



**MODERN
CONSTRUCTIONS**

NEWS



**ADVERTISING &
SPONSORSHIP**

**MEDIA PACK
2025**

CAMPAIGN EXCELLENCE STARS HERE

Modern Construction News connects with global leaders in the evolving construction industry. We delivers actionable insights everyweek, covering emerging trends, cutting-edge technologies, regulatory updates, and market innovations shaping the future of construction. Stay ahead of the curve with expert analysis, industry forecasts, and in-depth features that inspire and inform.

Proven
ROI with
every
marketing
campaign

Mobile-optimized ad
placements designed
to enhance the
viewing experience
for mobile users on
our website

Tailored
editorial
solutions for
time crunched
business
leaders





MAXIMIZE YOUR

Online Presence Our team employs cutting-edge techniques to enhance your visibility and engagement across all marketing campaigns.



Social media campaigns

Social media campaigns will enhance your visibility among your audience and enable larger initiatives. Plan your campaigns with MCN.

DEFINE YOUR OBJECTIVE AND AUDIENCE

MSN is here to help you clarify your goals and effectively connect your message with the right audience for maximum impact

ENGAGING CONTENT CREATION

We produce compelling content that captivates your audience, drives traffic, and fosters brand loyalty.

MAXIMIZE YOUR

We'll develop a plan that aligns with your budget and timeline.



OUR SPREAD

We have a strong global presence, reaching approximately 180,000 subscribers worldwide. Our geographical distribution includes:



Geographical Split Break Down

This breakdown showcases our extensive reach across key regions globally for our email distribution list.

