



CONSTRUCTION
ANGLIA

CONSTRUCTION ANGLIA MEDIA PACK 2026

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www.constructionanglia.com



ABOUT.....	1
TEAM.....	2-5
WEBSITE ANALYTICS.....	6
LINKEDIN ANALYTICS.....	7
FEATURES LIST 2026.....	8-10
SPONSORSHIP & ADVERTISING.....	11
CONTACT.....	12

ABOUT CONSTRUCTION ANGLIA

Construction Anglia is a news hub – a place to discover the latest news in construction across Suffolk, Norfolk, Essex, Cambridgeshire, Bedfordshire and Hertfordshire.

Featuring breaking news, in-depth features, project launches and completions, interviews with industry experts and more, Construction Anglia is the place to go for the region's latest news and updates from the sector.

Construction Anglia was founded by **Clare Friel** and the team at **Friel**, based at the Waterfront in Ipswich. Clare specialises in marketing and business development, especially in the construction sector, and is determined to give the region's construction industry the voice it richly deserves.

She is also founder of **Women in Construction Anglia**, championing opportunities, breaking barriers, and building brighter futures for women in the construction industry.

If you have a story or feature to submit to Construction Anglia, or would like to promote an event or discuss advertising opportunities, please contact us.

TEAM CONSTRUCTION ANGLIA



CLARE FRIEL | EDITOR

Clare is a multi-award-winning construction marketing maestro who founded Construction Anglia after identifying a gap for construction news providers in the Anglia region.

What started as a one-stop shop for news has grown into a buzzing networking platform, hosting events across the region in partnership with our sister brand, Women in Construction Anglia.

Clare is passionate about closing both the gender and skills gaps in the industry – and giving a voice to those who have otherwise struggled to be heard.

She is also keen to ensure construction companies of all shapes and sizes have their time in the spotlight, from tier one firms to SMEs.

TEAM CONSTRUCTION ANGLIA



ADAM HOWLETT | NEWS EDITOR

Adam is an experienced journalist who has written for a host of national and regional newspapers across the UK.

Since moving into PR and marketing he has developed a passion for construction and shining a light on all aspects of our flourishing regional sector.

He has interviewed industry leaders from various disciplines and seen his work published in leading national industry titles, placing his clients at the heart of the construction conversation.

Adam leads the editorial team at Construction Anglia and is responsible for ensuring all content published on our website is both factually and legally sound and of a genuine interest to our readers.

adam@constructionanglia.com

TEAM CONSTRUCTION ANGLIA



OLIVER SULLIVAN | FEATURES WRITER

Oliver is a former journalist turned PR professional who is well-versed in all things construction.

While working for a regional daily newspaper he covered large-scale construction projects across Suffolk and north Essex, before turning his hand to PR and helping firms make a splash in both local and trade titles.

His writing has helped construction clients scoop numerous industry awards, garnering further coverage and recognition.

He specialises in long-form content and is interested in hearing about the latest developments in the local industry – from new projects to movers and shakers.

oliver@constructionanglia.com

TEAM CONSTRUCTION ANGLIA



BRACKEN FARROW | SOCIAL MEDIA EXECUTIVE

As our Social Media Executive, Bracken plays a key role in ensuring our news is spread far and wide.

Her work has seen our LinkedIn presence grow significantly – with exponential gains in follower numbers and engagement having a direct impact on the success of our platform.

She is also influential in helping organise events for both Construction Anglia and Women in Construction Anglia, extending our reach into the heart of local communities.

