

# MEDIA KIT 2025



## ABOUT LYNCHPIN MEDIA



Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision-makers in Europe, the Middle East, Africa, APAC, North America and LATAM.

We have a growing database of over 127 million global business decision-makers. Our ethos is based

on intelligence obtained from targeted campaigns. Understanding our audience enables us to advise our clients and help forecast market trends.

We work with our clients to identify new customers and their requirements.

## OUR OTHER BRANDS



CIO Middle East



CIO APAC



CIO Europe



CIO Africa



CIO North America



CIO LATAM



Intelligent SME.tech



Intelligent CXO



Intelligent CISO



Intelligent Data Centres



Intelligent Fin.tech



Intelligent Health.tech



Intelligent Tech Channels



Intelligent Tech Channels LATAM

### Intelligent CIO

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.

### Intelligent CISO

Our global cybersecurity brand targeted at the EMEA, APAC, North America and LATAM enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while deciding where to prioritise business investment.

### Intelligent Data Centres

Designed to bring the latest news and trends to the EMEA, APAC, North America and LATAM data centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end-user.

### Intelligent Tech Channels

Aimed at the EMEA, APAC, North America and LATAM vendor partner ecosystem covering news, trends and features; offering unparalleled advice to the regional channel community.

### Intelligent CXO

The intelligence platform aimed at business professionals across EMEA, APAC, North America and LATAM. It focuses on business growth, successes and how to manage businesses intelligently, with expert insight from C-level executives and business profiles.

### Intelligent SME.tech

Intelligent SME.tech is a technology intelligence platform aimed at the SME sector across EMEA, APAC, North America and LATAM, showcasing how technology solutions are helping small and medium-sized businesses to scale.

### Intelligent Health.tech

Designed to bring the latest healthcare news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

### Intelligent Fin.tech

Designed to bring the latest financial news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

## WHAT WE DO

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends.

We work with our clients to identify new customers and their requirements. In a nutshell, we:

- » **CREATE** original, thought leading content
- » **ENGAGE** senior IT and business leaders globally
- » **DELIVER** powerful campaigns and targeted leads



## ABOUT INTELLIGENT BUILD.TECH

*Intelligent Build.tech* is a technology intelligence platform helping to share building innovations globally. It is aimed at the construction sector across EMEA, APAC, North America and LATAM.

Construction has always been a leading vertical for our other publications and, in turn, we have launched a brand specifically dedicated to it. This industry is a leader in technology, with rapid advancements constantly

developing within this space. It can be difficult for decision-makers to keep track of all of the changes.

*Intelligent Build.tech* aims to calm the storm by gathering the latest information across the vertical and presenting it on one platform. Subsequently, this will inform key decision-makers through thought leadership and industry expertise, ultimately allowing senior executives to form well-rounded conclusions.



# EDITORIAL SECTIONS

We hope you enjoy the magazine and if you'd like to contribute to any future issues, please do not hesitate to contact [ellen@lynchpinmedia.com](mailto:ellen@lynchpinmedia.com)

## NEWS

Latest news round-up from across the sector



## THE BLUEPRINT

Whitepapers from industry experts



## FOUNDATION FRAMEWORK

New research and predicted trends within the industry



## INFOGRAPHIC

A graphic which highlights key research findings or talking points in an accessible manner



## PROJECT MANAGEMENT

Regional updates from across the building sector



## EDITOR'S QUESTION

Every month, we pose industry experts a question pertinent to the issues of the day



## AT GROUND LEVEL

Thought leadership focusing on industry growth and the individual



## FEATURE

A feature set in accordance with the editorial calendar



## SURVEYING THE SECTOR

A set feature highlighting a specific sector within the industry



## FROM PILLAR TO POST

A feature focusing on intelligent building technology from across the globe



## SPECIALIST INSIGHT

A case study/C-suite profile, featuring the latest ideas and implementations within the building space



## INTELLIGENT SYSTEMS

Covering automation, cloud, network, green, BIM and security solutions



## THE DEBRIEF

Q&A with a C-level executive



## FUTURE PROOFING

Thought leadership showcasing the latest technology



## CLOCKING OUT

Thought leadership from an industry expert



**P**lan your PR and marketing activities with *Intelligent Build.tech*. Our editorial calendar enables partners and clients across EMEA, APAC, North America and LATAM to align their key messaging with upcoming features.

Whether it is a product launch, a new solution, research or an opportunity to position individuals as thought leaders in their area of expertise, our forward plan enables clients to strategically target key industry professionals.