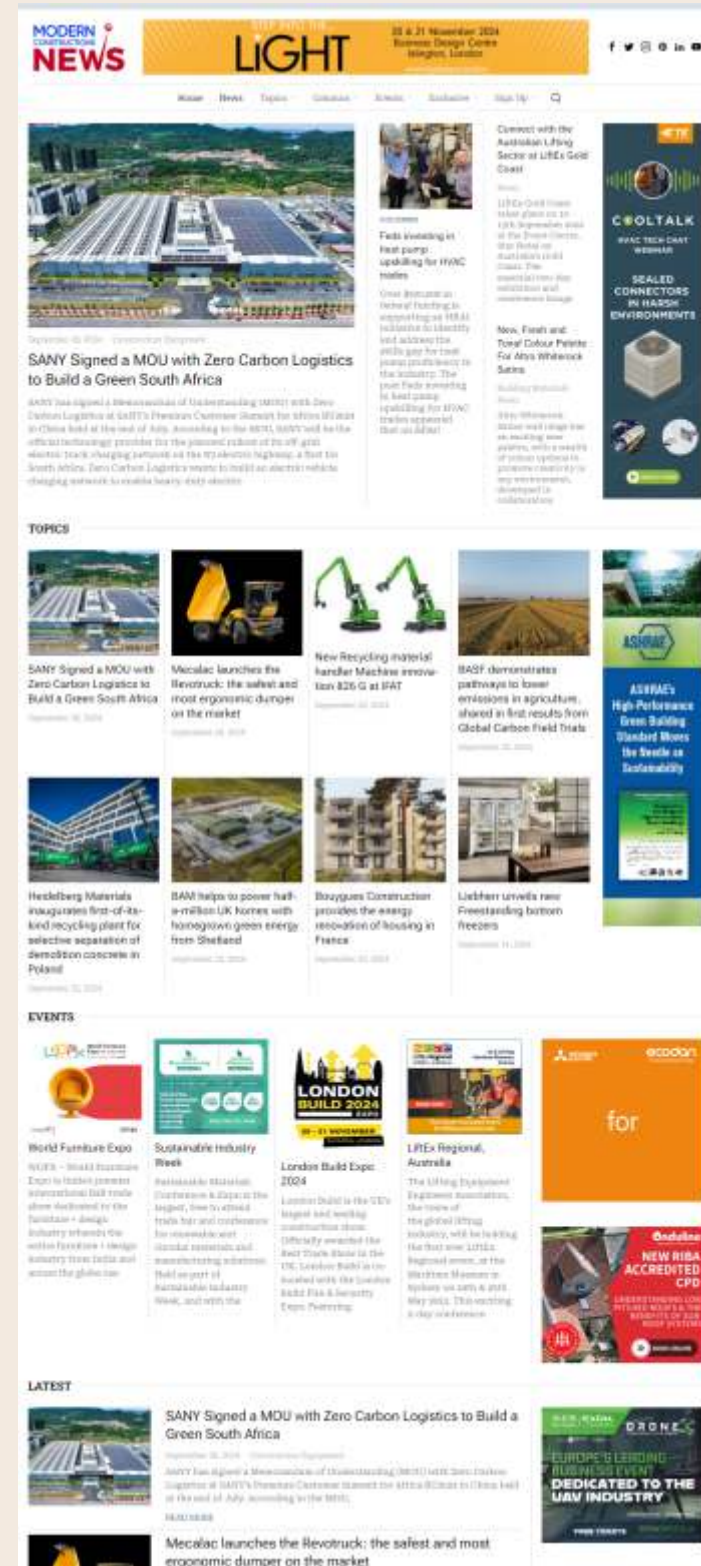
USA
36%

Europe
33%

Asia
31%

WEBSITE BANNERS

Banner advertisements on MCN (Modern Construction News) are an ideal way to boost brand visibility and recognition, driving targeted traffic to your website or landing page. At MCN, we strategically place ads in high-visibility areas to capture maximum attention and engagement, ensuring that your brand reaches its target audience effectively. By leveraging our banner placements, you can significantly enhance brand awareness and generate quality leads for your business.



