

WEBSITE

PRODUCT OR CONTENT LAUNCH

Cost per month

Included in the package:

- An image of your choice
- Supply 300-500 words
- Promoted on our social media channels

PREMIUM PRODUCT OR CONTENT LAUNCH

Cost per month

Included in the package:

- An image of your choice
- Supply 300-500 words
- A video or download sheet integrated within your article
- Promoted on our social media channels.
- Featured in *Global Highways* as a 150 word printed editorial, including a product photo

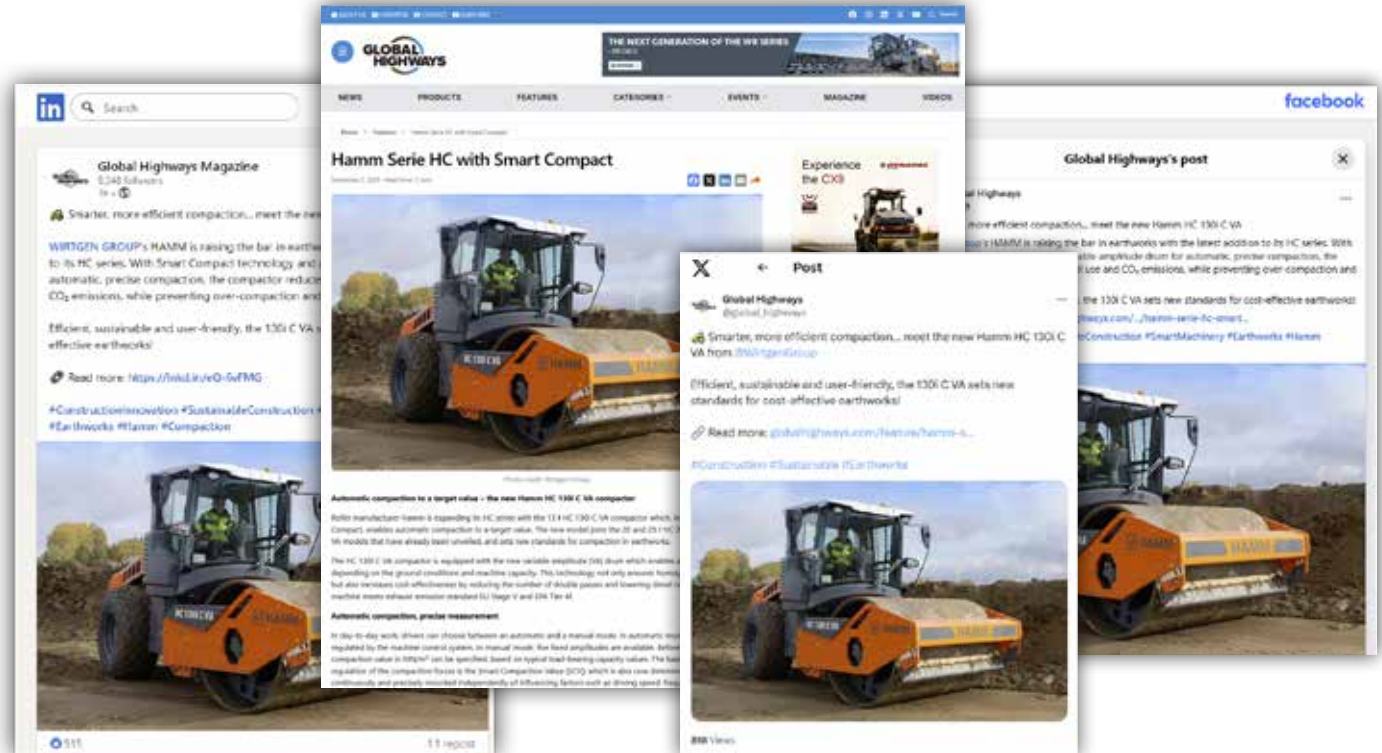
FOCUS FEATURE

Cost per month

Included in the package:

