

MEDIA KIT 2025

GLOBAL HIGHWAYS

GLOBALHIGHWAYS.COM

THE LEADING INFORMATION RESOURCE FOR
DESIGN • CONSTRUCTION • MANAGEMENT AND MAINTENANCE OF THE WORLDS ROAD NETWORKS



THE INFORMED AUTHORITY

Road infrastructure accounts for more than half of all construction spending. Well-maintained and safe roads are a key distinction between developing and developed nations.

The mission of *Global Highways* is to cover the latest technologies and best practices in all areas of road, bridge and tunnel construction and maintenance, as well as their safe operation and management.

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GOING **GLOBAL**

The Route One Road Infrastructure content team has been researching and writing trusted independent content for 33 years.

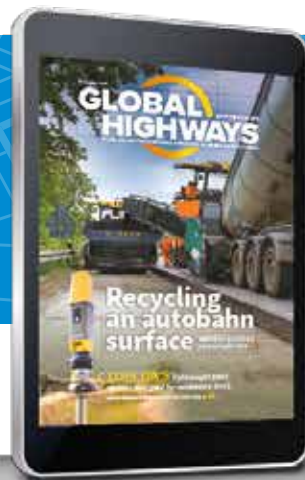
Historically, the sharing of that content was limited by the cost of posting printed copies internationally, to addresses which largely excluded North and South America. However, with the rise of the internet, our content now reaches a truly global audience.

**THE TEAM YOU CAN TRUST:
THE AUDIENCE YOU TARGET**

GLOBAL REACH

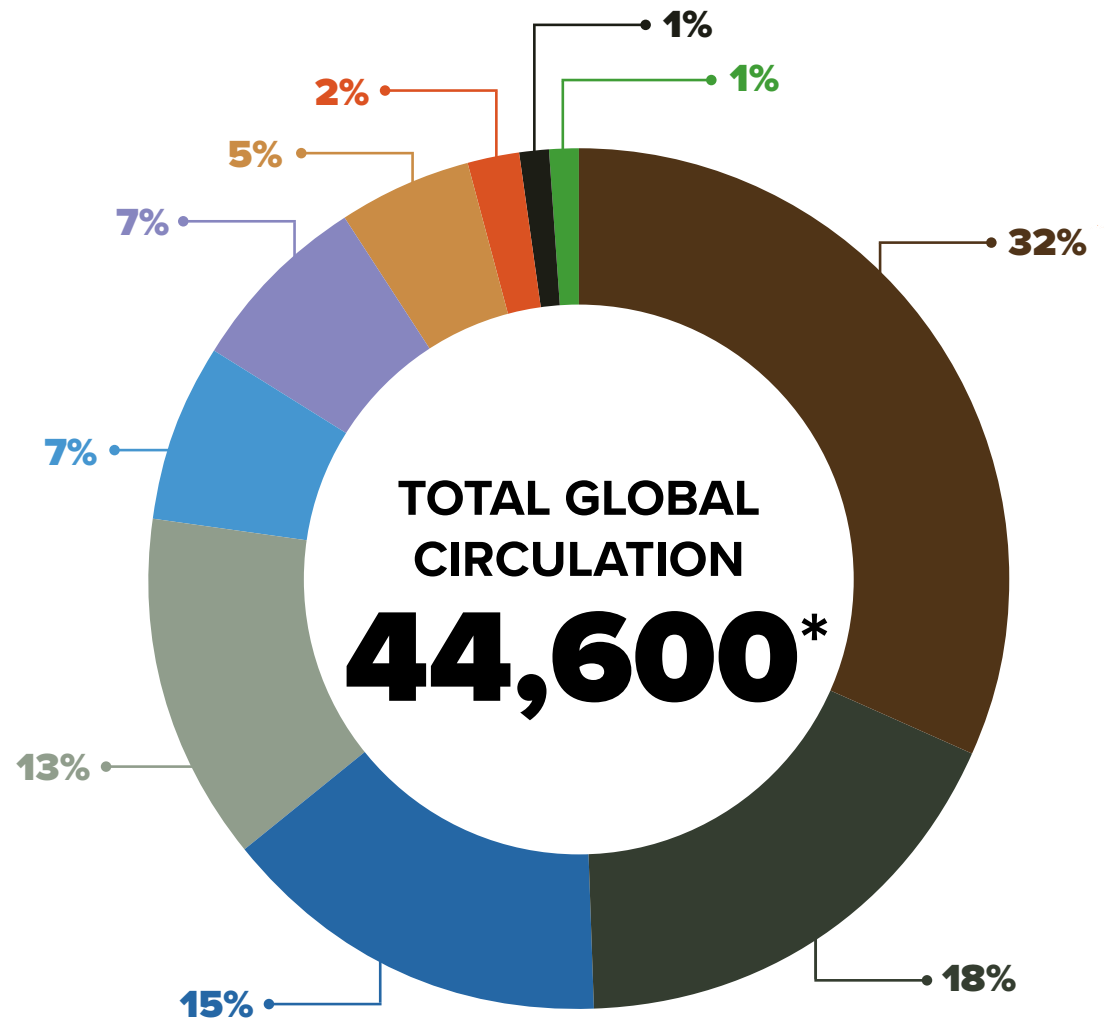
The global impact of the pandemic on postage services was widespread, and the net result of their demise has been significant increases in both postage costs and delivery times. After careful consideration, we have taken the decision to launch *Global Highways* as a new, multi-channel title, to enable our road infrastructure content to be more widely, more speedily, and more conveniently shared.