Bracken is a long-term member of the Friel team and has worked directly with construction clients across the Anglia region – giving her a keen eye for stories which create a buzz.

info@constructionanglia.com

2025 ANALYTICS CONSTRUCTION ANGLIA

27K PAGE
VIEWS

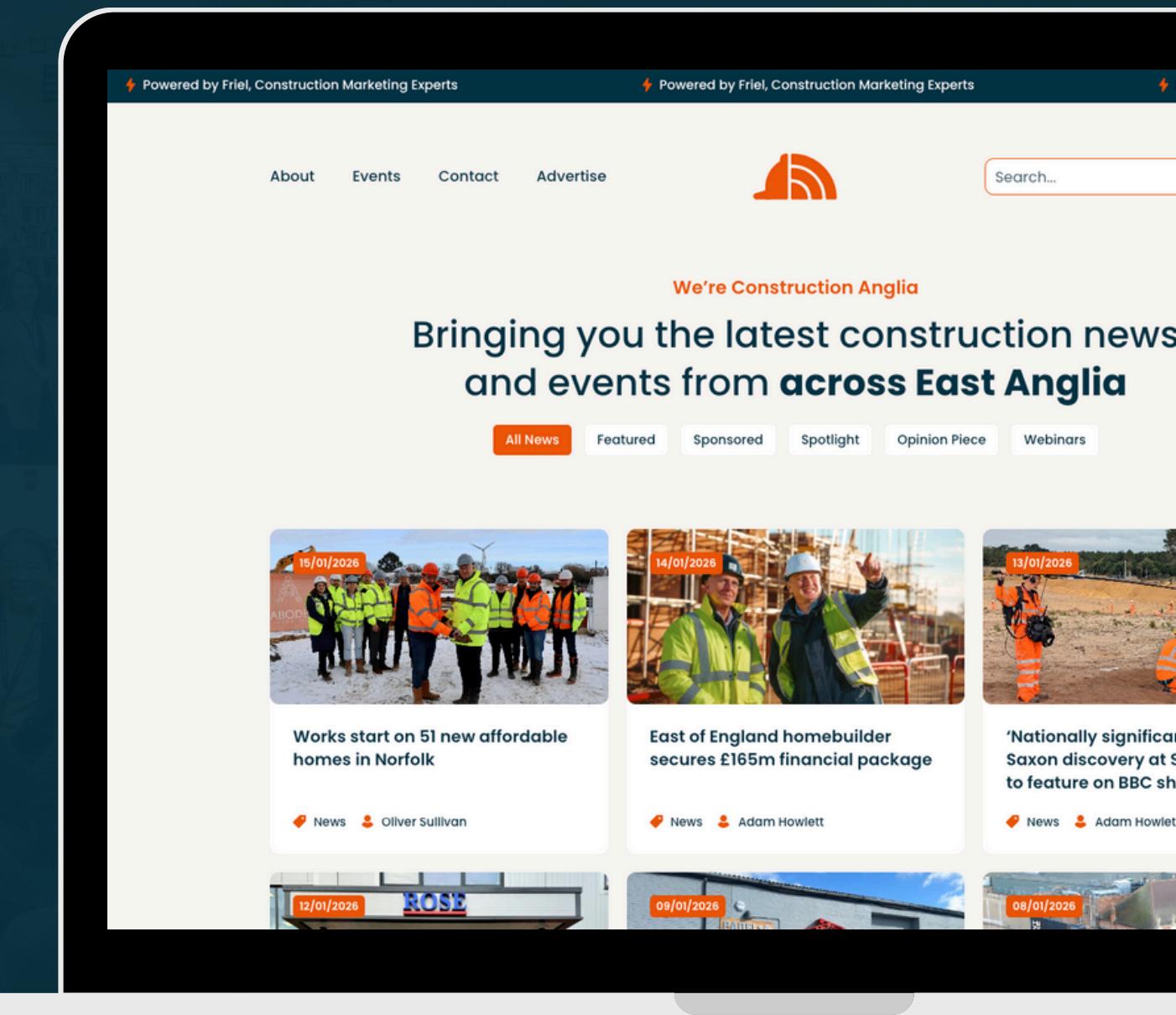
15K ACTIVE
USERS

SESSIONS BY SOURCE

1. DIRECT: 9.4K
2. ORGANIC SEARCH: 5.8K
3. ORGANIC SOCIAL: 4.7K

ACTIVE USERS BY CITY

1. LONDON
2. IPSWICH
3. NORWICH
4. COLCHESTER
5. BURY ST EDMUNDS



The screenshot shows the homepage of the Construction Anglia website. At the top, there are two navigation bars with the text "Powered by Friel, Construction Marketing Experts" and the Construction Anglia logo. Below these are links for "About", "Events", "Contact", and "Advertise". A search bar is on the right. The main header reads "We're Construction Anglia" and "Bringing you the latest construction news and events from across East Anglia". Below this, there are several news cards with dates (15/01/2026, 14/01/2026, 13/01/2026, 12/01/2026, 09/01/2026, 08/01/2026), titles, and small images. The news cards are categorized as "All News", "Featured", "Sponsored", "Spotlight", "Opinion Piece", and "Webinars".

2025 ANALYTICS CONSTRUCTION ANGLIA

513.7K

TOTAL IMPRESSIONS

7.7K

TOTAL FOLLOWERS

7.1%

ENGAGEMENT RATE

1.8x higher than the 2025 B2B
Construction industry average (4.0%)*

*According to Socialinsider, Hootsuite & Sprout Social

TOP 3 ARTICLE TYPES

1. FINANCE & CONTRACTS

Including stories about large-scale contracts, funding and major financial projects.

2. PROJECT & INFRASTRUCTURE NEWS

Including updates on construction, redevelopment and housing site news.

3. PERSONNEL & APPOINTMENTS

Including promotions, director appointments and staff movements.

