CONSTRUCTION ANGLIA

CONSTRUCTION ANGLIA
MEDIA PACK 2026

info@constructionanglia.com
www.constructionanglia.com

CONSTRUCTION ANGLIA

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ABOUT CONSTRUCTION ANGLIA

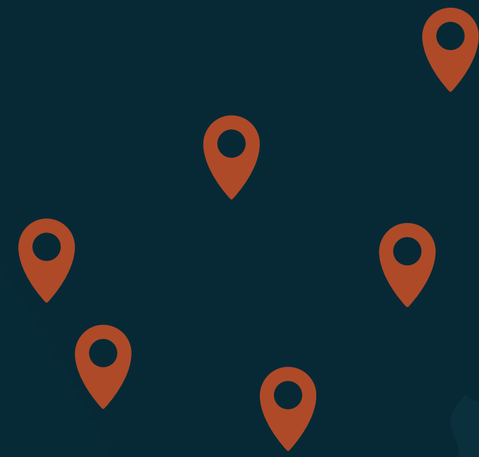
Construction Anglia is a news hub – a place to discover the latest news in construction across Suffolk, Norfolk, Essex, Cambridgeshire, Bedfordshire and Hertfordshire.

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.



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MEET THE TEAM

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.

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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

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

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SOPHIE PROCTOR | COMMERCIAL DEVELOPMENT SPECIALIST



Sophie is an experienced advertising and digital marketing specialist who works closely with clients to get their names in all the right places.

At Construction Anglia, that means ensuring the names of our advertisers and partners are placed prominently across the website, in our monthly newsletter and at our events.

She is also well-versed in all things analytics and laying out the benefits advertising on Construction Anglia can bring to construction firms and other businesses connected to the industry.

Her career to date has seen her play instrumental roles in award-winning advertising campaigns and gain numerous certifications and diplomas.

advertising@constuctionanglia.com

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.

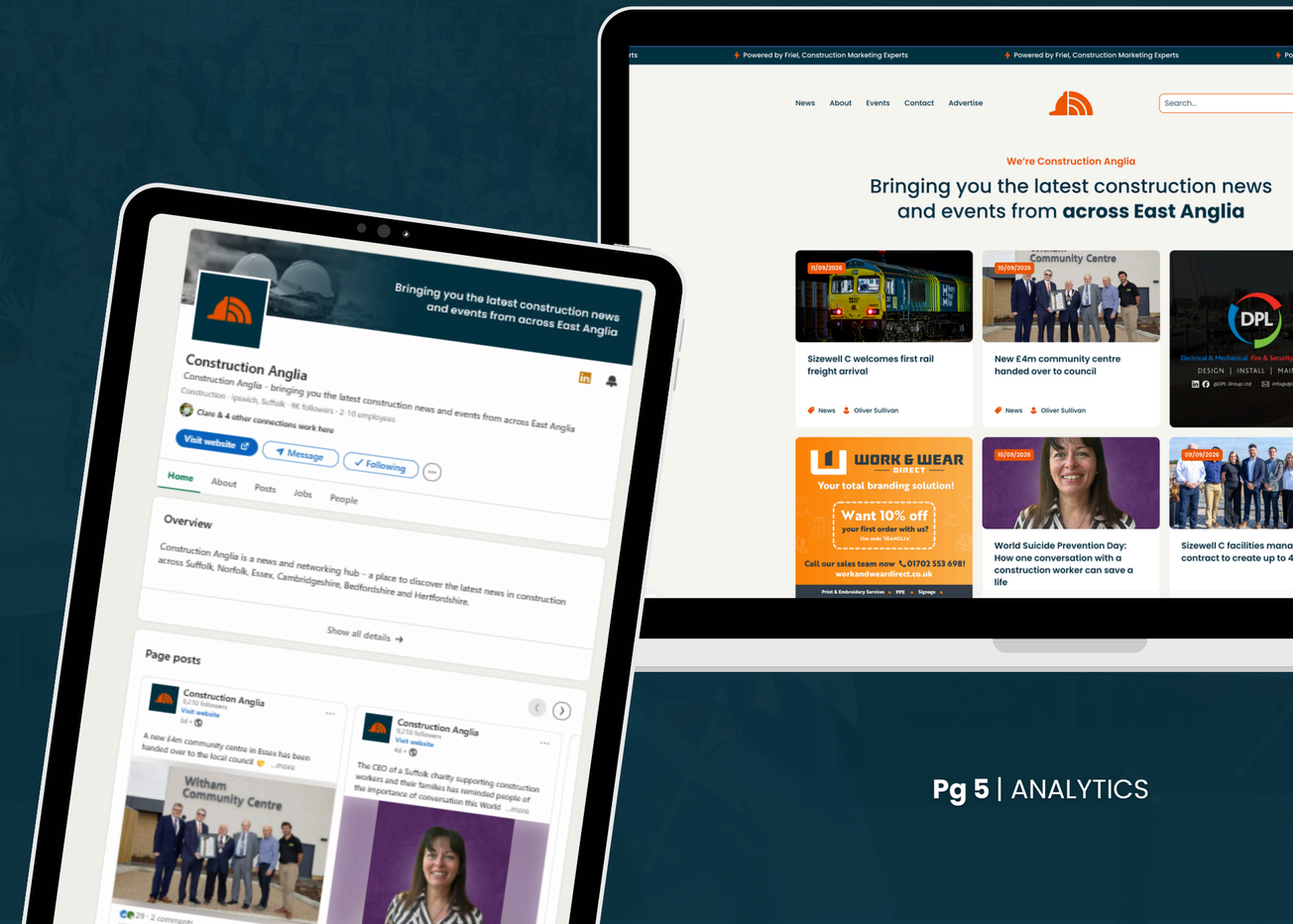
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CONSTRUCTION ANGLIA

