

MEDIA KIT 2026

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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Editor

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GOING GLOBAL

The Prime Global Publishing Road Infrastructure content team has been researching and writing trusted independent content for 34 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*

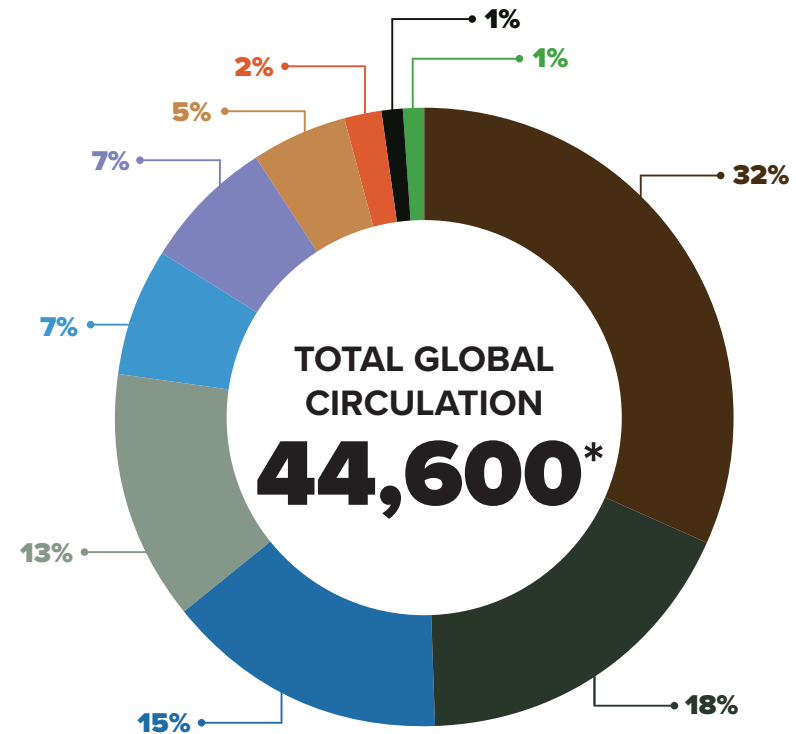
as a new, multi-channel title, to enable our road infrastructure content to be more widely, more speedily, and more conveniently shared.

The US is now our fastest-growing digital audience, adding to our long-established European, Middle Eastern, African, and Asian audiences.

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 **13,122**
- AFRICA & MIDDLE EAST **4,425**
- ASIA & AUSTRALASIA **8,381**
- NORTH AMERICA **10,970**
- CENTRAL & SOUTH (LATIN) AMERICA **7,157**
- UNSPECIFIED **545**

- 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 CONTENT

Jan/Feb

Mar/Apr

May/Jun

Jul/Aug

Sep/Oct

Nov/Dec

**CONEXPO-CON/AGG
PREVIEW 2026**

**CONSTRUCTION & ROAD
TECHNOLOGY LIVE AT
CONEXPO-CON/AGG 2026**

**CONSTRUCTION EQUIPMENT
AND TECHNOLOGY 2026**

**DIGITALISATION IN
CONSTRUCTION 2026**

**ROAD SURFACE
TECHNOLOGY 2026**

**SUSTAINABLE ROADS AND
INFRASTRUCTURE 2026**

IN EVERY ISSUE

Construction Technology

Construction Technology

Construction Technology

Construction Technology

Construction Technology

Construction Technology

Highways Network
Management & Safety*

Highways Network
Management & Safety*

Highways Network
Management & Safety*

Highways Network
Management & Safety*

Highways Network
Management & Safety*

Highways Network
Management & Safety*

Earthmoving & Soil
Compaction

Earthmoving & Soil
Compaction

Earthmoving & Soil
Compaction

Earthmoving & Soil
Compaction

Earthmoving & Soil
Compaction

Earthmoving & Soil
Compaction

News & Contracts

News & Contracts

News & Contracts

News & Contracts

News & Contracts

News & Contracts

Onsite & Equipment File

Onsite & Equipment File

Onsite & Equipment File

Onsite & Equipment File

Onsite & Equipment File

Onsite & Equipment File

Features

Asphalt Paving, Milling and
Compaction

Features

Airport Paving (Asphalt and
Concrete)

Features

Asphalt Paving, Milling and
Compaction

Features

Airport Paving (Asphalt and
Concrete)

