

# **brownfield briefing**

## **MEDIA PACK 2011**



Source: EPA



**The essential information service for anyone involved in the regeneration of brownfield land and property development in the UK**

**“There are very few publications that come past my desk that I will make time to read – *Brownfield Briefing* is one of them”**

*Paul Enschede – Osborne Homes*

# Brownfield Briefing

**Brownfield Briefing is a comprehensive information service for the brownfield and property development market and is the recognised industry publication for the brownfield regeneration sector. Our regular monthly and weekly news service, web archive, specialist conferences and annual Awards, select reports and magazines make *BB* the definitive resource for professionals involved in previously developed land.**

## Attracting advertisers

*Brownfield Briefing* attracts clients from a range of companies and bodies, including those in areas such as:

- Laboratory testing
- Waste
- Landfill/soil treatment

## Why choose Brownfield Briefing?

If you are looking to promote your company goods and services, raise brand awareness, recruit specialist staff, advertise a conference, training course or tender, we offer competitive and flexible packages through the following mediums:

- Monthly newsletter
- Weekly e-bulletins
- Specialist reports & supplements
- Conferences, sponsorship, exhibition space and delegate packs
- Brownfield Briefing Awards
- [Brownfieldbriefing.com](http://Brownfieldbriefing.com)

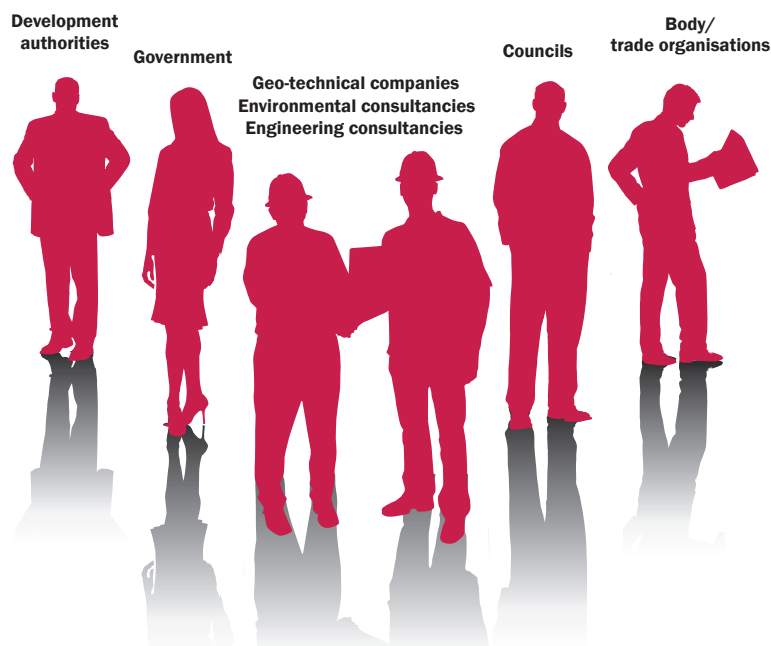
- Remediation contractors & consultants
- Regeneration services
- Risk consultancies
- Monitoring instruments
- Local authorities
- Event organisers

## Who reads Brownfield Briefing?

*Brownfield Briefing* readers include senior decision-makers in property and environment-related organisations; companies involved in engineering, insurance, remediation, regeneration and waste; as well as key regeneration and environment personnel in local authorities, development agencies and government departments.

And since *Brownfield Briefing* is only available on subscription, they are serious about brownfield issues and rely on the information we provide.

With a readership of over 6,000 brownfield specialists and in addition, distribution during major events, you can be reassured that your message is targeted to the right kind of audience.



***Brownfield Briefing* is published by independent publishing company Newzeve Ltd.**

**The Chapel, Wellington Road, London NW10 5LJ**

**Advertising: Tabassum Hassan & Symone Wallace | [customerservice@newzeve.com](mailto:customerservice@newzeve.com) | +44 (0)20 8969 1008**

# Print advertising

## Monthly edition

PRINT	PRINT MONO	PRINT COLOUR
Quarter page	£450	£650
Half page (landscape)	£795	£945
Full page	£1,450	£1,750
Loose leaf inserts	prices available on request	

All prices are exclusive of VAT

All finished adverts should be emailed to [editorial@brownfieldbriefing.com](mailto:editorial@brownfieldbriefing.com)

Advertisements should be a minimum resolution of 300 dpi saved in full colour (CMYK) as TIFF, EPS, JPEG or high-res PDF. If you cannot supply your advert within the technical specifications above and require us to create the advert on your behalf, a minimum charge of £50 will apply

legal | people June 2011 | brownfieldbriefing | 17

headed the national strike, and this has been done in the past. The HSE has been very successful in its work, and it is not surprising that it has been successful in its work. The HSE has been very successful in its work, and it is not surprising that it has been successful in its work. The HSE has been very successful in its work, and it is not surprising that it has been successful in its work.