The US is now our fastest-growing digital audience, adding to our long-established European, Middle Eastern, African, and Asian audiences. We have also added a significant Latin American audience, developed with Carreteras-PA, so that with *Global Highways*, it's now possible to reach a truly global audience.



GLOBAL DECISION MAKERS

- Civil & structural engineering, earthmoving, paving, road marking and safety contractors, sub-contractors, or project management companies.
- Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice.
- National, regional or local government highway or transportation department, road owner/operator.
- Equipment or construction materials manufacturer/supplier, vehicle component and vehicle or material producer/supplier.
- Manufacturers of highway & safety equipment.
- Agent, distributor, dealer, importer or hirer of rental or plant equipment.
- Research, education or training establishments.
- Trade and professional organisations/associations.
- Bank, finance company, development agency, legal or accounting firm.
- Other industry professionals.



GLOBAL AUDIENCE



Total global audience
44,600*



Print copies will be delivered to requested readers, and digital copies will be delivered to our entire global audience. Advertisers will be able to invest in the global circulation, or strategically select exposure in the digital editions for the following specific regions:-

- EUROPE **14,122**
- AFRICA & MIDDLE EAST **5,925**
- ASIA & AUSTRALASIA **9,381**
- NORTH AMERICA **5,497**
- CENTRAL & SOUTH (LATIN) AMERICA **8,657**
- UNSPECIFIED **1,018**

For advertisers ONLY interested in Latin America, we can offer advertising in our sister title *Carreteras Pan-Americanas* which is a Spanish-language title. Please ask for more details.



GLOBAL OUTLOOK SERIES



CONSTRUCTION EQUIPMENT AND TECHNOLOGY

JUNE 2025

■ Print and digital ■ 12th edition ■ Circulation in excess of **44,000**

The GLOBAL OUTLOOK: Construction Equipment and Technology brings in depth expert views on the critical factors that today's users of construction equipment need to consider when specifying their machinery needs. Our team of specialist construction equipment writers join forces with industry experts to provide insights into the most important developments and opportunities facing the market.

DIGITALISATION IN CONSTRUCTION

SEPTEMBER 2025

■ Digital distribution ■ 2nd edition ■ Circulation in excess of **44,000**

Launched in 2024, this publication focuses on the ever-changing world of connected construction. Hear from our team as well as the manufacturers and users on the latest products and technology, how using technology can save you both time and money. With product reviews and site applications, this is a must-read publication.