HORIZONTAL BANNER
1000 x 150 pixels
\$ 3500 per month

SQUARE BANNER
1000 x 150 pixels
\$ 2,200 per month

VERTICAL BANNER
1000 x 150 pixels
\$ 3500 per month

RECTANGULAR BANNER
1000 x 150 pixels
\$ 2,200 per month

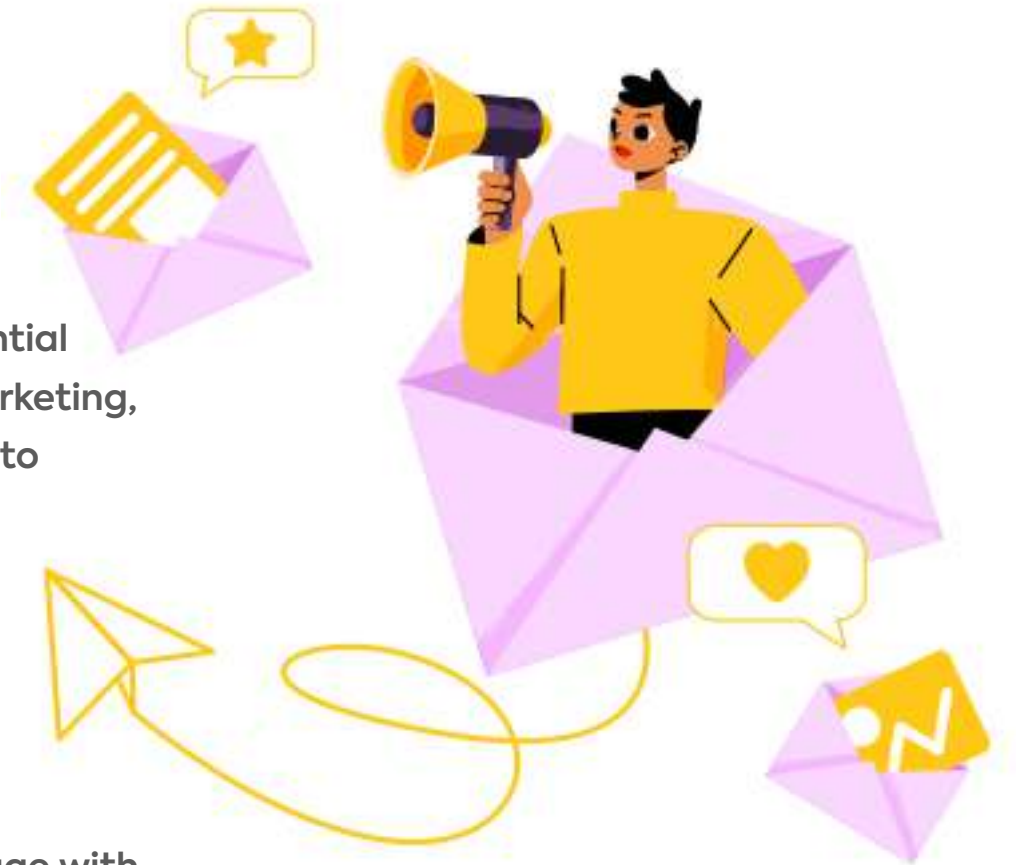


YOUR MESSAGE, OUR REACH

Tailored Email Marketing Solutions

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Email marketing is one of the most cost-effective marketing channels, and when customized, it maximizes your return on investment by focusing resources on high-potential leads. With customized email marketing, you can analyze metrics specific to your campaigns, enabling you to refine strategies and improve future communications based on real data. Personalized content significantly improves open and click-through rates, as recipients are more likely to engage with messages that resonate with their interests.



EDM Data Base Size [3rd Party Emails]	Newsletter Distribution Globally
1,50,000	1,80,000

YOUR STORY, YOUR VISION, OUR AUDIENCE

Expanding Your Reach to the Right People

With MCN, you can trust that your message will reach the right audience in an authentic and effective manner. In fact, 51% of our readers are more likely to trust sponsored content on our platform because it is clearly labeled, ensuring transparency and credibility.



CONTENT MARKETING

per year,

\$ 10,000

you can access our comprehensive content marketing solutions tailored to elevate your brand and engage your target audience.

Custom content offerings include

- | | |
|-------------------------|------------------------------|
| 1. Advertorials | 1. Infographics |
| 2. Case Studies | 2. Research Reports |
| 3. Custom Microsites | 3. Podcasts & Videos |
| 4. E-books | 4. Webinars & Virtual Events |
| 5. Executive Interviews | 5. White Papers and more |
| 6. Feature Articles | |

If you're looking to create custom content that stands out and connects with your target audience, we're here to help.

Our team is ready to bring your vision to life with tailored strategies and creative solutions that deliver results.

VIDEO MARKETING

Video Marketing in a world where live streams and videos are taking over is an effective tool to engage your audience.

This can be done not only to introduce your audience to new products, press releases, case studies etc, but also to share a client success story or to promote the companies message via us.

INCREASE SALES WITH LEAD GEN OPPORTUNITIES

White Papers

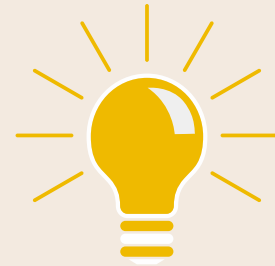
White papers are invaluable for engaging hard-to-reach pharma decision-makers. They provide a comprehensive platform to showcase in-depth research and case studies, building credibility and trust. With access to our extensive audience of over 150,000+ construction executives, you can effectively reach those who rely on us to discover the products and services that meet their needs.

Webinars

Our webinars offer targeted lead generation by leveraging your expertise in the construction sector and delivering it to the right audience. With access to an engaged audience of 180K+ construction executives, we provide a platform for live educational webinars, featuring peer-to-peer panels of industry experts.



REASONS TO ADVERTISE



**Quality
Subscribers**

**Customer
Centric
Approach**

**Dedicated
Service
Manager**

Circulation

**Real Time
Data
Filtration**

**Approach
based on
Targets**

**Transparent
Reporting
System**

Readership



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Ruby Tan, New York, NYC, US

Tel: +91 40 42030405 / +91 88268 49084

E: ruby@modernconstructionnews.com

www.modernconstructionnews.com



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