Expert multimedia publications before, during and after
INTERMAT 2015 via print, online, email and video*



The team of expert construction equipment writers from *World Highways*, *Aggregates Business*, and *Construction Equipment* magazines will produce this unrivalled range of English-language communication opportunities to be distributed to 110,000 industry professionals including all pre-registered and registered visitors --- exclusively endorsed by INTERMAT.

*The audience comprises up to 110,000 industry professionals
selected from the following sources:*

- All pre-registered and registered* attendees
- The global construction database of Route One Publishing
- The combined databases of the GCMA Global Construction Media Alliance

**Updated daily during the shows*

GCMA
GLOBAL CONSTRUCTION
MEDIA ALLIANCE

**WORLD
HIGHWAYS**
CONSTRUCTION EQUIPMENT

**AGGREGATES
BUSINESS**

**CONSTRUCTION
EQUIPMENT**

ROADS&BRIDGES

CONSTRUCCION
PAN-AMERICANA

MINERIA
PAN-AMERICANA

Before the show:

1 INTERMAT 2015 Preview publication

Published jointly by *World Highways*, *Aggregates Business* and *Construction Equipment* magazines.

Compiled by a team of expert construction equipment writers, The INTERMAT Preview is without doubt the No 1 advertising medium for all exhibitors at INTERMAT 2015. **Endorsed by INTERMAT**, and dedicated to all the new equipment that will be on show, **this is the ONLY show preview that is guaranteed to reach ALL pre-registered visitors.**

Sent to **70,000 industry professionals** worldwide including the circulations of *World Highways*, *Aggregates Business* and selected names from other GCMA publications and all **pre-registered visitors**. The digital edition of the INTERMAT Preview will have LIVE links to exhibitors' websites.

Circulation: 20,000 print PLUS 50,000 digital issues

2 INTERMAT Preview video

An enticing 7-minute long pre-show video with 3 x 15-second commercial opportunities. The video will be distributed to 110,000 worldwide and will be hosted in the INTERMAT Preview News website.

3 INTERMAT Preview eNewsletters

The Preview eNewsletters will "push" news of what's coming at INTERMAT 2015 to a global audience. There will be 3 eNewsletters sent during the first weeks of February, March, and April.

The **INTERMAT Preview eNewsletter** will be sent out to the updated and complete list of pre-registered visitors. All the stories on the eNewsletters link back to the **Preview News website**, where readers will be able to search through the various equipment categories for additional information to help them plan their visit.

Circulation: Sent to 110,000 industry professionals.

4 INTERMAT Preview News website

The **INTERMAT Preview News website** will go live shortly after the Pre-INTERMAT event in Paris. This will be the definitive online news source for what's coming at INTERMAT 2015, with news items categorised to reflect the breadth of equipment on display at the show.

**PUBLISHED
FEBRUARY
2015**

**SENT TO
70,000
INDUSTRY
PROFESSIONALS
WORLDWIDE!**



**eNewsletters
are compatible
with all mobile
devices**

1 Preview publication

- **Editorial Deadline:** 23 January 2015
- **Advertisement Deadline:** 30 January 2015

Circulation: 20,000 print (WH, AB, and selected VIPs)
+ 50,000 digital (WH, AB, CE and ALL pre-registered visitors)
Page size: A4 (210mm x 297mm) **Published:** February 2015

2 Preview Video

3 x 15-second video commercials

3 Preview eNewsletters

- **Advertisement Deadline:** 25 January 2015

Three eNewsletters (start of February, March and April 2015)
Total distribution: 200,000
(WH, AB, CE and ALL pre-registered visitors)

4 Preview News website

- **Advertisement Deadline:** 25 January 2015
(Goes LIVE from start of February)

During the show:

5 The INTERMAT Map Book

The **Map Book**, distributed to all attendees on-site provides an outstanding opportunity to highlight your presence at the shows. Attendees will turn first to the Map Book when they want to find a stand. Highlighted stand listings and other enhanced visibility options are available. The Map Book is the only one offered and is a bilingual English/French publication.

Circulation: 60,000 distributed at Registration, at the entrances and in the lobbies, and by dedicated distribution personnel each day.

INTERMAT Paris 2015 MAPBOOK

Bilingual
English &
French

60,000
HANDED
OUT DURING
THE SHOW

6 The Daily News

A concise, editorially-led A4 print publication will be produced LIVE each day to highlight key launches, announcements, and on-site events. Distribution with The Map Book and in lobbies by dedicated distribution personnel at entrances and at Platinum sponsors' booths.

Circulation: 10,000 distributed on each of the three days with the Map Book, in lobbies, at entrances and at Platinum sponsors' booths.

HANDED
OUT TO
30,000
ATTENDEES

5 Map Book

- **Advertisement Deadline: 16 March 2015**

6 The Daily News

- **Advertisement Deadline: 12 April 2015**

Circulation: 10,000 per day for the first 3 days of the show
Page size: A4 (210mm x 297mm)

Distribution direct to visitors

The Map Book and the Daily News will be **available at all entrances, in the lobbies and at registration desks.**

PLUS

A dedicated team will hand out copies throughout the entrance lobbies - **ensuring maximum impact at the event** so that all visitors receive their own copy and advertisers will achieve show-wide coverage.

This is unique to the Map Book and Daily News.

Continued... ➔

During the show: Continued...

