

IBP Awards 2015

Entrant: Construction News (submitted by digital engagement editor Tim Miller)

Category: Digital Service

Construction News' goal is to be the industry's leading title for insightful and unique content that helps construction businesses understand the sector and do better business.

In the last year we have implemented a number of new developments to ensure we stand out as a digital-first, paid-for service in an increasingly competitive market.

In September 2014 we launched the Construction News app (image below), exclusively for subscribers. Downloaded more than 3,600 times to date, it delivers news and analysis for users on the go, accessible offline and constantly updated.

In April Construction News launched an evening email, the CN Briefing (image below) designed for people to read on their commute home. The conversational narrative provides valuable information without the need to click through to stories.

Briefing open rates are often higher than daily news emails, and feedback has been incredibly positive. Testimonials include:

"The briefings are an excellent read (and well timed)"

"Just the right mix of news and opinions - and well written"

The editorial team is fully digital-first. The entire contents of the weekly magazine appear on desktop and mobile sites first. Our daily email newsletter – sent to 46,000 people – puts CN's need-to-know news, analysis and data in front of users during their working day.

As a benefit to subscribers, we now run online-only content. For example, CN's exclusive interview with the new Highways England CEO was available in full exclusively online, supported by a video Q&A.

During this year's 'Open Doors' site open day, the whole team visited sites across the UK, using video, images and words to tell the story online in real-time and tools such as Vine to engage with people, including under-25s, beyond our core audience.

CN also hosts unique video content, such as the timelapse of the world's third-longest arch bridge under construction, giving users valuable additional information.

CN's editorial team combined Twitter following is 74,000; our LinkedIn community is 57,000, with 10,000 new members since September 2014.

This determined and unrelenting focus on CN's digital service has seen the number of subscribers who engage with us digitally grow from 36% in October 2014 to 48% in July 2015.

The number of pageviews across the web and mobile sites has been up year-on-year in nine of the last 12 months.

By launching new products, developing unique content and continuing to grow audiences and engage subscribers, Construction News can confidently claim to be the leading digital information service in the built environment.

URLs mentioned in statement

Exclusive Highways Agency CEO interview: <http://bit.ly/1IQDai8>

Highways Agency CEO Q&A: <http://bit.ly/1Fvublg>

Arch bridge in Spain timelapse video: <http://bit.ly/1hHxws0>

Examples of work

Coverage of Open Doors 2015 <http://bit.ly/1C2nASx>

CN100 data <http://www.cnplus.co.uk/data/cn100/>

Project report <http://bit.ly/1J0HSdc>

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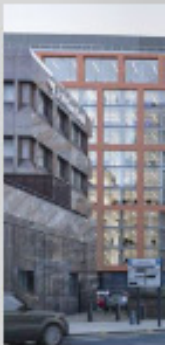
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In the news

17 August 2015

Sleep deprivation, more than 30 degree heat, plenty of PPE gear and sheer drops to my left and right aren't exactly things you'd relish combining.

At any rate, you certainly wouldn't think any mix of the above would be in the least bit enjoyable.

But being perched atop the 90m high Almonte Viaduct in rural Spain – with all those elements combined – is one of the most fascinating trips I've made in my time at *Construction News*.

Aside from an incredibly early start and an always-enjoyable trip on a budget airline, the trip to see the construction of the viaduct was an eye-opening and rewarding experience.

The bridge, which will be part of the Madrid to Badajoz high speed rail line when complete, is being constructed by Spanish firm FCC Construcción.

It will become the third longest arch bridge in the world, after the Krk Bridge in Croatia ([so big](#) it needs its own weather forecast) and [Wanxian Bridge](#) in China.

It's a highly impressive feat of engineering, and my hosts FCC took me through a presentation showing the amazing number of challenges that its construction team has faced.

And it's not just in Spain that these challenges are important – with FCC joining Laing O'Rourke and Murphy in a JV to bid for HS2 work, projects like these are more relevant than ever.

Watch out for the full feature on CNplus tomorrow – but in the meantime, [a time lapse video](#) should help to whet your appetite.

Got five minutes?

CN infrastructure reporter Jack Simpson reveals the [full lineup of joint ventures](#) looking to win civils work on a little project called HS2.

M&A shows no signs of abating with Costain today announcing its latest acquisition. [Rhead Group will be joining for £36m](#).

Got longer?

Deputy editor Tom Fitzpatrick [chats to Highways England's new CEO](#) in an online exclusive about the upcoming spending review, roads capital