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soil | legal June 2011 | brownfieldbriefing | 15

forward in our ability to understand the true value of nature and how to sustain and restore ecosystems. The HSE has been very successful in its work, and it is not surprising that it has been successful in its work. The HSE has been very successful in its work, and it is not surprising that it has been successful in its work.

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**YOUR AD HERE**

**267mm (h) x 180mm (w)**

**YOUR AD HERE**

**123mm (h) x 180mm (w)**

## Supplements

PRINT	PRINT MONO	PRINT COLOUR
Customised sponsor packages		
Quarter page		Prices vary
Half page (landscape)		
Full page		

Brownfield Briefing publishes regular annual supplements, including the highly regarded *Remediation Solutions*, now in its 15th edition, and the newly launched waste series, including *Landfill Development and Restoration*.

Brownfield Briefing supplements are circulated to subscribers, at exhibitions (e.g. SustainabilityLive! and BEX) as well as on a controlled circulation basis, reaching around 6,000 brownfield industry professionals.

Advertising or sponsoring these supplements is a highly effective way to reach the industry at large-scale. Individual advertising rates and sponsorship packages are available.

**brownfieldbriefing**

# Remediation solutions

A guide to remediation in the UK Issue XIV, May 2011

- A new take on asbestos
- CLARE Waste Code of Practice: Version 2
- SUE: A sound investment to the brownfield underworld
- Kaergård: Paradise lost
- Africa - barefoot and nursing
- Plus: Updated Remediation Contractor and Consultant tables

Sponsored by **enrictor**

**Essential Guide**

**newzeve**

**brownfieldbriefing**

# Landfill Development and Restoration

A guide to landfills in the UK Issue XIV, May 2011

- A new take on landfills
- CLARE Waste Code of Practice: Version 2
- SUE: A sound investment to the brownfield underworld
- Kaergård: Paradise lost
- Africa - barefoot and nursing
- Plus: Updated Remediation Contractor and Consultant tables

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**Essential Guide**

**newzeve**

# Online advertising

Effective use of online advertising can offer your business a range of advantages from highly tangible revenue increases to softer benefits such as improved brand perception

- Generate sales, leads or actions (of products, services and/or content)
- Generate leads to be closed via another channel or by a distributor
- Increase targeted and relevant traffic to your own sites
- Reduce costs – lower cost per conversion
- Improve branding by targeting specific audiences at the right time
- Flexibility – selection of packages and options to fit all budgets
- Ability to test – understand what creative works more effectively
- Compliment and increase effectiveness of other marketing channels

## Promotional opportunities

### Banner and button advertising

No better way to raise your organisation's profile and reach targeted audiences.

We offer:

**Banner adverts** – on the home page or specific pages on the site, and;

**Side panels and buttons** – on the home page or specific pages on the site

### Email bulletins

Sent out to subscribers and registered users, the e-bulletins link to the full stories on the website. We offer promotional opportunities on these e-bulletins in the form of small buttons or messages.

### Directory listings

Make an impact when people are looking for what you have to offer by adding logos and company statements to your listing. Promotional opportunities include logo displays, multiple category listings, plus text links to relevant content

### Jobs and Careers

If you want to recruit brownfield specialists to your team, you can't get better value for money than placing your advertisement with *Brownfield Briefing*.

We can take your message direct to a specialist recruitment market place that's packed with the skills and experience you're looking for – and hungry for new prospects. We offer flexible packages for off-line and on-line advertising

### Tenders

Consultancy companies make up a sizeable proportion of our readership and they are keen to look for new business opportunities.

### Training and courses

Since our readers take brownfield issues seriously, they form the right kind of audience to reach for specialist conferences and courses - sponsorship and exhibiting opportunities are available

The screenshot shows the homepage of the Brownfield Briefing website. The header includes the logo, navigation links (Contact Us, Advertise or Sponsor, Newsletters), and user options (Welcome back, Update profile, Logout). A search bar is located in the top right. The main navigation bar lists categories: HOME, NEWS, LAND & REGIONS, BUSINESS FOCUS, REGULATIONS & POLICY, TECHNOLOGY FOCUS, JOBS & CAREERS, and EVENTS & PUBLICATIONS. The page content includes a welcome message, a 'Latest News' section with articles such as 'Waste occupies Yorkshire Forum' and 'Council poised to revoke a Part 2A determination', a 'Features' section with a video titled 'Remediation Innovation Awards', and a 'Remediation Innovation Awards 2011' section with a 'ENTER HERE' button. There are also promotional banners for 'Cost-Effective Site Investigation Slides now available' and 'Remediation solutions'. The footer includes social media links for Twitter and Facebook.

