



DIGITAL CONSTRUCTION PLUS

DRIVING DIGITAL ADOPTION
IN THE BUILT ENVIRONMENT

MEDIA GUIDE | 2026



Digital Construction Plus (DC+) is a partnership between Digital Construction Week (DCW) and Atom. Built upon the editorial excellence and digital construction experience of Atom and the reputation and reach of DCW, DC+ supports the drive for digital adoption in the built and managed environments.

Focusing not just on the technology, but also the processes and skills necessary for successful digital adoption, DC+ is your marketing partner for reaching senior decision makers across the built and managed environments, via website, newsletter, email, CPD, webinar and many more advertising opportunities.

DC+ has a specialist digital audience of 13,000-plus email subscribers but also benefits from cross-brand collaborations with Atom's other construction titles which have a combined built environment audience of 70,000 email subscribers.

Justin Stanton, editor, DC+
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Audience

66%	authorise or influence buying decisions
26%	are director level or above
74%	are management level or above

Web stats

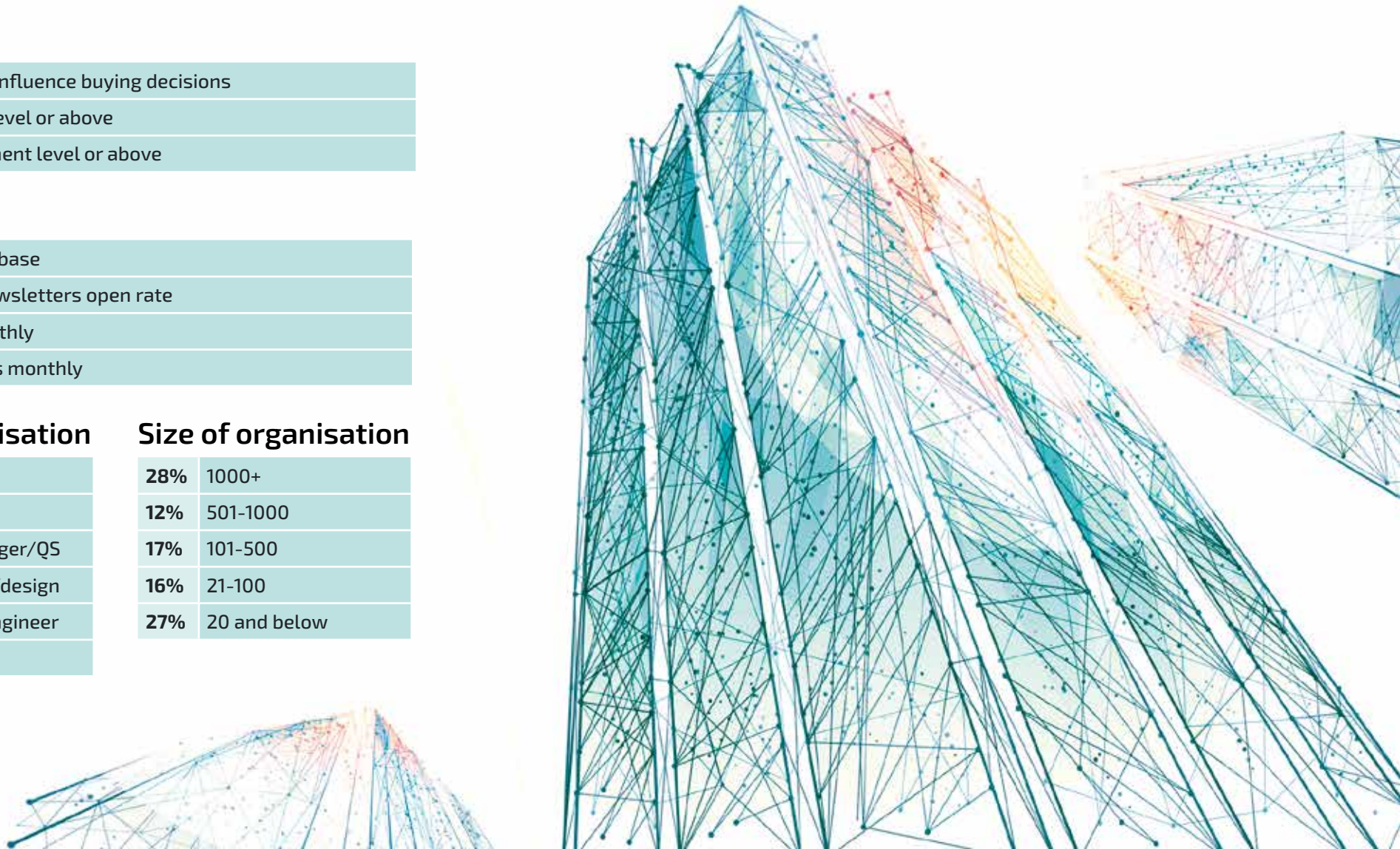
13,000	Email database
38%	Weekly newsletters open rate
20,000	Users monthly
32,000	Page views monthly