**EDITORIAL ENQUIRIES**

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2025

<p><b>JANUARY</b></p> <p><b>FEATURE</b> CAD</p> <p><b>SECTOR</b> Surveying</p> <p><b>APAC</b></p>	<p><b>FEBRUARY</b></p> <p><b>FEATURE</b> Green technology</p> <p><b>SECTOR</b> Energy</p> <p><b>NORTH AMERICA</b></p>	<p><b>MARCH</b></p> <p><b>FEATURE</b> Urban development</p> <p><b>SECTOR</b> Planning &amp; Design</p> <p><b>EUROPE</b></p>
<p><b>APRIL</b></p> <p><b>FEATURE</b> Camera Systems</p> <p><b>SECTOR</b> Government</p> <p><b>AFRICA</b></p>	<p><b>MAY</b></p> <p><b>FEATURE</b> Education</p> <p><b>SECTOR</b> Trade</p> <p><b>LATAM</b></p>	<p><b>JUNE</b></p> <p><b>FEATURE</b> Machine Learning</p> <p><b>SECTOR</b> Oil &amp; Gas</p> <p><b>MIDDLE EAST</b></p>
<p><b>JULY</b></p> <p><b>FEATURE</b> Smart Cities</p> <p><b>SECTOR</b> Transport</p> <p><b>APAC</b></p>	<p><b>AUGUST</b></p> <p><b>FEATURE</b> BIM</p> <p><b>SECTOR</b> Engineering</p> <p><b>NORTH AMERICA</b></p>	<p><b>SEPTEMBER</b></p> <p><b>FEATURE</b> 3D Printing</p> <p><b>SECTOR</b> Architecture</p> <p><b>EUROPE</b></p>
<p><b>OCTOBER</b></p> <p><b>FEATURE</b> Wildlife</p> <p><b>SECTOR</b> Environment</p> <p><b>AFRICA</b></p>	<p><b>NOVEMBER</b></p> <p><b>FEATURE</b> Drones</p> <p><b>SECTOR</b> Manufacturing</p> <p><b>LATAM</b></p>	<p><b>DECEMBER</b></p> <p><b>FEATURE</b> Autonomous heavy equipment</p> <p><b>SECTOR</b> Infrastructure</p> <p><b>MIDDLE EAST</b></p>

## AUDIENCE BREAKDOWN

In 2023, Deloitte published its industry outlook for the year. The company predicted five main trends would shape the sector: market dynamics, supply chain, the future of work, emerging technologies and sustainability. It reasoned that while the engineering and construction sector had been historically slow to adopt new technologies, industry players were paying increasing attention to digital developments. It said that increasing global supply chain disruptions, competition, skill shortages and higher prices made the need for Digital Transformation that much stronger.

Additionally, when McKinsey & Company hosted its annual Global Infrastructure Initiative Summit, leaders from across investing, construction, energy, transportation and real estate gathered to discuss sustainability within the sector. The summit focused on the role of infrastructure in decarbonisation and how companies can transition towards net zero. This highlights the future of this vertical, with green energy being a pivotal point in the industry. However, despite this heightened focus, the United Nations Environment

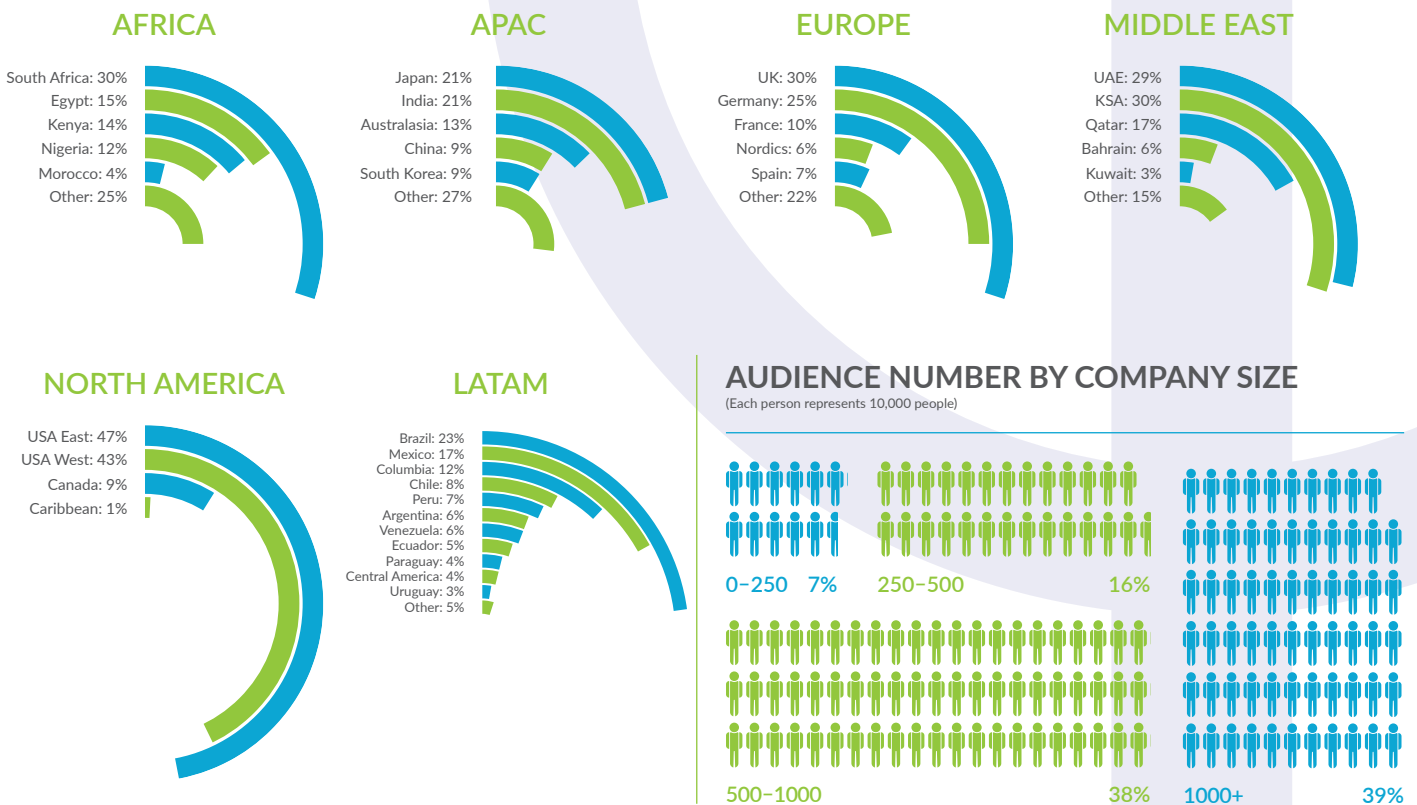
Programme's 2022 *Global Status Report for Building and Construction* found that the sector was not on track to achieve decarbonisation by 2050. Needless to say, this is concerning.

