



CCE NEWS

MEDIA KIT

2026

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ABOUT US



INDUSTRY VOICE

CCE News is a leading construction media platform dedicated to delivering in-depth coverage of the construction, infrastructure, and heavy equipment sectors across Africa and beyond. We provide industry professionals with timely news, expert analysis, and insights into the latest technologies shaping modern construction.

Our editorial approach combines accuracy, clarity, and innovation, ensuring that every story we publish delivers value to contractors, engineers, equipment suppliers, developers, project managers, and industry decision-makers.

With a rapidly growing digital audience, a high-impact monthly magazine, and a strong presence across multiple channels, CCE News has become a trusted information resource for companies seeking visibility within the construction ecosystem.

Our Mission:

To empower construction professionals with relevant, authoritative content that supports smarter decisions, drives innovation, and connects businesses with opportunities.

Our Vision:

To be the most influential and trusted voice in construction media across Africa.

What Sets Us Apart:

- A strong readership of industry professionals
- Consistent, high-quality editorial content
- Deep coverage of construction equipment, technology, and major projects
- A platform designed to help brands reach engaged decision-makers

1M

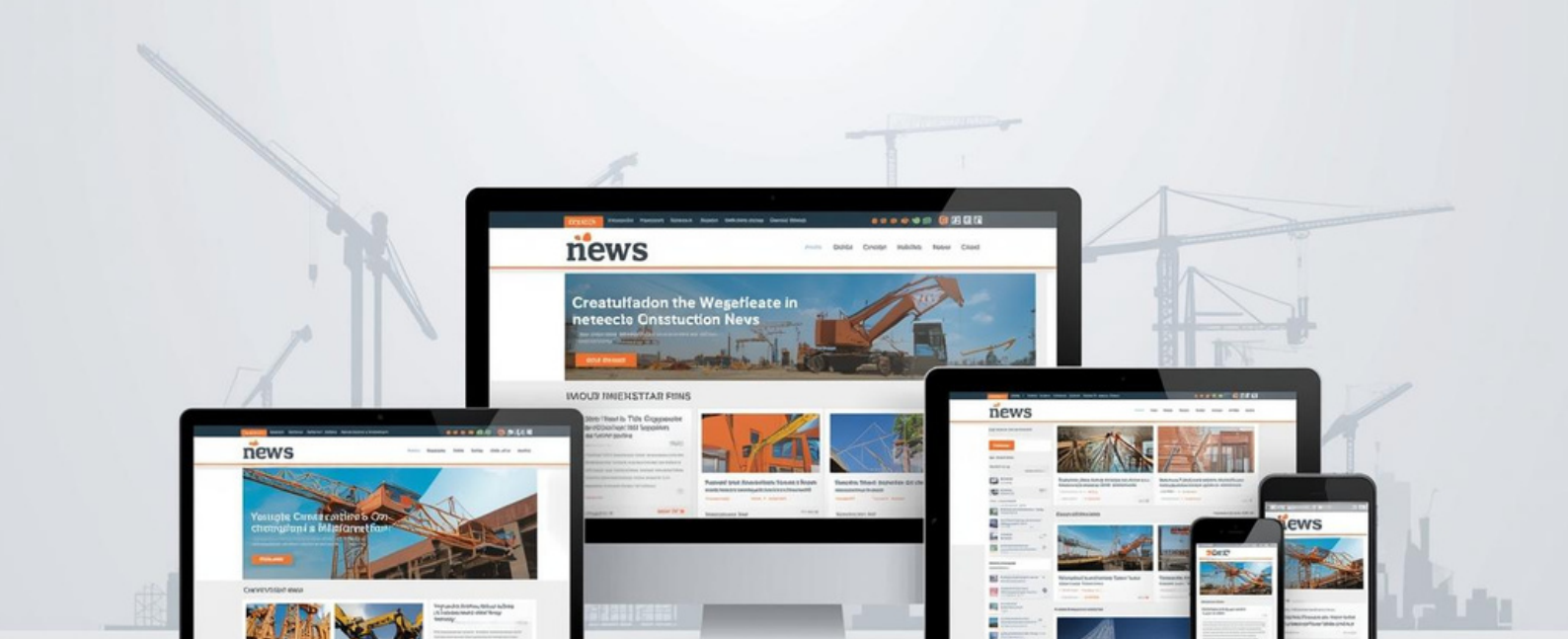
impressions

100K

users

120K

Subscribers



OUR PLATFORMS

CCE News delivers content across multiple high-impact digital channels, ensuring advertisers reach a diverse and highly engaged construction audience. Each platform is designed to connect industry professionals with the latest trends, technologies, and project insights.

