



**MODERN
CONSTRUCTIONS
NEWS**

**ADVERTISING &
SPONSORSHIP**

**MEDIA PACK
2026**

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



MODERN CONSTRUCTIONS NEWS

MAXIMIZE YOUR

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

DEFINE YOUR OBJECTIVE AND AUDIENCE

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

MAXIMIZE YOUR

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

Social media campaigns

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

ENGAGING CONTENT CREATION

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

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.

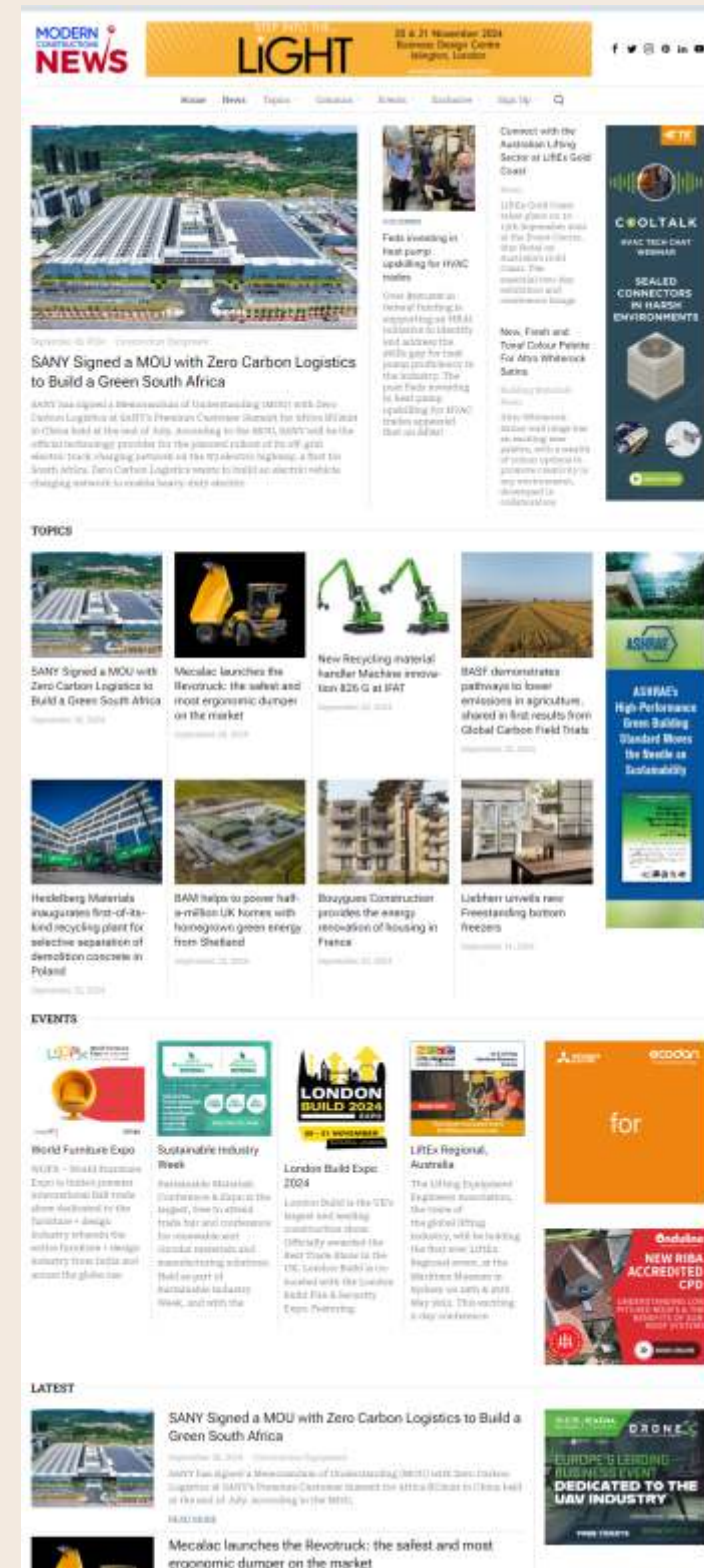
USA
36%

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.



LEADER BOARD BANNER

728 x 90 pixels

US \$ 3,500 per month

SQUARE BANNER

300 x 250 pixels

US \$ 2,200 per month

VERTICAL BANNER

120 x 600 pixels

US \$ 3,500 per month

WEEKLY E-NEWSLETTER ADVERTISING OPPORTUNITIES

Newsletter Distribution
Globally

1,80,000 Subscribers

Modern Construction News offers a targeted platform to reach key decision-makers, industry professionals, and stakeholders in the global construction sector. Our weekly e-newsletter is distributed directly to a highly engaged subscriber base consisting of contractors, developers, consultants, architects, and suppliers.

Key Features of the Weekly E-Newsletter:

- Distributed to a qualified audience of industry professionals.
- Timely coverage of market trends, project updates, innovations, and regulatory developments.
- High visibility placement for advertisers within a trusted, business-focused publication.
- Direct digital delivery ensures measurable engagement.
- Weekly e-newsletter is delivered to 180,000 opt-in subscribers.

Advertising Option – Banner Insert

- **Placement:** Banner advertisement within the weekly e-newsletter.
- **Advertising Rate:** USD 2,000 per banner placement, per week (per insertion).
- **Format:** Standard digital banner formats (JPG/PNG/GIF/HTML5) accepted.
- **Frequency:** Flexible scheduling available on a weekly or campaign basis.
- **Performance Tracking:** Open and click-through rates available on request.

By featuring your banner in Modern Construction News' weekly e-newsletter, your brand will benefit from direct exposure to a specialized readership actively seeking updates and solutions in the construction domain. For booking inquiries or to discuss customized advertising packages, please contact us at ruby@modernconstructionnews.com

YOUR MESSAGE, OUR REACH

Tailored Email Marketing Solutions

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)
1,50,000 Subscribers

US\$0.20 per email send

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, more than 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 | 7. Infographics |
| 2. Case Studies | 8. Research Reports |
| 3. Custom Microsites | 9. Podcasts & Videos |
| 4. E-books | 10. Webinars & Virtual Events |
| 5. Executive Interviews | 11. 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.

VIDEO MARKETING

US\$ 2,000 per video promotion per month.

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.

WHITE PAPERS

US\$ 2,000
per white Paper (Only Publishing)

Webinars

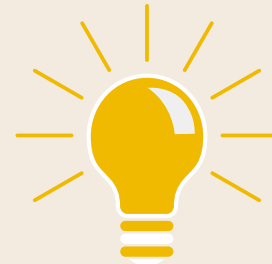
Our webinars offer targeted lead generation by leveraging your expertise in the construction sector and delivering it to the right audience. With access to an engaged audience of 180K+ construction executives, we provide a platform for live educational webinars, featuring peer-to-peer panels of industry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

WEBINARS

Prices available on request for Webinar promotion.
Please email your requirement to ruby@modernconstructionnews.com



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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