

## EDITORIAL OVERVIEW

I hope you are reading this leaflet because you could be interested in becoming a sponsor of – or be a web-only contributor to – Innovation & Research Focus (IRF). Please read on to discover what sponsorship opportunities are available to help disseminate and promote your own innovation & research (I & R) activities.

IRF is a quarterly newsletter highlighting 'practical applications of I & R in construction and the built environment'. Published since 1990, IRF is a sponsored publication that reaches all members of the Institution of Civil Engineers (ICE) and many other industry professionals. Organised by the ICE on behalf of itself, other IRF sponsors and contributors, the newsletter is aimed at influencing the practical engineering and built environment communities with news from the research and innovation community, plus announcements of outputs, which are particularly important.

The by-line 'Practical Applications for Construction and the Built Environment' is a deliberate choice, seeking to focus on applications in civil and structural engineering and related disciplines. Such disciplines include: environment, flood risk management, climate change, energy & carbon, surveying, materials and waste management, renewable energy, infrastructure, modelling, and sustainability.

The content of IRF can be articles on research or innovation undertaken or funded by a Sponsor, or Contributor; or articles on projects in which they are involved, irrespective of who is doing the actual project work. In addition, the articles can be about policy issues related to I & R, not just projects or their results.

The current 'Research and Professional Institution' Sponsors are drawn from Government Departments, professional Institutions, Universities, Centres of Research and representative organisations, and include: the Centre for Innovative and Collaborative Construction Engineering, the Royal Academy of Engineering, the ICE, the Department for Business Innovation & Skills, the Institution of Structural Engineers, the Chartered Institute of Building and the Centre for Window and Cladding Technology.

We look forward to welcoming new Sponsors as well as website-only Contributors to the Group.

Prof. Roger Venables *CEng CEnv FICE MCIM*, Editor

## OUR READERSHIP

Innovation & Research Focus has a current **electronic distribution of >82,000**, plus **700 printed copies** are sent to those who request a physical copy. It is also available online both on the IRF website ([www.innovationandresearchfocus.org](http://www.innovationandresearchfocus.org)) to read & download a pdf and as an interactive e-Book.

## DISTRIBUTION

It is distributed to:

- >80,000 ICE members
- including 16,000 overseas
- sponsors' members and contacts
- >700 individuals requesting the newsletter

Sponsor articles printed in IRF and online are catalogued alongside contributors' web articles online within their respective categories (e.g. Buildings, Construction, Water) for easy searching and navigation.

This established newsletter has been in publication for over twenty years and allows organisations with their own programmes of innovation & research related to construction and the built environment, and those organisations with connections to industry or academic projects, to promote their hard work.

## SPONSORSHIP OPPORTUNITIES

Although the term ‘Sponsor’ is used, the arrangement is much closer to one where Sponsors are accessing a service. A Sponsor’s level of funding to IRF is dependent upon how much material a Sponsor thinks they can generate as well as how much they can or choose to afford. Levels offered to new Sponsors are set out in the table opposite.

The offering to Contributors is for web-only articles and can be arranged as and when required rather than be a long-term commitment.

The content in any particular issue is governed by the nature, quality and length of articles submitted and the quality of illustrations sent in. As indicated in the table, the chosen sponsorship level governs approximately the number of words a Sponsor can use over the four issues each year.

## BENEFITS OF SPONSORSHIP

- Promotion of the sponsor’s work in innovation and research for the built environment
- Contact details of the organisations and their interest in R & I included on the IRF website
- A link and appropriate associated text can be added to your own website
- Dedicated account manager who can assist with writing articles and creating illustrations
- Use of multi-media within the e-Book version (such as audio/video clips)
- Pdf and e-Book copies of each newsletter, and between 100 and 1500 copies of the printed newsletter for you to distribute

## CONTACT US

For further information, please contact Melanie Manton (Sponsor Relations Manager):

**+44(0)20 3137 2375**

[enquiries@innovationresearchfocus.org.uk](mailto:enquiries@innovationresearchfocus.org.uk)

[www.innovationresearchfocus.org.uk](http://www.innovationresearchfocus.org.uk)

IRF production and sponsorship is undertaken and managed on behalf of the sponsors by the Editorial Team at Crane Environmental Ltd at 6 Electric Parade, Surbiton, Surrey, KT6 5NT.

## SPONSORSHIP

### PRINTED NEWSLETTER, WEBSITE & E-BOOK

2 articles/year (700 words total) + up to 100 physical copies of IRF	£1,900
4 articles/year (1,400 words total) + up to 200 physical copies of IRF	£3,800
4-6 articles/year (2,700 words total) + up to 400 physical copies of IRF	£7,600
8 articles/year (3,700 words total) + up to 600 physical copies of IRF	£10,600

*\*All prices are subject to VAT at the current rate*

## CONTRIBUTOR

### WEBSITE ONLY

1 article/year (350 words total)	£400
2 articles/year (700 words total)	£775
3 articles/year (1,050 words total)	£1,125
4 articles/year (1,400 words total) + guaranteed 1 of these articles in the Newsletter + up to 200 physical copies of the IRF issue in which it appears	£1,450

*\*All prices are subject to VAT at the current rate*

## PUBLISHING DATES

### NEWSLETTER & WEBSITE

February | May | August | November

### EDITORIAL TEAM

**Editor** | Prof. Roger Venables CEng CEnv FICE MCIM

**Sponsor Relations Manager** | Melanie Manton

**Assistant Editor** | Tim Vickers BSc