

BOOST YOUR BRAND with Highways News

www.highways-news.com

Do you want to get your brand and
expertise front-and-centre in our industry?

Reach the right people day after day
with Highways News.

— WHO WE WORK WITH —



About Highways News

Highways News specialises in being “the only place you need to go for everything you need to know” when it comes to the Highways and Transport Technology Industries.

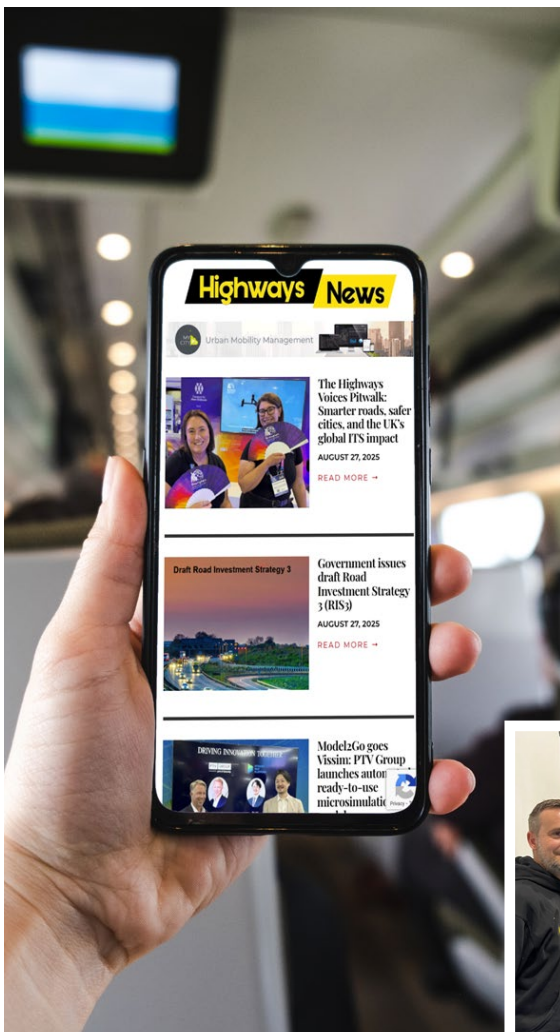
Since Spring 2020, Highways News has delivered a daily email into inboxes of decision makers across the UK summarising key news stories about government decisions, infrastructure projects, contract opportunities and awards, new inventions, personnel changes and much, much more. Highways News also reports from domestic and global trade shows, ensuring the most up to date information in the sector is communicated as it happens.

Our readers rely on the daily briefing to keep them abreast of the industry, and our partners benefit from getting their brand in front of thousands of pairs of eyes six days a week, subtly boosting awareness of them and their solutions. The quantity of stories and frequency of our newsletters into people’s inboxes means they don’t have to look anywhere else for their updates, which creates reader/subscriber loyalty and reliance, leading to an

average open rate of more than 50% every time we communicate with our subscribers*.

In addition, and to allow our readers to consume our content however they choose, stories are posted on LinkedIn, X and Facebook. This is further supported by regular podcasts, Highways Voices, every week, with extra programmes produced from key industry events around the world.

Highways News is run by Paul Hutton and Adrian Tatum, with support from reporter Kevin Borrás and designer Ed Miller. Between them, the trio of reporters have spent more than 50 years in the highways/intelligent transport systems industries.



Partnership opportunities

We have a variety of partnership opportunities to suit every budget and requirement. However, we are always open to finding bespoke solutions for companies with specific needs. Examples of our partner opportunities are:

Platinum | £1,450pcm

- ✓ Banner on daily email and tile on Highways News website
- ✓ At least two podcast interviews per year plus sponsorship of, and inclusion in, the official podcasts from Highways UK
- ✓ Attendance at at least one company event per year to host a session or record interviews
- ✓ Monthly editorial meetings with company editorial staff
- ✓ Inclusion of all company news stories on the Highways News site
- ✓ Inclusion of all company news stories on social media posts

Gold | £1,000pcm

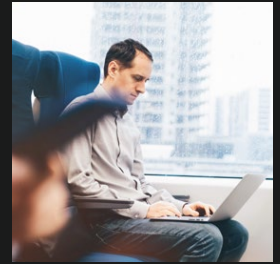
- ✓ Banner on daily email and tile on Highways News website
- ✓ At least one podcast interview per year plus inclusion in the official podcasts from Highways UK
- ✓ Monthly editorial meetings with company editorial staff
- ✓ Inclusion of all company news stories on the Highways News site
- ✓ Inclusion of all company news stories on social media posts

Silver | £750pcm

- ✓ Banner on daily email and tile on Highways News website
- ✓ Inclusion in the official podcasts from Highways UK
- ✓ Inclusion of all company news stories on the Highways News site
- ✓ Inclusion of all company news stories on social media posts

Bronze (designed primarily for start-ups and micro businesses) | £225pcm

- ✓ Inclusion in a rotating banner with other Bronze partners on daily email and tile on website
- ✓ Inclusion of all company news stories on the Highways News website
- ✓ Inclusion of all company news stories on social media posts



Packages are based on 12-month subscriptions and plus VAT.

