



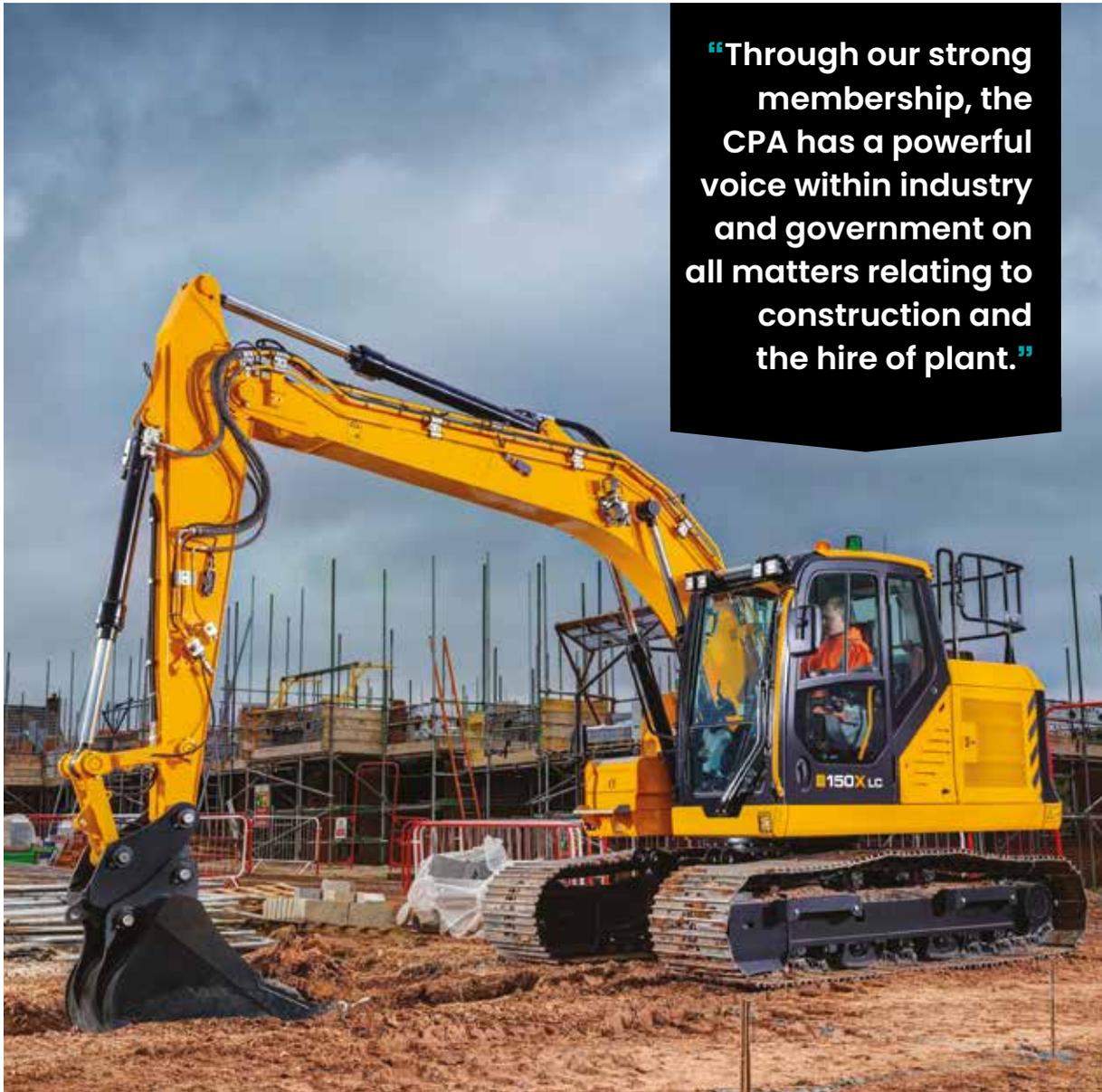
CPA BULLETIN 2023

Media Pack

COVERAGE FOR THE PLANT-HIRE SECTOR



Construction Plant-hire Association



“Through our strong membership, the CPA has a powerful voice within industry and government on all matters relating to construction and the hire of plant.”

OFFICIAL MAGAZINE OF THE CPA

The CPA Bulletin is the official magazine of the Construction Plant-hire Association (CPA), the leading membership and representative body for construction plant-hire in the UK.

Established for over 80 years, we now have over 1,800 members, ranging from owner operators with a single machine, right through to the largest plant-hire companies in the industry, with hire fleets of thousands of machines.

The UK plant-hire industry is the best established and most professional in the world, and is worth over £4 billion to the UK economy. Together, CPA members supply 85% of hired plant to the construction industry.

The CPA is the UK's principal point of contact for all issues relating to use of construction plant. We work with government departments and agencies, local authorities,

construction clients, private companies, other trade associations and third-sector organisations.

The CPA Model Conditions have become the standard hire conditions within the plant-hire industry and we produce a range of publications, such as Technical Information Notes (TINs) and Good Practice Guides, to make our industry a safer place for all.