For more information on any of the content in this media pack, please contact:

Tabassum Hassan & Symone Wallace | customerservice@newzeye.com | +44 (0)20 8969 1008

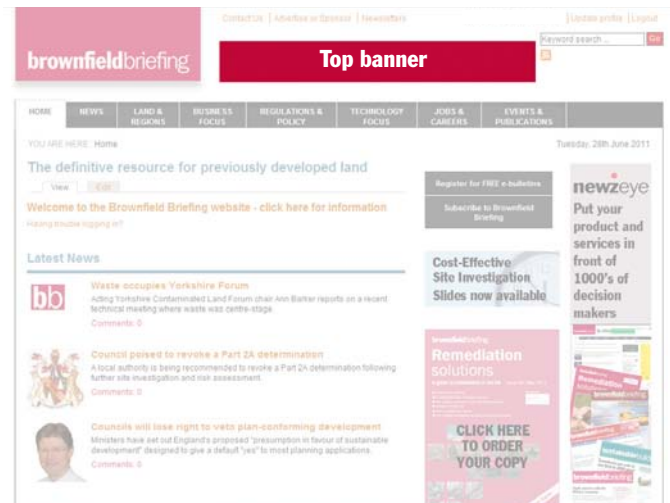
# Website advertising

Choose banner or button advertising so your company will appear next to key *Brownfield Briefing* content, or opt to advertise in specific site areas, such as jobs, events, or technology

## Top banner

Choose the prominent top banner spot which is visible on the home page and throughout the website if desired.

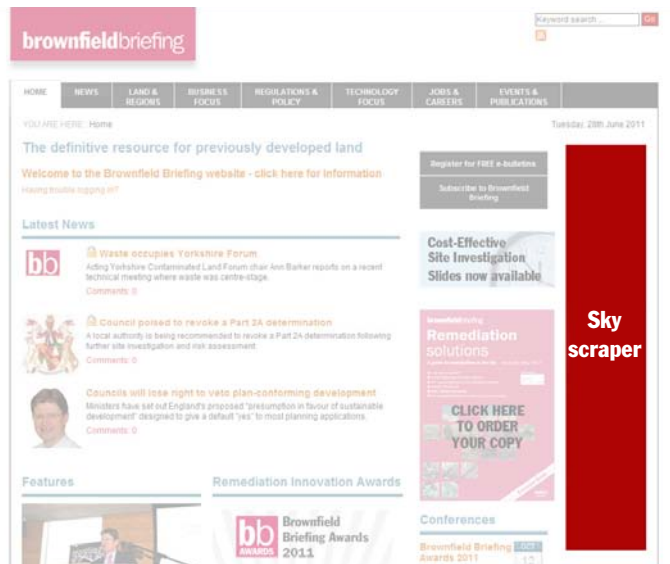
**Size: 468mm x 60mm**



## Skyscraper

Choose the skyscraper space to be adjacent to *Brownfield Briefing* products and content, visible on the home page and throughout the website if desired.

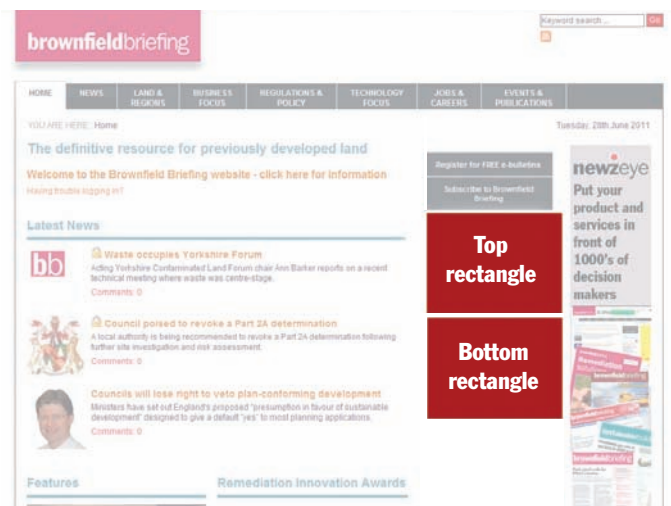
**Size: 120mm x 600mm**



## Top/bottom rectangle

Choose the top or bottom rectangle to be in line with *Brownfield Briefing* products and content. These adverts are highly prominent, and are visible on the home page and throughout the website if desired.