7 Daily News eNewsletters

Sent to an estimated 110,000 people worldwide, the Daily News eNewsletters will include a video newscast of the days' highlights, as seen through the eyes of our editors. The eNewsletter will be sent in HTML and Blackberry-friendly formats.

Circulation: Sent to 110,000 industry professionals.

8 INTERMAT Daily News Video Bulletin

Every day at the show, our video news team and senior editors will present the day's top stories in one 6-minute **Video News Bulletin** that will be sent to 110,000 industry professionals, including ALL registered attendees.

This 6-minute video bulletin can be sponsored by a single exhibitor whose name will appear at both ends of the broadcast and whose sponsorship will include a 15-second commercial, after the opening sequence.

The Daily News Video Bulletin will also be posted on the Daily News website during and after the show.

9 INTERMAT Daily News website

Launched on the eve of the show, the Daily News website will be the definitive online source for all the news from INTERMAT, and will include video news bulletins. Route One Publishing's **on-site team of reporters and photographers** will ensure that all significant new products are editorially covered and photographed during the show. In addition, interviews will be conducted with the CEOs of all the major exhibitors and posted on the **INTERMAT Daily News website**.

10 INTERMAT themed video segments x5

The videos will cover specific topics and will be hosted on the INTERMAT Daily News website and referred to via the eNewsletters and in the main INTERMAT Daily News video bulletins. Each segment will be 3 to 4 minutes long with a single **EXCLUSIVE** sponsor who gets a 5-second pre-roll and 15-second post-roll. Possible topics include: Machine Control, Hybrid excavators, Tier 4 engine latest; attachments; etc.



eNewsletters
are compatible
with all mobile
devices



SENT TO
110,000
INDUSTRY
PROFESSIONALS



SENT TO
110,000
INDUSTRY
PROFESSIONALS
WORLDWIDE!



7 Daily News eNewsletter

- **Advertisement Deadline: 10 April 2015**

Six in total, commencing on the eve of the show. HTML and mobile device-compatible formats 200,000+ total distribution, to include all on-site registrants, whose Email addresses will be added to the master list daily.

8 Daily News Video News Bulletin

A 6-minute video bulletin can be sponsored by a single exhibitor whose name will appear at both ends of the broadcast and whose sponsorship will include the first 15-second commercial.

9 Daily News website

- **Advertisement Deadline: 10 April 2015**

10 Themed video segments

5-second pre-roll and
15-second post-roll

Book a combination of advertisements, banners and a video to maximize your visitor levels during the show. Exhibitors of all sizes will be able to communicate before, during and after the show, to a global audience, 24-hours a day.

After the show:

11 Wrap-up eNewsletter

A wrap-up eNewsletter and a whole-show video highlights package will be sent to the entire 110,000 distribution list shortly after INTERMAT 2015 closes.

This extended highlights video can be sponsored by a single exhibitor whose name will appear at the front of the video together with 15 second commercials at either end.

Circulation: Sent to 110,000 industry professionals.

12 INTERMAT Wrap-up video

A wrap-up INTERMAT video show approximately 10 minutes long, incorporating 3 x 15 second video commercials. The video will be distributed to 110,000 worldwide and will be hosted in the INTERMAT Daily News website.

13 Road Technology LIVE @ INTERMAT

Road Technology LIVE at INTERMAT 2015 is a unique publication. It provides visitors, exhibitors and construction industry professionals worldwide with a summary of the INTERMAT 2015 story in one volume. It is by far a more comprehensive overview than could ever be obtained by a single individual, and is an exceptional reference to the year's most important equipment show.

Featuring interviews with the major manufacturers, industry news and announcements, expert coverage and LIVE photography of all the most significant product introductions from the key road related categories on show at INTERMAT 2015. It is essential reading for all road contractors and quarry operators worldwide, whether or not they attended the show.

Circulation: 70,000 (20,000 print and 50,000 digital global distribution.)



11 Wrap-up eNewsletter

- **Advertisement Deadline: 10 April 2015**

The wrap-up eNewsletter and a whole-show video highlights package will be sent to the entire 200,000 plus distribution list shortly after INTERMAT 2015 closes.

12 Wrap-up video

1x Wrap-up INTERMAT Video show approximately 10 minutes long, incorporating 3 x 15 second video commercials

13 Road Technology LIVE

- **Editorial Deadline: 21 April 2015**
- **Advertisement Deadline: 12 April 2015**

Road Technology LIVE at INTERMAT

Published: Early May

Circulation: 20,000 print and 50,000 digital global distribution.

Page size: A4 (210mm x 297mm)



INTERMAT

Paris 2015



Manuel Battista
Sales Director
Email: mbattista@ropl.com
Tel: +44 1322 612069
Mobile: +44 7768 876463



Philip Woodgate
Sales Director
Email: pwoodgate@ropl.com
Tel: +44 1322 612067
Mobile: +44 7795 951373



Rick Blesi
VP, Construction Group
Email: rblesi@sgcmail.com
Tel: +1 847 954 7931



Ryan Hanson
Publisher
Email: rhanson@sgcmail.com
Tel: +1 847 391 1059
Mobile: +1 773 817 1347



Annelie Baeck-Heuser
Regional Manager, Europe
Email: baeck-partner@t-online.de
Tel: +49-0-202-2838-126
Mobile: +49-0-172-210-9495



Bob Klein
Email: bklein@cpa-mpa.com
Tel: +1 954 815 5510
www.cpampa.com