The CPA Bulletin is produced by a small team who are closely involved with CPA activities. It frequently runs to 48 pages - typically 24 pages are editorial, of which 75% is original material written by CPA staff especially for the Bulletin.



**THE CPA HAS OVER
1,800
MEMBERS**



**OUR MEMBERS SUPPLY
85%
OF HIRED PLANT TO THE
CONSTRUCTION INDUSTRY**



**WORTH OVER
£4 BILLION
TO THE UK ECONOMY**

QUARTERLY PUBLICATION

The CPA Bulletin is published on a quarterly basis. It is normally printed and distributed in February, May, August and November, although the dates may be subject to change.

Copy Deadlines for Advertising

- February 2023 Issue - 6th January 2023
- May 2023 Issue - 24th March 2023
- August 2023 Issue - 3rd July 2023
- November 2023 Issue - 13th October 2023



Distribution

The magazine is published both in hard copy and digital format. Over 2,000 hard copies of the magazine are distributed across the industry and every CPA member receives a copy.

Increased coverage is received online and both the latest issue and archived copies can be viewed on the new CPA website at

www.cpa.uk.net



Social Media Reach and Influence



@Friends of CPA
@CPA UK

4,800+
LinkedIn followers



@CPA_Planthire

2,400+
Twitter followers



@Construction Plant-hire
Association

1,900+
Facebook followers

Readership

Our readership includes all CPA members and other companies across the construction plant sector including:

- National plant-hire companies
- Regional and local plant-hire companies
- Crane companies
- Construction manufacturers
- Rail operators
- Dealers
- Insurance companies
- Site managers
- Civil engineers
- Local authorities

Wide Ranging Content

Every issue of the CPA Bulletin covers a wide range of topics of interest to CPA members including:

- Association news
- Policy
- Technical
- Health and safety
- Plant theft
- News from CPA members
- Training
- Legal
- Q&As
- Special Interest Groups
- New members
- Rail Plant Association (RPA)



EDITORIAL

All CPA members are welcome to submit editorial for consideration for inclusion in future issues of the CPA Bulletin as there is a dedicated 'News from CPA Members' section in every issue. Please submit editorial to lisa@lisacollinscommunications.co.uk



Display Advertising Rates

Number of insertions	1	3+
Full page	£1,200	£1,080 per insertion
Half page	£750	£675 per insertion
Quarter page	£500	£450 per insertion
Cover position	Additional 25% on page rates	
Inserts	Rates on application	

Paid-for Editorial

Please note that we permit paid-for editorial. It is designed in the style of our editorial features, but will be identified as paid-for editorial with a suitable heading. The cost of paid-for editorial is the same as our display advertising rates.

All rates quoted are exclusive of VAT. VAT will be chargeable when invoiced.

CONTACT INFO

For further information, please contact:

LISA COLLINS

lisa@lisacollinscommunications.co.uk

Tel: 07968 840390

ADAM GODWIN

adam.godwin@cpa.uk.net

Tel: 07815 078481



Other promotional opportunities are also available, such as sponsorship of the CPA Stars of the Future Apprentice and Trainee Awards and exhibition space at the CPA Conference.

Please contact Lisa Collins for further details.

ADVERTISERS ARTWORK SPECIFICATION

Format

The format of the CPA Bulletin is A4 portrait (210mm wide x 297mm deep). To ensure the best possible reproduction from your artwork, please can you supply files in the following format:

- Hi res PDF, 300dpi.
- Please ensure all images used within your artwork are saved as CMYK images.
- Please convert all fonts to outlines.
- For full page ads that bleed off the page, please add 3mm of bleed.
- Please add crop marks to your file.
- All artwork should be emailed direct to Ben Hewer at ben@hdprint.co.uk, Tel: 01920 461191

Dimensions

FULL PAGE TRIM

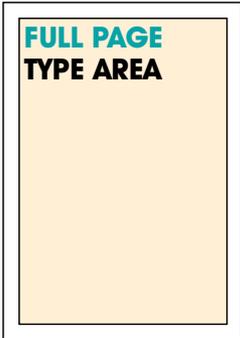
Size: 210mm (W) x 297mm (H)

BLEED

Size: 216mm (W) x 303mm (H)

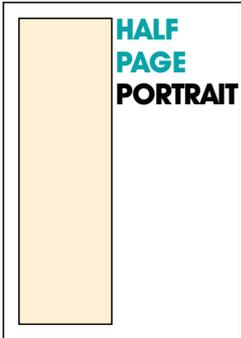
TYPE AREA

Size: 178mm (W) x 260mm (H)



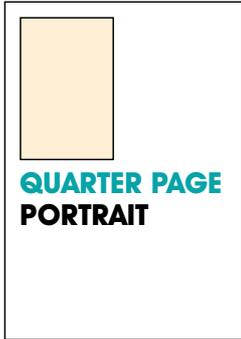
HALF PAGE LANDSCAPE

Size: 178mm (W) x 126mm (H)



QUARTER PAGE PORTRAIT

Size: 87mm (W) x 126mm (H)



QUARTER PAGE LANDSCAPE

Size: 178mm (W) x 60mm (H)





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 CPA_Planthire

 Construction Plant-hire association

 Friends of CPA