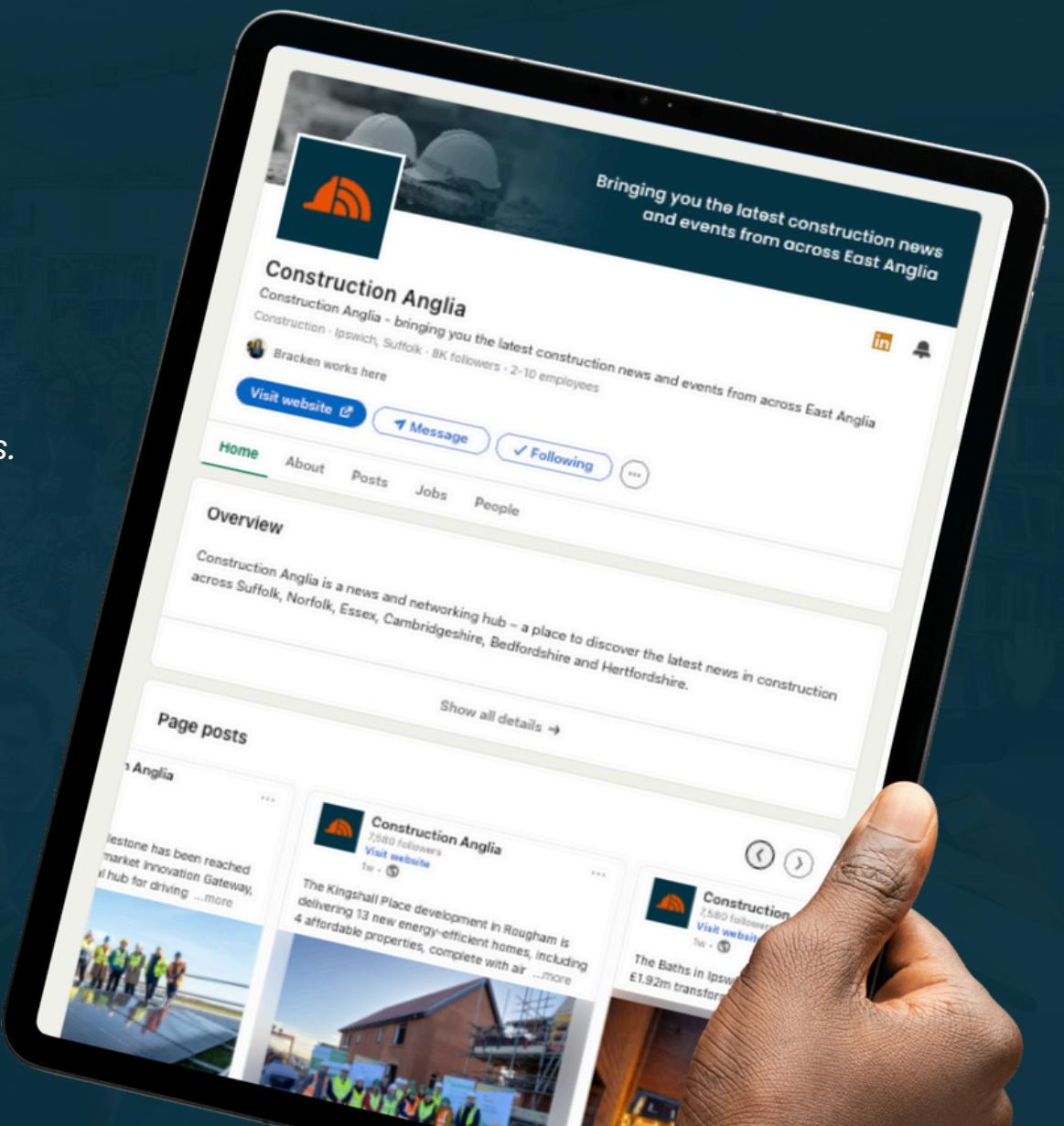
FOLLOWER DEMOGRAPHICS | SENIORITY

1. SENIOR

2. DIRECTOR

3. ENTRY

4. MANAGER



FEATURES LIST 2026 CONSTRUCTION ANGLIA

MONTH	TOPIC FOCUS	MONTH	TOPIC FOCUS
JANUARY 2026	Outlook/predictions for 2026	JULY	Architecture
FEBRUARY	Apprenticeships (Apprenticeships week w/c February 9)	AUGUST	Healthcare
MARCH	Women in Construction (International Women's Day March 8)	SEPTEMBER	Supply chain
APRIL	Education	OCTOBER	Health and safety
MAY	Housing	NOVEMBER	Energy
JUNE	Sustainability (World Environment Day June 5)	DECEMBER	Heritage

LOCATION FOCUS 2026 CONSTRUCTION ANGLIA

MONTH	LOCATION FOCUS
JANUARY & JULY	Suffolk
FEBRUARY & AUGUST	Essex
MARCH & SEPTEMBER	Norfolk
APRIL & OCTOBER	Cambridgeshire
MAY & NOVEMBER	Bedfordshire
JUNE & DECEMBER	Hertfordshire

FEATURES LIST 2026 CONSTRUCTION ANGLIA

Copy deadline: 28th of the month prior, e.g. April deadline would be 28th March.

Details:

- Copy length: 300-600 words
- Please provide **at least** one high-resolution photograph to accompany your piece
- Full name and job title of author
- Company name, website URL and social media links (if desired)

*Please note that submitting content **does not** guarantee inclusion. We will endeavour to publish as many features as possible.*

By submitting copy to Construction Anglia, you agree to our copywriters making any necessary changes to the content to rectify spelling, grammar and to follow house style. All edits will be minor.

SPONSORSHIP AND ADVERTISING CONSTRUCTION ANGLIA

In 2025, Construction Anglia launched a range of new sponsorship opportunities aimed at construction businesses looking to further promote their company and services across East Anglia. Construction Anglia offer various sponsorship and advertising opportunities, including:

- Advertorial news articles and features
- Event listings
- Advertisement opportunities across the website

Contact info@constructionanglia.com or call 01473 561125 for more information and pricings.



CONTACT DETAILS CONSTRUCTION ANGLIA

If you've got a story to submit or would like to pitch for a feature, please email:

news@constructionanglia.com

For any advertising requests or queries about Construction Anglia, you can contact the team:

01473 561125 | info@constructionanglia.com

The Construction Anglia inbox is monitored by the team between 9am and 5pm, Monday-Friday.



@constructionanglia