ANALYTICS

Since 2020, Construction Anglia has been connecting the region's construction industry through trusted news, project updates and business insight.

- An established and respected voice within the East Anglian construction sector
- Over **10K LinkedIn followers**
- Up to **30K annual website visitors**
- A growing monthly newsletter
- A highly targeted audience of construction professionals



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FEATURES LIST 2026

MONTH	TOPIC FOCUS
JANUARY, FEBRUARY & MARCH	• Outlook/predictions for 2026 • Apprenticeships (*Apprenticeships week w/c February 9*) • Women in Construction (*International Women's Day March 8*) • Suffolk focus • Movers and Shakers (*February*)
APRIL, MAY & JUNE	• Education • Housing • Sustainability (*World Environment Day June 5*) • Essex focus • Movers and Shakers (*April*)

MONTH	TOPIC FOCUS
JULY, AUGUST & SEPTEMBER	• Architecture • Healthcare • Supply chain • Bedfordshire and Hertfordshire focus • Movers and Shakers (*July*)
OCTOBER, NOVEMBER & DECEMBER	• Health and safety • Energy • Heritage • Cambridgeshire and Norfolk focus • Mover and Shakers (*October*)

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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.

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EDITORIAL CONTENT

STORY UPLOAD – £150

For guaranteed inclusion of your press release on the Construction Anglia website. Our copywriters will make any necessary changes to the content to rectify spelling, grammar and to follow house style. All edits will be minor.

SPONSORED CONTENT – £350

Our team of journalists will interview a member of your team to collate relevant information and draft the article.[1] [2]

STANDALONE MOVERS AND SHAKERS FEATURE – £450

A standalone story separate from our quarterly Movers and Shakers round-ups. These stories celebrate new appointments, promotions and career milestones, showcasing the people helping to shape the East Anglian construction industry. Content is uploaded and shared across our channels.[1] [2]

SPOTLIGHT ON FEATURE – £495

A profile feature providing an in-depth look at your business, projects or people. A great opportunity to raise brand awareness and demonstrate your companies expertise, written by our journalists. Content is uploaded and shared across our channels.[1] [2]

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ADD-ONS

PRESS RELEASE DISTRIBUTION - £500

Take your story beyond Construction Anglia and put it in front of a wider audience.

Our team will professionally review and refine your press release before distributing it to relevant regional and industry media contacts across a wide range of outlets, helping to maximise its reach and potential coverage.

By leveraging our network of media relationships, we'll ensure your news is placed in front of the journalists and publications most likely to be interested in your story.

Please note that media coverage cannot be guaranteed and remains subject to editorial discretion from respective news outlets.

Approved content will be uploaded to the Construction Anglia website under the sponsored content section.
All submissions will require imagery. Should you require us to take photos, this will be priced separately.
[1] A maximum three rounds of amends will be available for this content. Any additional amendments will warrant an additional fee.
[2] Content will also be shared across our LinkedIn and Facebook accounts and included within our monthly newsletter roundup.

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SPONSORSHIP AND ADVERTISING

WEBSITE ADVERTISING

Put your brand in front of a targeted construction audience with display advertising on Construction Anglia. Our website attracts thousands of visitors each year, providing valuable exposure to contractors, consultants, suppliers and industry leaders across the East of England.