Type of organisation

33%	Contractor
18%	Client
14%	Project manager/QS
13%	Architecture/design
12%	Consulting engineer
5%	Housebuilder

Size of organisation

28%	1000+
12%	501-1000
17%	101-500
16%	21-100
27%	20 and below



Commercial partnership options

Webinars

An online seminar enabling sponsors to present to a live audience online, along with industry experts, which is moderated by the DC+ editorial team. Online participants receive an interactive experience that counts towards their CPD points.

Reach:

- Bespoke emails promoting registration for the webinar to 13,000
- DC+ email subscribers with the option of promotion to Atom's 70,000+ built environment email database.
- Extensive engagement with the live audience on the day.
- Average of 250 registrations per session.

Key benefits:

- A one-hour event online with live presentations and audio commentary enabling the sponsor to own the conversation around a key topic.
- Assistance in sourcing industry professionals to present on your topic aligning the sponsor with thought leaders.
- A full promotional programme in the

build-up to the webinar, and promotion of the on-demand version of the webinar.

- Detailed leads returned to the sponsor directly after the session for follow up.

Webinar Investment: £7,000

Contact details

David Smith, commercial manager
david.smith@atompublishing.co.uk



Commercial partnership options

Partner content

- Partner content articles can be supplied by the commercial partner or written and edited by the DC+ editorial team in consultation with the client.
- Prominent position on the DC+ website homepage for one month.
- Promoted via email to our 13,000+ email database.

Rate: £2,000.