GLOBAL OUTLOOK SERIES



ROAD SURFACE TECHNOLOGY

OCTOBER 2025

- Print and digital
- 9th edition
- Circulation in excess of **44,000**

As road networks age, the budgets for maintenance are becoming an increasing area of importance to maintain our roads at the highest level. Road Surface Technology is dedicated to surface engineering & surface treatments looking at the latest technologies in milling, recycling, microsurfacing, bitumen slurry/emulsions, additives, miracle pothole repairs and modified binders aiming to provide an overview of the latest innovations in this important growing market.

SUSTAINABLE ROAD NETWORKS

DECEMBER 2025

- Digital distribution
- 3rd edition
- Circulation in excess of **44,000**

Sustainability is a common thread running through all road-related transport infrastructure projects. To justify the investment of public funds, contractors and suppliers are required to prove their credentials in order to play, Global Highways is ideally placed to report on all aspects of sustainability, with its seven senior staff journalists and its worldwide network of expert reporters. The 4th edition of our Sustainability Round Tables will provide thought-leadership discussions around many of the topics that will be shared across all platforms

Content that can be trusted:

REFINED OVER 33 YEARS OF WRITING FOR THE ROAD INFRASTRUCTURE INDUSTRY.

Global Highways plugs directly into a content team with up to 33 years' experience researching, interviewing, and writing with real insight about the topics that are relevant to all the challenges faced by today's engineers and designers.

New technology is flowing thick and fast, and the *Global Highways* content team assesses it with a level of trust built over these many years.

Equally important is our long-established relationship with the world's largest road safety and traffic management industry, and the *Global Highways* team is relied upon by road owners and road designers across the globe to provide a regular flow of information about new products, techniques, and applications.

EVENTS COVERED IN 2025



GLOBAL CONTENT

ALL ISSUES

News, Contracts, Technology, Onsite, Equipment File, Skidmarks and Diary. Every issue will also include a dedicated section to **Highways Network Management**, covering topics such as; Asset Management, Surveying, Data Capture, Software, GIS & WIM, Road Markings, Reflective Signage and VMS, Safety Barriers, Fixed and Moveable, Workzone Safety, Temporary Barriers, Lighting Signage, Gen Sets, Road and Tunnel Lighting, Emergency Systems and Utility Equipment.

Features	Jan/ Feb	Mar/ Apr	May/ Jun	Jul/ Aug	Sep/ Oct	Nov/ Dec
1. Airport Paving (Asphalt and Concrete)		✓		✓		
2. Asphalt Paving, Milling and Compaction	✓		✓		✓	✓
3. Concrete Paving and Slipforming		✓		✓		✓
4. Bridge and Tunnel Structures, Formwork, Piling and Concrete Pumping	✓		✓		✓	✓
5. Demolition - Breakers and Cutters		✓			✓	
6. Earthmoving and Soil Compaction - Dozers, Excavators, ADTs, Compactors and Graders		✓		✓		✓
7. Engines, Components, Tyres and Wear Parts	✓		✓		✓	✓
8. Bridge Maintenance		✓				
9. High Performance Aggregate Production for Roads - Crushing and Screening			✓		✓	
10. Asphalt Plants and Production	✓			✓	✓	✓
11. Concrete Plants and Production		✓		✓		✓
12. Bitumen Technology and Modification	✓		✓		✓	
13. Recycling and Re-use of Pavement Materials and Stabilisation	✓	✓		✓		✓
14. Utility Equipment (Gen Sets, Temp Lighting, Compact Equipment, etc.)		✓		✓		

Roundtables: Autonomous Equipment, Earthmoving, Asphalt Plants, Road Construction Equipment, Connected Construction, Sustainable Drivelines

GLOBAL RATES

Who should advertise?