But, all of this cannot be done without technology. To achieve net zero, businesses must embrace Digital Transformation for growth and sustainability. *Intelligent Build.tech* aims to inform key decision-makers about developments within the industry and how technology can bring together construction and the environment.

Furthermore, our integrated platforms enable the industry to receive the content it needs in a manner that suits it. It is our unparalleled understanding of this audience that enables *Intelligent Build.tech* to deliver effective campaigns aimed at ensuring maximum return on investment, combined with sustained brand awareness across our digital platforms. Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience.

## AUDIENCE % BY REGION

As of 1 October 2024, *Intelligent Build.tech* communicates with more than 3,532,361 industry professionals globally.



## AUDIENCE NUMBER BY JOB FUNCTION

Lynchpin Media works with strategic global partners to deliver campaigns using our own and third partner data. This helps deliver targeted campaigns, using different results driven tactics.



**TOTAL AUDIENCE NUMBER: 3,532,361**

### SOLUTIONS

#### *Brand awareness*

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.

#### *Content creation and marketing*

Creating and promoting high-quality content delivered across all platforms of our 'intelligent' brands.

#### *Customer publishing*

Our expert editorial team create bespoke, multimedia customer publications.

#### *Events*

Create a variety of events, of any size, to promote face-to-face engagement.

### STRATEGIC CONTENT SERVICES

Our team can help client content stand out from the crowd.

#### *Customer case studies*

Customer case studies will feature on the magazine cover across print and digital editions, as well as on our social media channels.

#### *Case study licensing*

We create and share our clients' content across our publications before putting it into a format they can use for their own marketing purposes.

#### *Vendor cover stories*

Through our vendor cover stories, clients will be positioning themselves as thought leaders in their field.

#### *Content creation: print, digital and video*

Our content specialists create bespoke packages, which can be shared across our channels and digital platforms, including newsletters.

#### *Intent-based marketing*

Targeted campaigns using client content to generate industry insight and generate targeted leads.

#### *Account-based marketing*

Targeting leads from a specific set of accounts provided by the client.

#### *BANT qualification*

Obtain specific information from targeted leads with additional data collection.

#### *Inside sales and telemarketing support*

Help qualify and promote your company solutions through dedicated call staff, targeting your specific market.

#### *Supplements and e-books*

We can build bespoke packages around individual requirements and promote content across all channels.

#### *Virtual interviews*

Our content specialists conduct virtual interviews with clients, which are shared across our range of content platforms.

#### *Webinars*

Entirely dependent on client needs, we can help drive participants to online events or organise and run webinars on their behalf.

#### *Technology event coverage*

We build packages based around individual requirements, including the creation of event micro-sites, newsletters and live blogs.

### CONTACT US FOR A TAILORED SOLUTION:

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# GET IN TOUCH

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MEET OUR FULL LYNCHPIN MEDIA TEAM



Other Lynchpin Media documents:



Media Deck



CXO Communities



CXO Vision



CXO Priorities

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