POSITION		COST	SIZE	AMOUNT
HOMEPAGE	In feed MPU	**£1,500+VAT per year**	600 x 600 pixels (*PNG format*)	Up to four spaces
	Bottom banner (*carousel*)	£1,200+VAT per year	146 x 1140 pixels (*PNG format*)	Up to three spaces

POSITION		COST	SIZE	AMOUNT
NEWS	Page bottom banner (*carousel*)	£1,200+VAT per year	146 x 1140 pixels (*PNG format*)	Up to three spaces
	Article MPU	£1,500+VAT per year	285 x 350 pixels (*PNG format*)	Up to three spaces
	Article bottom banner (*carousel*)	£1,200+VAT per year	146 x 1140 pixels (*PNG format*)	Up to three spaces

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POSITION		COST	SIZE	AMOUNT
EVENTS	Page bottom banner (*carousel*)	**£900+VAT per year**	146 x 1140 pixels (*PNG format*)	Up to three spaces
	Listing bottom banner (*carousel*)	**£900+VAT per year**	146 x 1140 pixels (*PNG format*)	Up to three spaces
DIRECTORY	Bottom banner (*carousel*)	**£900+VAT per year**	146 x 1140 pixels (*PNG format*)	Up to three spaces
CONTACT	Bottom banner (*carousel*)	**£900+VAT per year**	146 x 1140 pixels (*PNG format*)	Up to three spaces

Website display advertising agreements run for a minimum of 12 months and automatically renew for successive 12-month terms.

Ask our team for details for a bespoke advertising packages, combining website advertising, newsletter sponsorship and editorial content for maximum exposure.

CONSTRUCTION ANGLIA

EVENT LISTINGS

Gain additional exposure for your event by featuring it on our website. With more than 27,000 page views in 2025, it's an excellent way to reach construction professionals across East Anglia.

POSITION	WHAT'S INCLUDED?	COST	PLEASE PROVIDE
EVENT LISTING	• List your event on Construction Anglia website • Event details will be shared across the Construction Anglia Linkedin and Facebook profiles • Inclusion in upcoming monthly newsletter (date dependent)	**£150+VAT per event**	• Event listing text • Date and time • Location • Image(s) • Event link / ticket link • Social media profile links

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NEWSLETTER SPONSORSHIP

Our monthly newsletter is delivered to an ever-growing database of people who have specifically opted in to receive industry news and insights. As a trusted source of information, it offers an excellent opportunity to showcase your brand to a highly engaged audience.

POSITION	WHAT'S INCLUDED?	COST	PLEASE PROVIDE
SPONSORED BY	• Featured article inclusion (from the CA website) • Banner at the ***bottom*** of the newsletter with a click through link to your desired landing page	**£250+VAT per newsletter**	• Article between 300-600 words to be added to our website* • Banner artwork to the specs of 200px H x 600px W (PNG) • UTM link to your desired landing page for the banner

**Our copywriters may make any necessary changes to the article content to rectify spelling, grammar and to follow house style. All edits will be minor.*

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FREQUENTLY ASKED QUESTIONS

WHO READS CONSTRUCTION ANGLIA?

Our audience includes senior leaders, project teams, consultants, suppliers and industry professionals actively engaged in the region's construction sector, making it a highly targeted platform for businesses looking to raise their profile and generate new opportunities.

WHAT AREAS DO YOU COVER?

Suffolk, Norfolk, Essex, Cambridgeshire, Bedfordshire and Hertfordshire.

CAN YOU PUBLISH OUR COMPANY NEWS OR PROJECT UPDATES?

We offer a range of editorial and content packages outside of our partnership packages, please see pages 8-9 of our media pack for further details.

WHAT ADVERTISING OPPORTUNITIES ARE AVAILABLE?

We have a range of advertising opportunities including display adverts on the website, event promotion listings, newsletter sponsorships and partnership packages. Please get in touch with the team to discuss a bespoke package, combining website advertising, newsletter sponsorship and editorial content for maximum exposure.

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HOW DO YOU MEASURE ADVERTISING PERFORMANCE?

At the end of your businesses advertising campaign, we will provide you with statistics including clicks, impressions and CTR. For additional tracking, we would recommend using a UTM link for any advertising placed with us. This can then be tracked to your company's Google Analytics account.

CAN YOU HELP CREATE ADVERT ARTWORK?

Yes, please speak to a member of the team about your requirements for a quote.

WHAT IS THE CANCELLATION PROCESS FOR WEBSITE DISPLAY ADVERTISING?

Website display advertising agreements run for a minimum of 12 months and automatically renew for successive 12-month terms. A minimum of 90 days' written notice is required to cancel the agreement before the next renewal date.

DO YOU OFFER PARTNERSHIP PACKAGES?

We currently offer three partnership packages tailored to different business needs and budgets. Prices start from £95+VAT per month. Please contact a member of the team for more information.

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CONTACT DETAILS

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
advertising@constructionanglia.com
info@constructionanglia.com

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

@constructionanglia