1. OEMs (Earthmoving, Milling, Paving & Compaction),
2. Bitumen Technology and Modification
3. Asphalt and Concrete Plant manufacturers
4. Technology companies (Connected Construction)
5. Bridge and Tunnel Structures (Build and Maintenance)
6. Formwork, Piling and Concrete Pumping
7. All companies involved in Highway Network Management (including; Asset management, Surveying, Road Markings, Safety Barriers, Temporary Lighting and Work Zone Safety)
8. Consulting Engineers, Design companies, etc
9. Finance and Logistics companies



	1x	2X	3X
DOUBLE PAGE SPREAD			
FULL PAGE			
TWO-THIRDS PAGE			
ONE-THIRD PAGE			
HALF PAGE			
QUARTER PAGE			
SPECIAL POSITION EXTRA CHARGES			
FACING MATTER:	FIRST DPS:	IFC/OBC:	IBC: ISLAND:



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

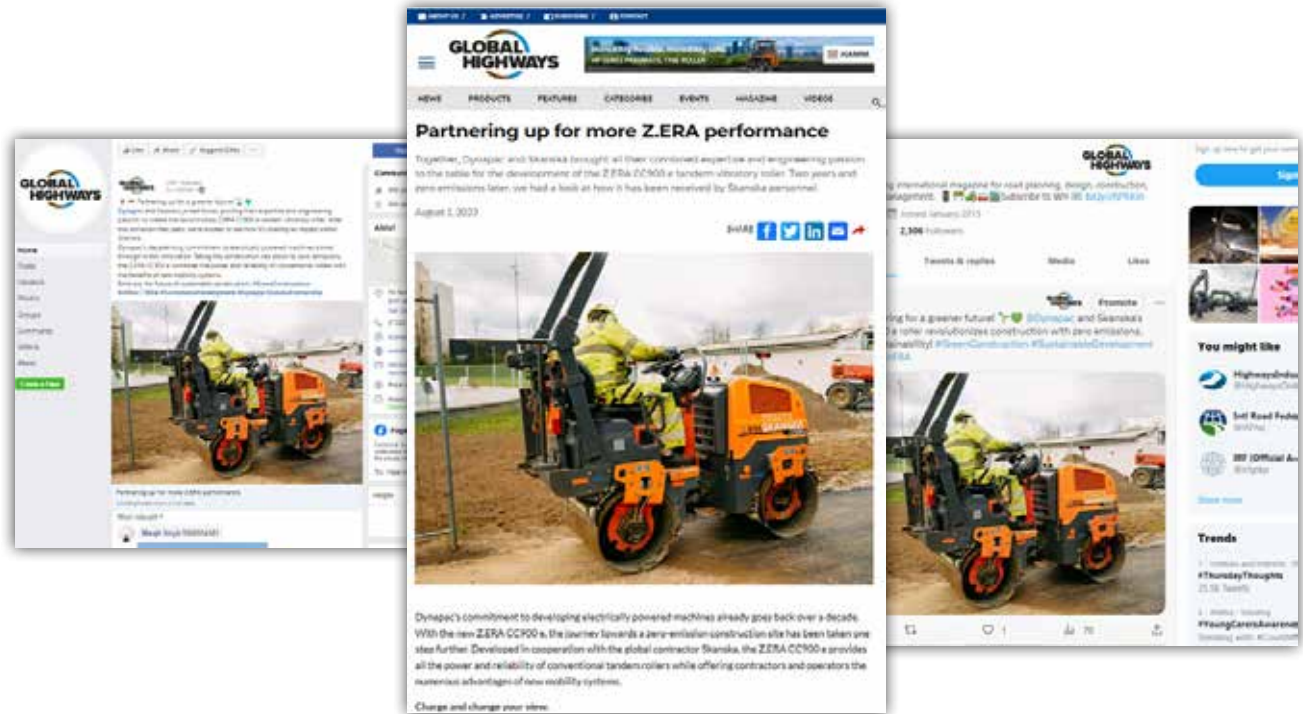
FOCUS FEATURE

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



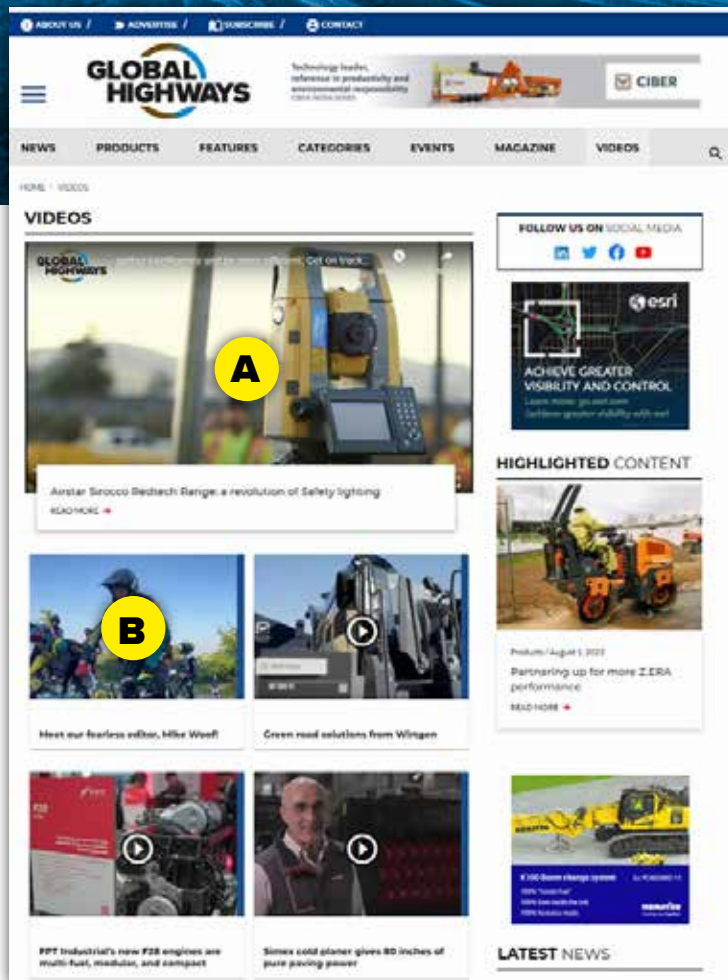
In an industry constantly seeking information such as data sheets, case studies, and product details, content marketing provides a fresh and engaging layer to your campaign.

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.

B. STANDARD VIDEO

Cost per month

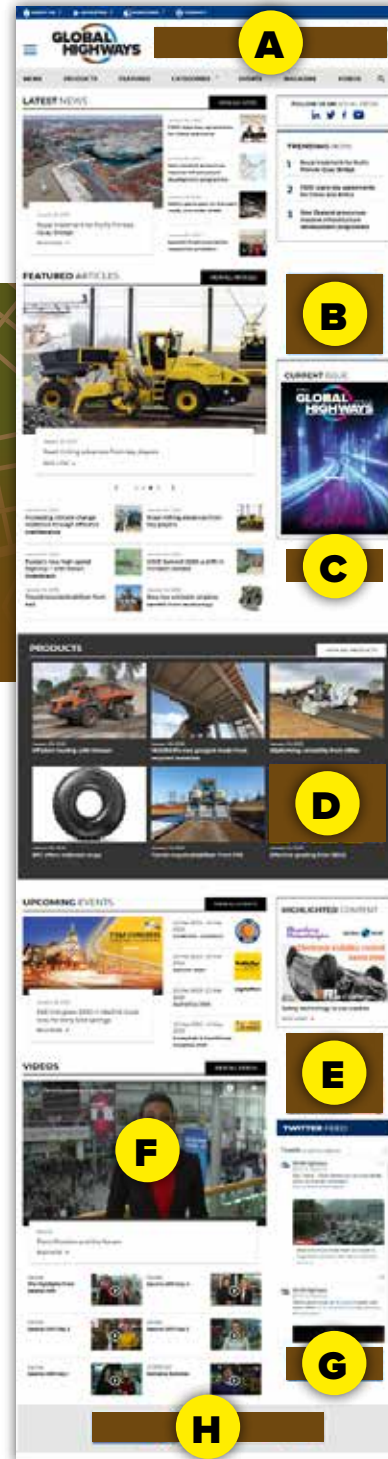
Your video will be hosted on the homepage and in the video lists.