**Size: 200mm x 150mm**



# Additional online advertising

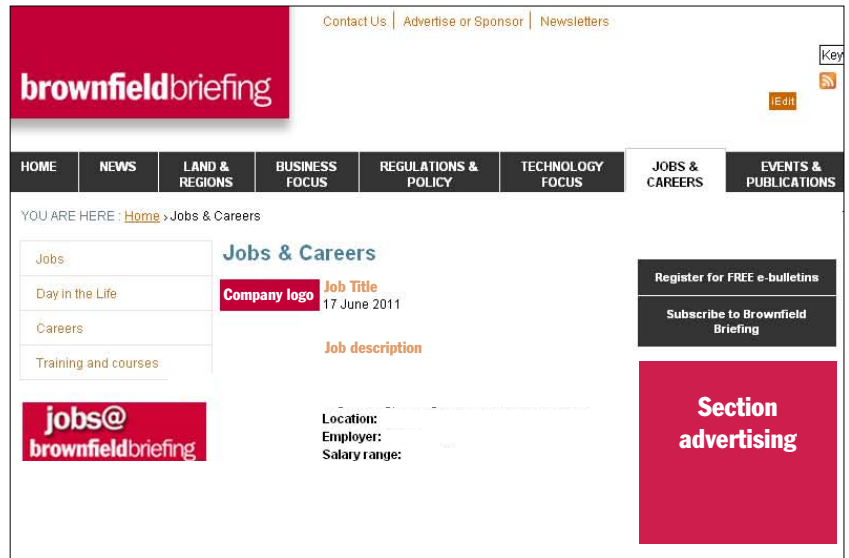
Please note that all advertising is bought on a tenancy basis which means you will potentially share the sponsorship with other advertisers, unless you purchase exclusive sponsorship. For further details on this option, as well as a number of discounted promotional packages please contact our sales team who will be happy to talk through a number of flexible options to meet your budget.

## Jobs & Careers

*Brownfield Briefing's* Jobs & Careers section is the perfect opportunity for targeted recruitment. Reach key industry professionals by posting your job listing in the careers section, adding your company logo and MPU for additional exposure

### Jobs & Careers opportunities:

- Single job posting - 250 words
- Additional logo per job
- Featured job posting (home page & ebulletin)
- Featured advert in job section



## Events

Publicise your event on *Brownfield Briefing's* Event page

### Events opportunities:

- Single event listing - 250 words
- Featured event listing (home page & ebulletin)
- Featured skyscraper advert in event section

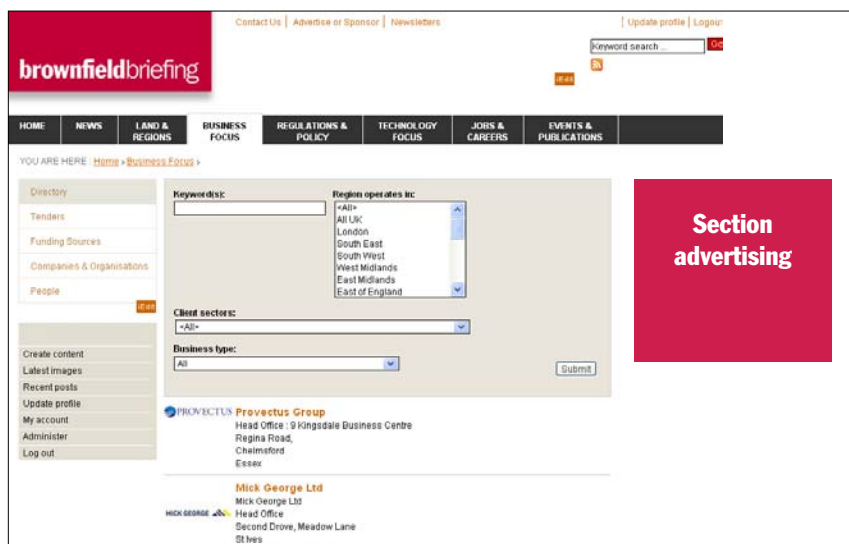


## Directory

Promote your company's products and services in the *Brownfield Briefing* Directory

### Directory opportunities:

- Basic listing (name, contact details)
- Upgraded listing (name, logo, 400 word profile)
- Featured supplier listing (name logo, 400 word profile and prominence on directory landing page)



# **brownfieldbriefing**

**For more information and to discuss  
the best package to suit your needs,  
please contact:**

**Tabassum Hassan, sales executive**

**Symone Wallace , sales executive**

**+44 (0) 20 8969 1008**

**[customerservice@newzeye.com](mailto:customerservice@newzeye.com)**