The team will work to deliver a package that suits your communications needs and timeline.

Facts & Figures

Between the newsletter and social media followers, **Highways News** has more than 10,000 subscribers* which have been built completely organically and include key decision-makers from:

- ✓ National Highways – at present more than 100 subscribers to **Highways News** work for National Highways, including senior board members
- ✓ Various officers within the devolved assemblies and Regional Transport Authorities such as Transport Scotland, Transport for Greater Manchester, Transport for West Midlands and Transport for the North etc
- ✓ Department for Transport – read by senior officials and the offices of ministers responsible for transport and highways
- ✓ Local Authorities – at least one representative from every highway authority in England is on the mailing list, including those responsible for place, highway maintenance, major road schemes, active travel, traffic and network management, and transport planners
- ✓ Specialist supply chain partners of the whole sector
- ✓ ALL of the major Tier 1 and 2 contractors plus private sector consultancies

Seniority of personnel include: Chief Executives, Managing Directors, Regional Directors, Senior Managers, Contract Managers, Project Directors, Highways Engineers, Chief Engineers, plus those with specialist highway roles within their organisations.

*As of summer 2025

"Highways News is a key component of Kiely Bros' marketing and communication strategy. The frequency and depth of their audience means that we can communicate our message directly to industry over a trusted and independent platform. Social media posts by us are not as credible as third-party journalism..."

– **Lauren Kiely,**
Head of Marketing

"Since working with *Highways News* we at AGD have experienced an increase in external knowledge about our company, its products and the solutions we offer. Providing us with visibility to the people that matter gives us the coverage we sought. Paul, Adrian and the team at *Highways News* are a pleasure to deal with..."

– **Kieran Corbally,**
Senior Commercial Manager

"JCT Consultancy has retained *Highways News* as our official Media Partner for several years. Staffed by professional Journalists and Broadcasters and with access to leading professionals in the creative industries they have raised JCT's profile to the next level. *Highways News* are innovative, reliable and cost effective and we wouldn't look anywhere else for support..."

– **John Nightingale, Director**

"Everyone at LCRIG values working with *Highways News*. Their journalism is consistently timely, balanced, and accurate, capturing what's happening across the industry while championing the excellent work being done every day in both the public and private sectors..."

– **Susanne Ingham,**
Director of Relationships



About our team

✉ partnerships@highways-news.com



Paul Hutton (Co-Founder and Director) is a mathematics graduate who then attained a postgraduate diploma in broadcast journalism, starting his career presenting and reporting on local and national radio and TV. He moved into traffic information management in 2000 and ran the operations of two radio traffic news companies, supplying almost every station in the UK, and also overseeing information gathering and dissemination in Australia, Canada and the US. Since 2011 Paul has worked as a journalist on various trade publications and advised transport technology organisations on their media strategies and is a well-known moderator and interviewer at major events and extremely well connected within the global transport technology industry. Paul is regularly asked to comment on the industry on mainstream media.



Adrian Tatum (Co-Founder and Director) is a highly experienced business-to-business journalist, editor and content director spending more than 18 years in the highways, transport and infrastructure sectors. Adrian has a strong track record of creating content that really helps his readers better understand the opportunities for their business and the communities they serve. He also has the ability to look at businesses with this experience as well as through the eyes of a journalist, helping them to engage more effectively through content and insight. During his time in the sector, he has been regularly engaging with local authorities, key transport organisations and the leading Tier 1 and 2 contractors as well as the industry's key suppliers, innovators and academics. He has interviewed Ministers, business leaders from all over the globe and other politicians such as European Commissioners.



Kevin Borrás has been writing about Intelligent Transport Systems and smart mobility for more than 27 years. He has edited several leading magazines and co-owned his own media business which included a joint venture publication with the network of European cities and regions, Polis, working together on sustainable mobility and innovation. Kevin has worked on over 20 European transport research projects as a media disseminator, has organised numerous transport-themed events and has chaired and moderated dozens of ITS-related events across the world, notably in the US and Australia. In addition to his work with *Highways News*, Kevin is a freelance media consultant, writer and editor.



Ed Miller (Co-Founder and Director) obtained a postgraduate qualification in periodical journalism in 1995 and worked as an editor for Janes, the global open-source intelligence company specialising in military, national security, aerospace and transport. He moved into media production and design, later working for IPC Magazines on their marine portfolio of titles. In 2013, after six years with United Business Media, he went freelance and formed his own company supplying print and web design services in a variety of sectors including transport/ITS, defence, construction, law, leisure, marketing and sport.

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