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.

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

I. 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

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

The Catfish banner floats above published content on the website.

26,509*
GLOBAL
AUDIENCE

Only 5 banner positions available per eNewsletter.

One premium banner which always appears first.

Price:

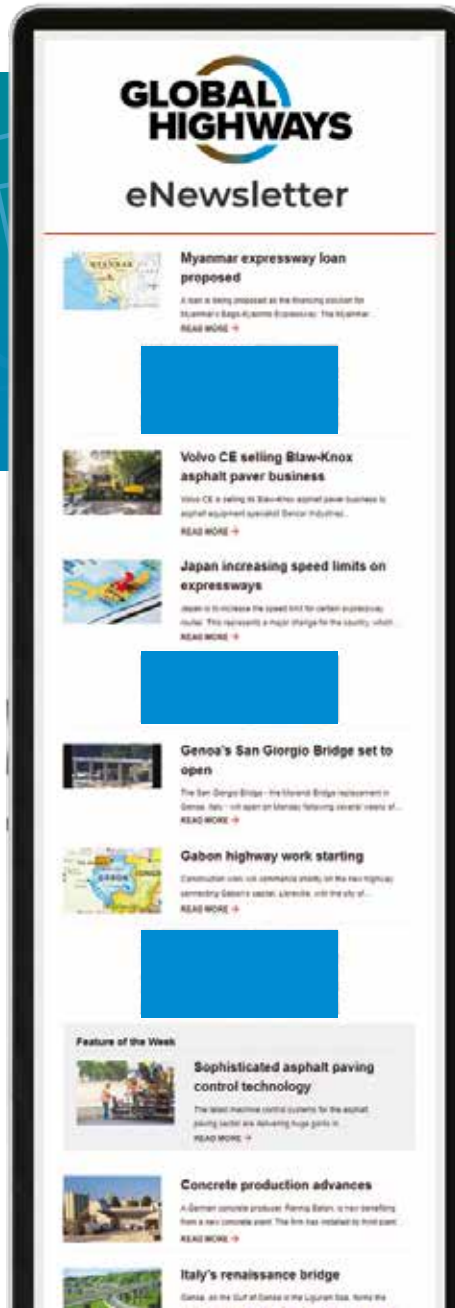
Four regular banners that appear in order of booking.

Price per banner:

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.

*Publisher's own data



2025 eNEWSLETTER DATES

- January 9th and 23rd
- February 6th and 20th
- March 6th and 20th
- April 3rd and 17th
- May 1st, 15th and 29th
- June 12th and 26th
- July 10th and 24th
- August 7th and 21st
- September 4th and 18th
- October 2nd, 16th and 30th
- November 13th and 27th
- December 11th

TO DISCUSS SPECIFIC REQUIREMENTS, PLEASE CONTACT:

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GLOBAL TEAM



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Head of Construction Sales



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Sales Director



DANIEL EMMERSON
Sales Director



FULVIO BONFIGLIETTI
Sales Manager, Italy



ROGER ADSHEAD
Chairman & Portfolio Sales



GEOFF HADWICK
Publishing Director



MIKE WOOF
Editor



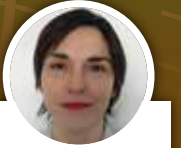
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PARTHA BASISTHA
Indian Contributor



SHEM OIRERE
East African Contributor



THE INFORMED AUTHORITY



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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**
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