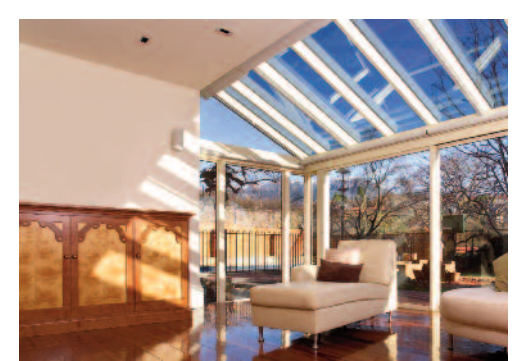
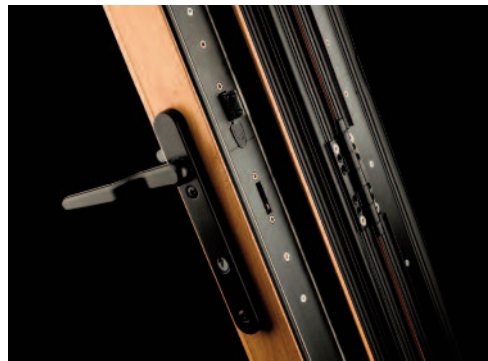


The Installer Media Pack 2017



About The Installer



Published by The Profinder Group Limited, The Installer is printed and posted to its Trade Readership and circulated electronically to over 11,000 installers on the Insight Data list and to over 2,000 Certass and MWCIA members – we are The Official Journal for both organisations. Advertisers who want to target the largest circulation of installers can be assured of no wastage.

The Profinder Group databases features 7,831 installers in the window, conservatory, doors and home improvement sector.

For advertising enquiries call Steve Anthony 07967 585475 or Mehreen Haroon 07814 209789

Installer Informed

Installers need a magazine that focuses on their issues and can diversify its content in line with their need and desire to diversify their businesses.

Yet The Installer is still an easy and informative read – exactly what installers want.

The Profinder Group's magazines are the only titles in the market to track down news of upcoming building and refurbishment projects – the projects readers need to be bidding on before they come to fruition not after they've been completed.

We never publish more than 56 pages per issue as we believe anything more becomes unfocused and un-readable. Along with sister publication – The Fabricator – we publish a minimum of 80 pages per month, every month

The Installer is available in both an easy to download PDF format and in a Page Turning App at: www.profinder.eu

The Installer – Job Title 11,031

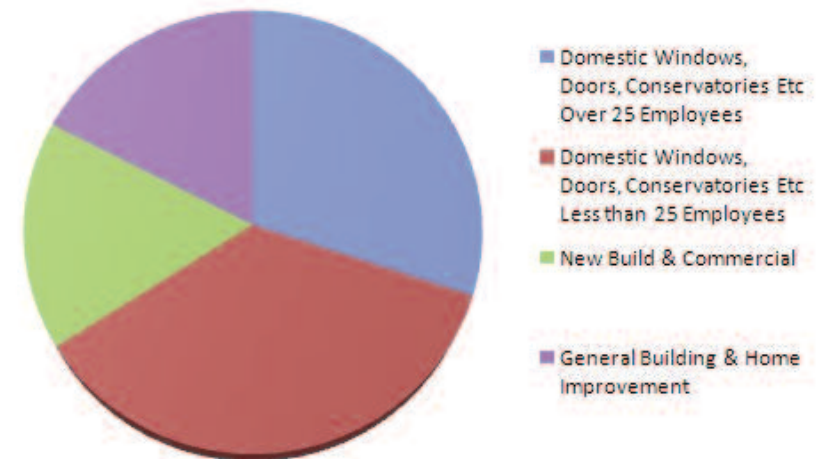
| | |
|---|------|
| Owner; Partner; Managing Director; Director | 5018 |
| Fitter; Installer | 3348 |
| Sales | 1486 |
| Other | 1179 |

N.B. Some organisations will receive multiple contacts

The Installer – By Region 11,031

| | |
|------------------|-------|
| Scotland | 586 |
| Northern Ireland | 603 |
| North-West | 2343 |
| North-East | 1,864 |
| South-West | 1,578 |
| South-East | 1,902 |
| Midlands | 2,155 |

The Installer – By Type 11,031



The **Installer** Features

The Installer magazine reports on all aspects of installation in the windows, doors, conservatories and wider home improvement market.

On a monthly basis it reports on new products, processes and services and also considers business critical issues such as Health & Safety, Accreditation, Marketing, Minimum Technical Competence, Recycling and Fleet & Vehicle Management.

In addition to special features, regular sections in the magazine report on different sectors such as the new build, housing association market or commercial property installation.

As the leading publication just for installers, we also step outside of the box and look at New Business Opportunities to assist the nation's most established home improvement sector in keeping its already extensive portfolio of additional products and services up-to-date.