Features

Asphalt Paving, Milling and
Compaction

Features

Asphalt Paving, Milling and
Compaction

Asphalt Plants and Production

Concrete Paving and
Slipforming

Bitumen Technology and
Modification

Asphalt Plants and Production

Asphalt Plants and Production

Asphalt Plants and Production

Bitumen Technology and
Modification

Concrete Plants and
Production

Bridge and Tunnel Structures,
Formwork, Piling and Concrete
Pumping

Concrete Paving and
Slipforming

Bitumen Technology and
Modification

Concrete Paving and
Slipforming

Recycling and Re-use of
Pavement Materials
and Stabilisation

Recycling and Re-use of
Pavement Materials
and Stabilisation

Engines, Components, Tyres
and Wear Parts

Concrete Plants and
Production

Bridge and Tunnel Structures,
Formwork, Piling and Concrete
Pumping

Concrete Plants and
Production

Bridge and Tunnel Structures,
Formwork, Piling and
Concrete Pumping

Bridge Maintenance

High Performance Aggregate
Production for Roads -
Crushing and Screening

Recycling and Re-use of
Pavement Materials
and Stabilisation

Demolition - Breakers and
Cutters

Recycling and Re-use of
Pavement Materials
and Stabilisation

Engines, Components, Tyres
and Wear Parts

Demolition - Breakers and
Cutters

Utility Equipment (Gen Sets,
Temp Lighting, Compact
Equipment, etc.)

Engines, Components, Tyres
and Wear Parts

Bridge and Tunnel Structures,
Formwork, Piling and Concrete
Pumping

Utility Equipment (Gen Sets,
Temp Lighting, Compact
Equipment, etc.)

High Performance Aggregate
Production for Roads -
Crushing and Screening

Engines, Components, Tyres
and Wear Parts

EVENTS COVERED IN 2026



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

GLOBAL OUTLOOK SERIES

*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.

GLOBAL OUTLOOK SERIES



CONSTRUCTION EQUIPMENT AND TECHNOLOGY

JUNE 2026

■ Print and digital ■ 13th edition ■ Circulation in excess of **44,600**

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 2026

■ Digital distribution ■ 3rd edition ■ Circulation in excess of **44,600**

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.

**TO DISCUSS SPECIFIC
REQUIREMENTS,
PLEASE CONTACT:**

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GLOBAL OUTLOOK SERIES



ROAD SURFACE TECHNOLOGY

OCTOBER 2026

■ Print and digital ■ 10th edition ■ Circulation in excess of **44,600**

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.

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WEBSITE

PRODUCT OR CONTENT LAUNCH

Included in the package:

- An image of your choice
- Supply 300-500 words
- Promoted on our social media channels
-

PREMIUM PRODUCT OR CONTENT LAUNCH

Included in the package:

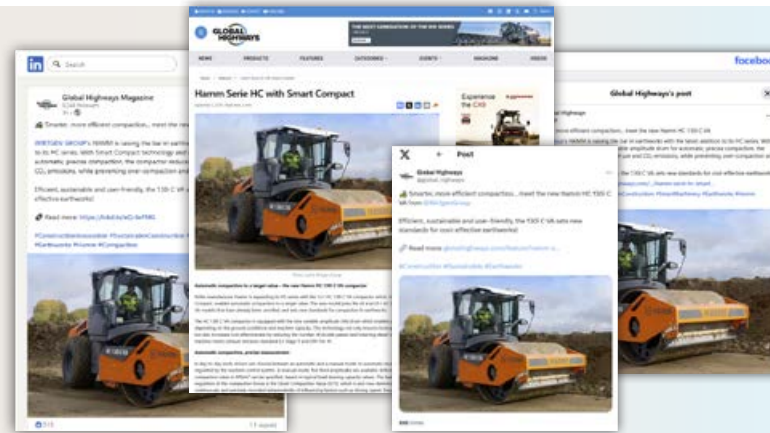
- An image of your choice
- Supply 300-500 words
- A video or download sheet integrated within your article
- Promoted on our social media channels.
- Featured in *Global Highways* as a 150 word printed editorial, including a product photo

FOCUS FEATURE

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

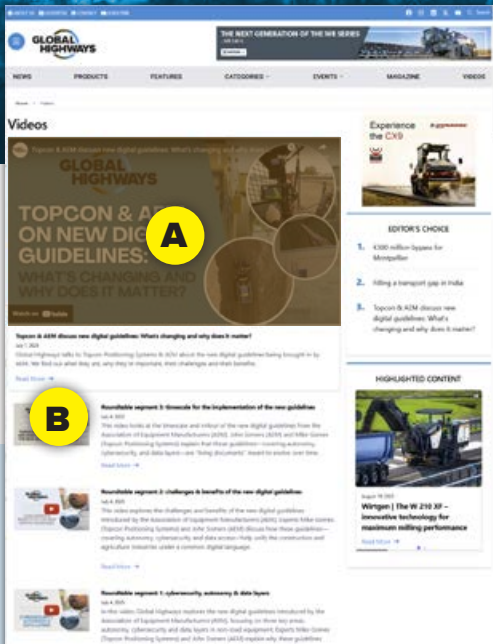
With video now the most dynamic information source across all digital and social platforms, placing your video in a prime position on www.globalhighways.com is a powerful and cost-effective way to garner response and build awareness.