- Images of your choice
- Supply 1500 words
- A video or download sheet
- Promoted and boosted on our social media channels and eNewsletters
- The feature will also appear on the homepage within "featured articles" and under highlighted content on nearly every page within slider advert

SPONSORED CONTENT

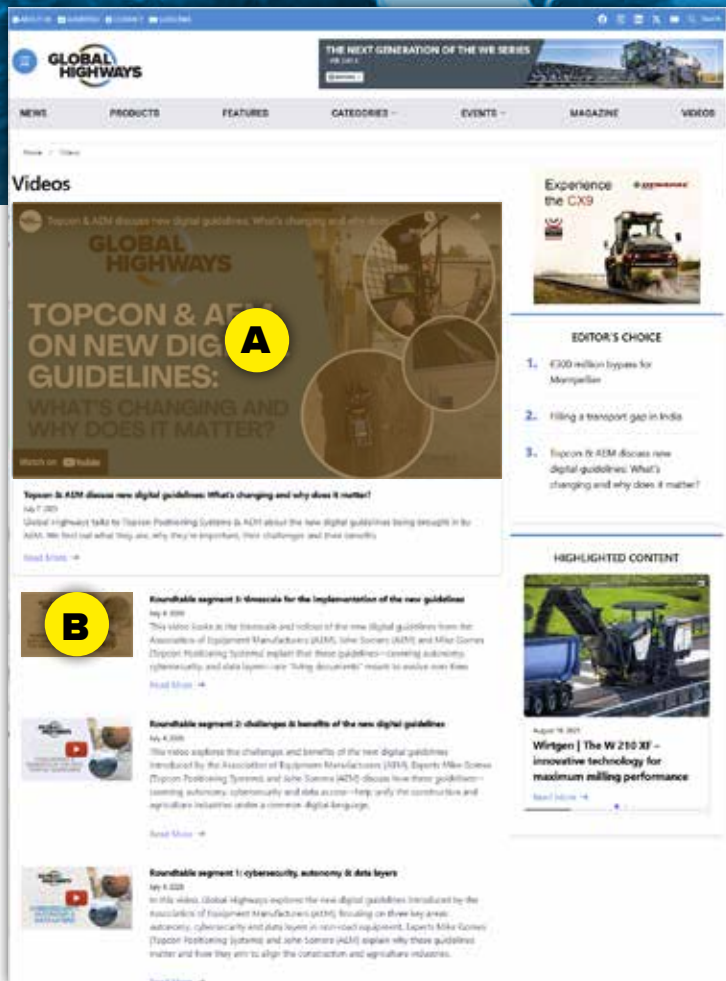


In an industry constantly seeking information such as data sheets, case studies, and product details, content marketing provides a fresh and engaging layer to your campaign.

By sharing valuable insights, you not only help industry professionals excel in their work but also position your company as a thought leader and expert in the field.

All sponsored content will be prominently featured in the Features or Products sections for one month, then archived for an additional 12 months, ensuring long-term visibility. It will also be promoted across our website, eNewsletters, and expanding social media channels.

SPONSORED VIDEO



With video now the most dynamic information source across all digital and social platforms, placing your video in a prime position on **www.globalhighways.com** is a powerful and cost-effective way to garner response and build awareness.

A. PREMIUM VIDEO POSITION Cost per month

Positioned in a prime slot at the top of the homepage as well as video lists on the site. The video will appear in a prime position for 1 month and then archived and available for a further year.

PRODUCT WALK AROUND/SITE REPORT VIDEO POA

Hosted by one of our experts, the product walk around will be professionally filmed and edited by our production department. The video will be hosted in a prime slot on the home page.

B. STANDARD VIDEO Cost per month

Your video will be hosted on the homepage and in the video lists.

INTEGRATED VIDEO CONTENT IN THE DIGITAL ISSUES OF GLOBAL HIGHWAYS POA

There is an opportunity to host video content in the digital issue of *Global Highways*. The video can be hosted amongst relevant content or hosted on a bespoke branded page.