Our website serves as the central hub for real-time construction news, market updates, equipment reviews, and industry features.

- High monthly pageviews
- Strong search engine visibility
- Daily updates that keep the audience coming back
- Ideal for display ads, sponsored content, and long-term brand visibility

b) Digital Magazine

CCE News publishes a visually rich, interactive digital magazine that highlights major stories, expert opinions, and equipment innovations each month.

- Premium ad placements (full page, half page, inside covers, back cover)
- Long shelf life and high reader engagement
- Perfect for brand storytelling and showcasing products or services

c) Newsletters

Our curated newsletters deliver top stories, equipment updates, and industry insights directly to inboxes.

- Highly targeted distribution list
- Impressive open and engagement rates
- Great for product launches, event promotions, and premium placements

AUDIENCE PROFILE

a) Demographics

- Professionals: Contractors, Engineers, Project Managers, Site Supervisors
- Executives & Decision-Makers: CEOs, Procurement Managers, Equipment Dealers
- Business Owners: Suppliers, Manufacturers, Developers

b) Geographic Reach

- Primary: Africa (Kenya, South Africa, Nigeria, Egypt, Ghana)
- Secondary: Middle East, Europe, Asia — professionals engaged in African construction projects

c) Industry Segments

- Construction & Civil Engineering
- Infrastructure & Urban Development
- Heavy Equipment & Machinery
- Building Materials & Technology
- Renewable Energy & Green Construction



impression

1M



users

100K

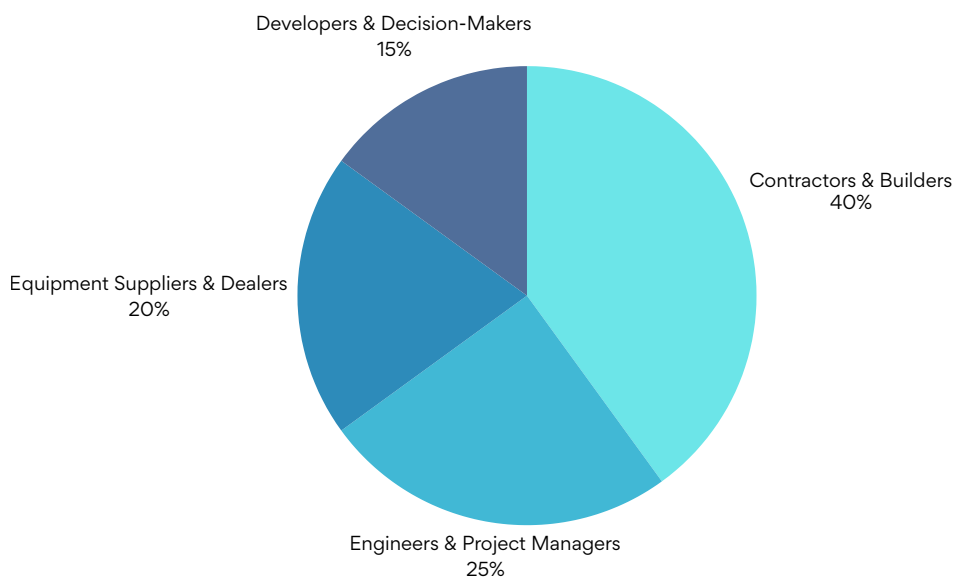


Newsletter

100K



WEBSITE TRAFFIC & ENGAGEMENT



160K

monthly readership



120K

UNIQUE VISITORS



ADVERTISING OPPORTUNITIES

CCE News offers a variety of advertising solutions designed to maximize your brand's visibility and engagement with the construction industry. Our options cover digital, print, and sponsored content opportunities, providing flexibility for campaigns of any size.



a) Website Ads

- Leaderboard (728x90): Top of homepage, high visibility
- Side Banner (300x250): Positioned alongside content for consistent exposure
- Medium Rectangle (MPU): In-article placement for targeted engagement
- Sponsored Content / Native Ads: Seamlessly integrate your message with editorial

b) Digital Magazine Ads

- Full Page / Half Page Ads: Premium placements in our monthly digital magazine
- Inside Cover / Back Cover: High-impact positions for maximum exposure
- Sponsored Features / Product Spotlights: Highlight your equipment or services alongside editorial content

c) Newsletters

- Top Banner Placement: Captures immediate attention
- Sponsored Article / Featured Story: Deliver your message directly to a highly engaged subscriber base
- Product or Event Announcements: Perfect for launches, webinars, and promotions

d) Special Features & Reports

- Themed editions covering specific industry segments (e.g., construction equipment, cranes, smart construction)
- Opportunities for native advertising, advertorials, and branded content
- Align your brand with high-value, niche audiences

d) Social Media Amplification

- Sponsored Posts: Highlight your brand to targeted construction professionals
- Campaign Boosts: Increase reach and engagement of key messages
- Event Promotions: Share product launches, webinars, and trade show highlights