For advertising enquiries call
Steve Anthony 07967 585475 or
Mehreen Haroon 07814 209789

January 2017

- Conservatories & Conservatory Accessories
- Doors

February 2017

- Doors continued
- Hardware & Security

March 2017

- Energy Efficiency
- Packers & Sealants

April 2017

- FIT Show Preview
- Orangeries/Exterior Buildings
- Bi-fold & Sliding Doors

May 2017

- FIT Show Guide
- Aluminium Systems
- Glass & IGUs

June 2017

- FIT Show Review
- Vertical Sliders & Heritage
- Roofs & Roofline
- Steel Windows

July 2017

- Conservatories & Conservatory Accessories
- Doors
- Timber Products

August 2017

- Doors continued
- Hardware & Security
- Software

September 2017

- Energy Efficiency
- Lead Generation
- Packers & Sealants

October 2017

- Orangeries/Exterior Buildings
- Bi-fold & Sliding Doors

November 2017

- Aluminium Systems
- Structural Glazing
- Glass & IGUs

December 2017

- Vertical Sliders & Heritage
- New Business Opportunities

The editor welcomes articles written for specific features or of general interest. Call 07813 016005 or email brian.shillibeer@profinder.eu General Press Releases should be sent to installer@profinder.eu

Rates & Data

Circulation

The Installer is distributed to named individuals on a free circulation basis whilst we also provide a substantial digital option. The journal is targeted at readers with considerable budgets – and real buying power. We have countless regular advertisers who all book and re-book because of the substantial number of enquiries they receive.

Our postal and email lists have been developed over many years and are updated monthly and we regularly attract new readers via promotions and by attending industry events.

The Installer is the official journal of both [Certass](#) and [The Master Window & Conservatory Installers Association](#). All members receive a copy.

The magazine has a readership in excess of 7,000 targeted exclusively at installers in the window, conservatory, doors and home improvement market.

Front Cover packages

| | |
|--------|--|
| £2,950 | Front Cover with DPS Cover Story |
| £2,500 | Front Cover with Single Page Cover Story |

Prices on application for other Cover Options including Gatefold

Display Advertising Rates

| | | | |
|----------------------|---|---|----|
| Number of insertions | 1 | 6 | 12 |
|----------------------|---|---|----|

All rates are quoted as full colour

| | | | |
|--------------|--------|--------|--------|
| DPS | £1,950 | £1,660 | £1,465 |
| Full Page | £1,050 | £895 | £790 |
| Half Page | £575 | £490 | £435 |
| Quarter Page | £350 | £300 | £265 |

Special Positions

| | | | |
|----------------------------|-----------------------------|--------|--------|
| Number of insertions | 1 | 6 | 12 |
| Back Cover | £1,500 | £1,275 | £1,125 |
| Inside Front Cover | £1,350 | £1,150 | £1,020 |
| Inside Back Cover | £1,150 | £1,000 | £865 |
| First Right Page | £1,250 | £1,070 | £940 |
| Opposite Comment | £1,250 | £1,070 | £940 |
| First Page of Feature | £1,150 | £1,000 | £865 |
| Opposite Technical Article | £1,250 | £1,070 | £940 |
| Inserts | £90 per 1,000 10g and under | | |

(other weights and sizes subject to quotation)

Classified and Semi-Display

| | | | |
|----------------------|---|---|----|
| Number of insertions | 3 | 6 | 12 |
|----------------------|---|---|----|

Prices are per insertion – minimum three consecutive insertions.
Discounted rates are available for mono adverts.

| | | | |
|--------------------------|------|------|------|
| Half Page | £375 | £320 | £285 |
| Quarter Page | £225 | £195 | £170 |
| Eighth of page | £165 | £145 | £85 |
| Sixteenth of Page | £95 | £80 | £70 |
| Single Column Centimetre | £20 | £18 | £15 |

Minimum three centimetres

Advertising Material

Our production system is set up to receive your ads in the two most popular and flexible hi-res formats: PDF files or JPEG images. Please ensure these are at minimum resolution of 300dpi, or production charges may be incurred.

For further details, please e-mail john.roper@profinder.eu

Publishing Schedule

| | |
|---------------------------|-----------------------------------|
| Display Ad Copy | 1st of the month of publication |
| Classified & Semi Display | 1st of the month of publication |
| Inserts | 8th of the month of publication |
| Publication date | Second Monday of the month |
| Cancellation | 6 weeks prior to publication date |

Mechanical Data

The publications are printed offset litho and saddle-stitched.

Page Sizes

| | |
|----------------------|---------------------|
| Full Page Bleed | h: 303mm x w: 216mm |
| Trimmed Size | h: 297mm x w: 210mm |
| Text Area | h: 265mm x w: 184mm |
| DPS Bleed | h: 303mm x w: 426mm |
| Trimmed Size | h: 297mm x w: 420mm |
| Text Area | h: 265mm x w: 394mm |
| Half Page Horizontal | h: 130mm x w: 184mm |
| Half Page Vertical | h: 265mm x w: 89mm |
| Quarter Page | h: 130mm x w: 89mm |

Contacts

The Installer Editor

Brian Shillibeer

brian.shillibeer@profinder.eu

T.+44 (0)7813 016005

Publications Assistant Editor and Administrator

Cathryn Ellis

cathryn.ellis@profinder.eu

T.+44 (0)7807 374932

Publications Accounts and Advertising Administrator

Chris Sims

chris.sims@profinder.eu

T.+44 (0)1255 860613

Advertisement Sales

Steve Anthony

T.+44 (0)7767 626786

steve.anthony@profinder.eu

Advertisement Sales, Classified & Special Projects:

Mehreen Haroon T.+44 (0)7814 209789

mehreen.haroon@profinder.eu