A. PREMIUM VIDEO POSITION

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

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



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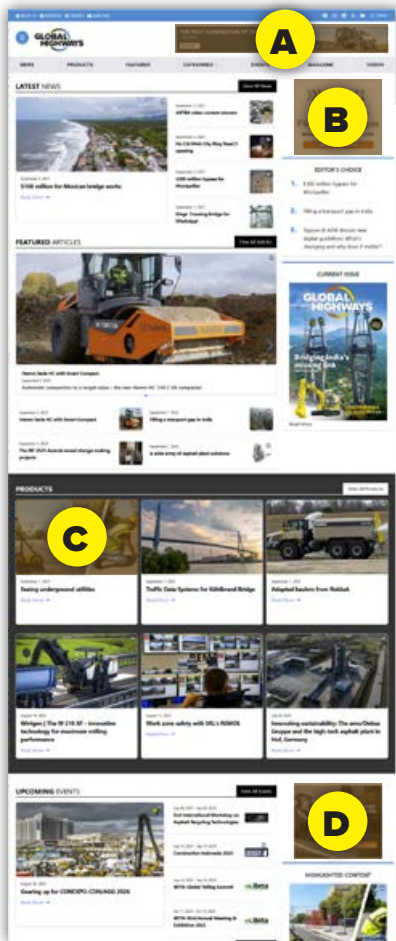
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WEBSITE BANNERS



A. LEADERBOARD

(Max 3x Advertisers)

Desktop size: 728 x 90

Responsive size: 300 x 100

B. MPU

(Max 5x Advertisers)

Desktop size: 300 x 250

Responsive size: 300 x 250

C. MPU PREMIUM PRODUCT LAUNCH

(Max 1x Advertiser per month)

Desktop size: 300 x 250

Responsive size: 300 x 250

D. MPU

(Max 5x Advertisers)

Desktop size: 300 x 250

Responsive size: 300 x 250

E. 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.

Desktop size: 728 x 90 pixels

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

The Catfish banner floats above published content on the website.

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eNEWSLETTER BANNERS

43,942*
GLOBAL
AUDIENCE

2026 eNEWSLETTER DATES

January 8th and 22nd

February 5th and 19th

March 5th and 19th

April 2nd, 16th and 30th

May 14th and 28th

June 11th and 25th

July 9th and 23rd

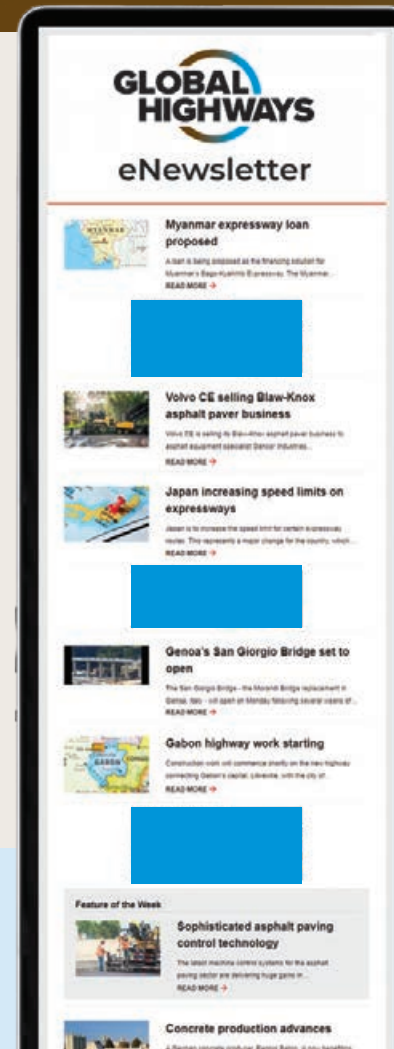
August 6th and 20th

September 3rd and 17th

October 1st, 15th and 29th

November 12th and 26th

December 10th



Only 5 banner positions available per eNewsletter.

One premium banner which always appears first.

Four regular banners that appear in order of booking.

(eNewsletter banner size: 300 x 125 pixels)

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.