RATES & PACKAGES

Placement		Size	Rate(USD)
Item 1	FULL PAGE	Standard	\$1,000.00
Item 2	Half Page	Standard	\$600.00
Item 3	Inside Cover	Full Page	\$1,200.00
Item 4	Back Cover	Full Page	\$1,500.00
Item 5	Advertorial / Sponsored Feature	Full page	\$500.00

WEBSITE ADVERTISING



 **1M**
IMPRESSIONS

 **120K**
Readership

 **100K**
Newsletter Reach

Placement	Size	Rate(USD)
Side Banner	300x250	400/per month
Leaderboard	728x90	500/month
Sponsored Content / Native Ads	Article	500/placement

EDITORIAL CALENDER

Jan

- **Theme: New Year Outlook & Technology Trends**
 - Industry Predictions 2026: Expert Insights
 - Emerging Technologies in Construction Equipment
 - Sustainability Goals for the Year Ahead
 - Equipment Maintenance Best Practices for Winter
 - Special Feature: Top 10 Construction Equipment Innovations to Watch
-

Feb

- **Theme: Infrastructure & Heavy Equipment**
 - Infrastructure Investment Analysis
 - Heavy Machinery Spotlight: Excavators & Bulldozers
 - Operator Training & Certification Trends
 - Telematics & Fleet Management Solutions
 - Special Feature: Major Infrastructure Projects Preview
-

March

- Site Preparation Equipment Guide
 - Earthmoving Technology Advances
 - Project Planning & Equipment Selection
 - Safety Equipment & Compliance Updates
 - Special Feature: Compact Equipment Buyers Guide
-

April

- **Theme: Spring Construction Season & Rental**
 - Construction Rental Market Trends
 - Equipment Financing Options
 - Attachment Technology Innovations
 - Road Construction Equipment Focus
 - Special Feature: Annual Rental Equipment Report
-

May

- **Theme: Material Handling & Logistics**
 - Material Handling Equipment Review
 - Crane & Lifting Technology
 - Warehouse & Logistics Automation
 - Supply Chain Management in Construction
 - Special Feature: Top Material Handling Innovations
-

June

- **Theme: Mid-Year Review & Summer Projects**
 - Mid-Year Market Analysis
 - Concrete & Asphalt Equipment Spotlight
 - Utility Construction Equipment
 - Electric & Hybrid Equipment Update
 - Special Feature: Equipment Manufacturer Profiles
-

EDITORIAL CALENDER

July

Theme: Technology & Digitalization

- Construction Software & Digital Platforms
- Drone Technology in Construction
- AI & Machine Learning Applications
- BIM & Equipment Integration
- **Special Feature: Digital Transformation Case Studies**

Aug

Theme: Manufacturing & Production

- Manufacturing Sector Equipment Needs
- Factory Automation & Robotics
- Quality Control & Testing Equipment
- Industrial Maintenance Solutions
- **Special Feature: Manufacturing Equipment Showcase**

Sept

Theme: Fall Projects & Equipment Prep

- Autumn Construction Planning
- Equipment Refurbishment & Upgrades
- Demolition Equipment Focus
- Safety Training & Fall Protection
- Special Feature: Equipment Dealers & Distributors Guide

Oct

Theme: Specialized Equipment & Applications

- Specialized Construction Equipment
- Mining Equipment & Technology
- Forestry & Land Clearing Machinery
- Agricultural Construction Crossover
- Special Feature: Niche Market Equipment Review

Nov

Theme: Year-End Review & Sustainability

- Annual Equipment Sales Report
- Sustainability in Construction Equipment
- Electric & Alternative Fuel Equipment
- Carbon Reduction Strategies
- Special Feature: Green Equipment Awards

Dec

Theme: Year Ahead & Industry Outlook

- 2026 Year in Review
- 2027 Market Predictions
- Equipment of the Year Awards
- Winter Equipment Maintenance Guide
- Special Feature: Industry Leaders Interviews

CONTACT US



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