A. LEADERBOARD

(Max 3x Advertisers)

Cost per month:

Desktop size: 728 x 90

Responsive size: 300 x 100

B. MPU

(Max 5x Advertisers)

Cost per month:

Desktop size: 300 x 250

Responsive size: 300 x 250

C. MINI MPU

(Max 3x Advertisers)

Cost per month:

Desktop size: 300 x 100

Responsive size: 300 x 100

D. MPU PREMIUM PRODUCT LAUNCH

(Max 1x Advertiser per month)

Cost per month:

Desktop size: 300 x 250

Responsive size: 300 x 250

E. MPU

(Max 5x Advertisers)

Cost per month:

Desktop size: 300 x 250

Responsive size: 300 x 250

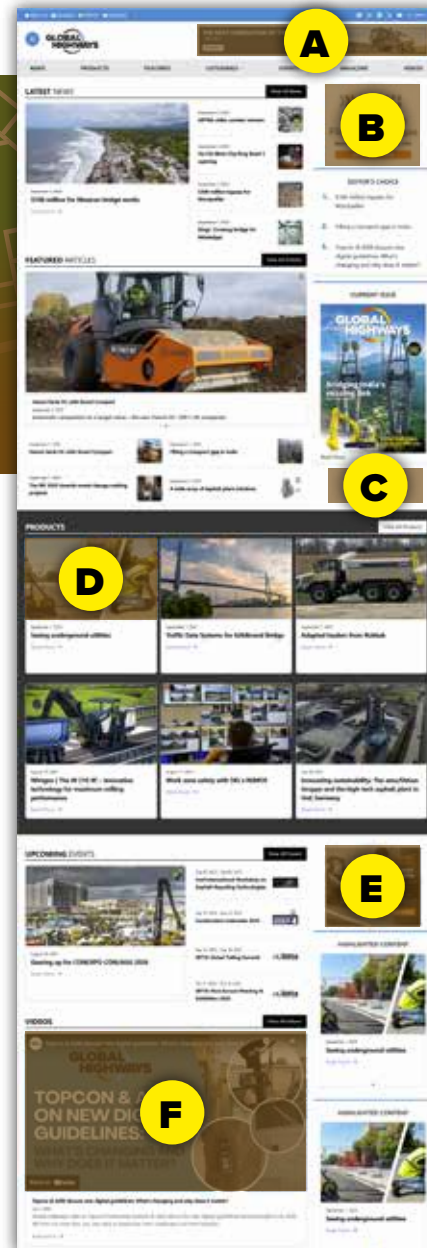
F. MINI MPU

(Max 5 advertisers)

Cost per month:

Desktop size: 300 x 100

Responsive size: 300 x 100



G. SPECIAL POSITION – CATFISH BANNER

(One advertiser per month)



This is the most visible position on the website and effectively becomes part of the website, as it is constantly on-screen, even when visitors scroll the page or change pages. This is the most impactful position on the website, as it is exclusive to one company per month.

Cost per month:

Desktop size: 728 x 90 pixels

Responsive sizes: 300 x 100, 300 x 50, 600 x 75 pixels

The Catfish banner floats above published content on the website.

43,942*
**GLOBAL
AUDIENCE**

Only 5 banner positions available per eNewsletter.

One premium banner which always appears first.

Price:

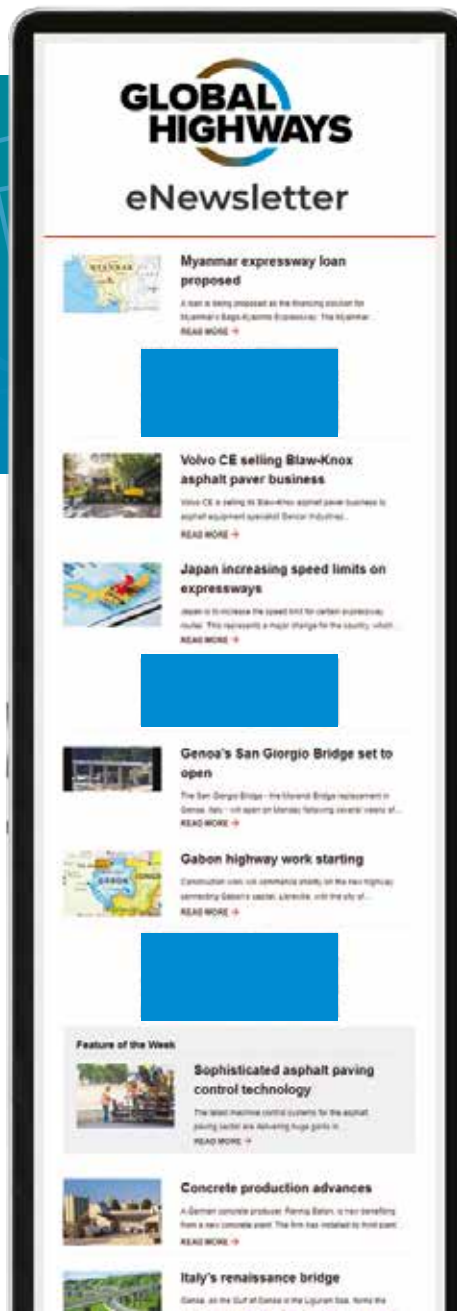
Four regular banners that appear in order of booking.

Price per banner:

(eNewsletter banner size: 300 x 125 pixels)

Why use our eNewsletter?

Our digital database of industry professionals consists exclusively of people who have subscribed to one of our print magazines, eNewsletters or *DailyNews* online bulletins, or who have attended an industry event where we have supplied the official communications; many are also members of a relevant professional industry association.



2026 eNEWSLETTER DATES

- January 8th and 22nd
- February 5th and 19th
- March 5th and 19th
- April 2nd, 16th and 30th
- May 14th and 28th
- June 11th and 25th
- July 9th and 23rd
- August 6th and 20th
- September 3rd and 17th
- October 1st, 15th and 29th
- November 12th and 26th
- December 10th

**TO DISCUSS SPECIFIC
REQUIREMENTS,
PLEASE CONTACT:**

Graeme McQueen

Head of construction sales

E: gmcqueen@ropl.com

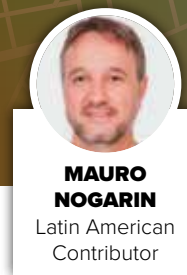
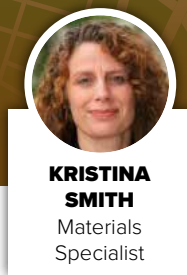
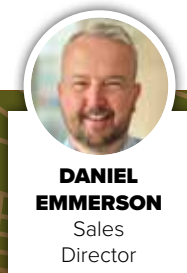
T: +44 1322 612069

M: +44 7833 445592



**Publisher's own data*

GLOBAL TEAM



THE INFORMED AUTHORITY



**FREE
SUBSCRIPTION!**

THE LEADING INFORMATION RESOURCE FOR

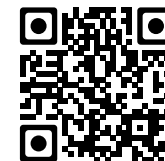
DESIGN • CONSTRUCTION • MANAGEMENT AND MAINTENANCE OF THE WORLD'S ROAD NETWORKS



Global Highways' writes about new technology and best practice for all aspects of road, bridge and tunnel construction and maintenance, through to their safe operation and management.

• 6 ISSUES PER YEAR • BI-MONTHLY eNEWSLETTERS • 4 ANNUAL REPORTS • FREQUENTLY UPDATED WEBSITE

**SCAN QR CODE TO REGISTER
FOR YOUR FREE SUBSCRIPTION!**



WWW.GLOBALHIGHWAYS.COM



Route One Publishing Limited
Second floor, West Hill House
West Hill, Dartford, Kent
DA1 2EU, United Kingdom

E: media@ropl.com

T: +44 1322 612055

F: +44 1322 788063

www.ropl.com