Website rates

225 x 1000 Pillar Banners L+R: £1,500 per month

728 x 90 Leaderboard Banner: £950 per month

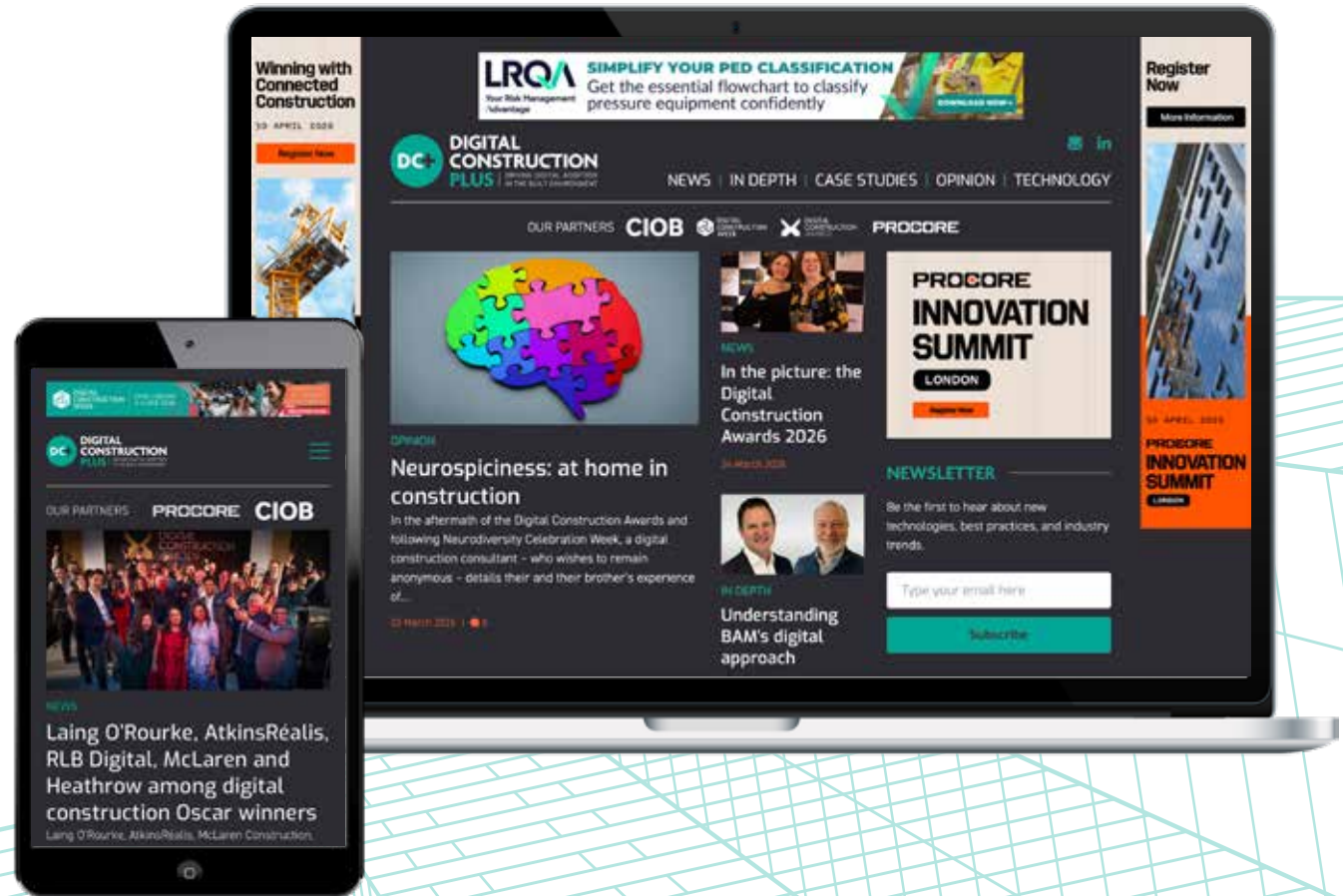
300 x 250 MPU: £800 per month

Newsletter ad rates:

728 x 90 banner on selected newsletter:

Contact details

David Smith, commercial manager
david.smith@atompublishing.co.uk



Commercial partnership options DC+ weekly newsletters

- Sent to our 13,000 opted-in subscribers.
- Achieve an average 35% open rate and a 16% click through rate.
- Banner advertising x 4 newsletters

Rate: £1,000

Solus emails/eblasts

- Your content solely sent to our specialist digital construction audience of 13,000 subscribers.
- Solus emails achieve an average 18% open rate.
- The most effective way to communicate a message to our audience.

Rate: £1,650.

Contact details

David Smith, commercial manager
david.smith@atompublishing.co.uk



Our team

Digital Construction Plus (DC+) is a partnership between Atom and Digital Construction Week (DCW), which brings unrivalled expertise in publishing and events in the digital construction sector.

Editor Justin Stanton is an award-winning journalist who has a high profile across the digital built environment and regularly chairs or speaks at industry events, including DCW and Digital Construction North.

The content, sales and marketing team who work with Justin are experts in creating market-leading content and events for the built environment industry, working with organisations including the Chartered Institute of Building, Royal Institute of British Architects, and Royal Institution of Chartered Surveyors.

DC+ is also a headline partner of the Digital Construction Awards, which is organised in joint venture by Atom and Digital Construction Week. DC+ editor Justin Stanton is co-host of the awards.

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Companies we work with

