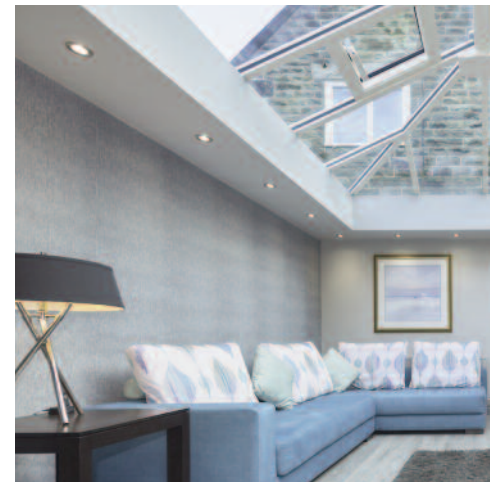


# The **Installer** & THE FABRICATOR

## Media Information Pack

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# About The **Installer** & THE FABRICATOR

In 2017, ninety per cent of all readers of The Installer and The Fabricator were still engaging with print media. Five years later in a post-covid, work remotely, engage with technology world, the number of those fabricators and installers accessing their media on digital platforms has grown exponentially.

Profinder Media Limited, a company with a 35-year heritage in publishing and a reputation of innovation and trend setting has been swift to accept that websites, e-newsletters and social media engagement are the preferred choice for most when it comes to news and industry news. Digital magazines are king when it comes to features. So we have taken our magazines (and our websites) and optimised them for the digital environment – bigger font sizes, more pictures, double-page editorial spreads and easy navigation are just some of the things we've opted to do to make everything readable on every device and screen size.

As with everything we do, our readers are always the most important to us – and by insisting on that, we ensure our advertisers always get the best return on their advertising investment.

Published by Profinder Media Ltd, The Installer and The Fabricator have built a reputation that is second to none for quality, reliability and value for money. Each publication is circulated to its own prescribed target audience. Profinder Media still holds the largest database of installers and fabricators in the sector. The Installer is targeted exclusively at installers in the commercial façades and windows, doors, extensions & other home improvements market. The Fabricator goes to fabricators operating in the fields of commercial façades and windows, doors, conservatories & IGUs along with other major specifiers.

## Fabricator Focused

Fabricators are diversifying by adding to the range of products they make and stock and by adopting different materials. They're producing composite doors, conservatories and bi-folds and increasing their channels of distribution. Nearly all fabricators handle glass – few just make frames anymore.

Never has it been more important for fabricators to have their own dedicated media – one that educates and informs directly about their business sector whilst keeping them abreast of manufacturing and production innovation from all areas of industry.

## Installer Informed

Post-pandemic has seen a boom for installers and this is likely to continue through 2022. Consumers want to improve their homes which for many will be a place of work. Those selling systems that extend the footprint of a property will make great gains.

There will be continued expansion in the house building market, so again those operating in that sector will see profits rise.

Installers need media channels that focus on their issues and can diversify its content in line with their need and desire to diversify their businesses. The Installer runs both technical articles and those that advise on business opportunities. The Installer is an easy but informative read – exactly what installers want.





# THE FABRICATOR

## Editorial Guidelines & Features

Here you will find a list of The Fabricator's core features. Each month we also run topical features which are either written by our editorial team or commissioned from external writers.

The Fabricator is the only publication covering the window, door, conservatory, glass unit and facade sector that runs externally sourced features specifically on manufacturing best practice principles.

We are always happy to discuss feature submissions with potential contributors. We will require a brief synopsis of the feature idea by email to the editor along with full contact details.

We would be obliged if contributors also provide suitable photography and/or illustrations.



### THE FABRICATOR

#### January

Heritage  
IT & Marketing

#### February

Doors  
Conservatories &  
Rooflights

#### March

Security & Hardware  
Doors continued

#### April – Fit Show Preview

Energy & Environment  
Machinery

#### May – FIT Show Issue

Garden Doors &  
Extensions

Decorative Finishes

#### June – Fit Show Review

Aluminium Systems  
Commercial Installations

#### July

Heritage  
IT & Marketing

#### August

Doors  
Conservatories &  
Rooflights

#### September

Security & Hardware  
Doors continued

#### October

Energy & Environment  
Machinery Maintenance

#### November

Garden Doors &  
Extensions

Decorative Finishes

#### December

Aluminium Systems  
Commercial Installations



The Fabricator is the only publication covering the window, door, conservatory, glass unit and facade sector that runs externally sourced features specifically on manufacturing best practice principles.

### BUSINESS FEATURES

Industrial Maintenance  
Fleet & Transport  
Business Matters  
Tools & Accessories  
Health & Safety  
Glass & IGUs  
Education & Training  
Videos (website only)

# The Installer

## Editorial Guidelines & Features

Here you will find a list of The Installer's core features. Each month we also run topical features which are either researched and written by our editorial team or commissioned from external writers.

The Installer is the only publication covering the window, door, conservatory and wider home improvement market that runs externally sourced features specifically on business best practice principles covering everything from insurance through to health & safety and training.

We are always happy to discuss feature submissions with potential contributors. We will require a brief synopsis of the feature idea by email to the editor along with full contact details.

We would be obliged if contributors also provide suitable photography and/or illustrations.



### January

- Doors
- Conservatories & Skylights

### February

- Security & Hardware • Doors continued

### March

- Energy & Environment
- Roofs & Roofline • Maintenance

### April – FIT Show Preview

- Garden Doors & Verandas
- Decorative Finishes

### May – FIT Show Issue

- Aluminium Systems
- Commercial Installations

### June – FIT Show Review

- Heritage Windows & Doors
- IT & Marketing

### July

- Doors
- Conservatories & Skylights

### August

- Security & Hardware • Doors continued

### September

- Energy & Environment
- Roofs & Roofline • Maintenance

### October

- Garden Doors & Verandas
- Decorative Finishes

### November

- Aluminium Systems
- Commercial Installations

### December

- Heritage Windows & Doors
- IT & Marketing
- New Business Opportunities

**The Don Waterworth Technical & Legal Column**

### Meet Basic Standards Or Don't Do The Job

If you still believe that a conservatory does not need to comply with the Building Regulations you're not up to the job of installing them writes The Installer's technical editor Don Waterworth of Harley Arms Street.



... certain amount of finished roof and walls, does not require Building Regulations approval or that the standards set out within the Approved Documents do not apply in nearly all cases there. Typically the requirement to ensure that there is a minimum of 1.02m from the DPC down to the external ground level must be complied with.

**Make good**  
And if it's not quite up to professional standards to incorporate that the external ground level will be less than 100mm and therefore make suitable adjustments, to ensure that the Regulations are complied with. Taking the evidence shown in the Photograph, an Acas surface drain could be fitted and attached to the top of the wall or alternatively a French drain. However and in any event, a window company should not issue a householders with a job limited to this one, unacceptable standard.

**I wouldn't try if I were you**  
N.B. should you ever decide to challenge the standards set out in the Building Regulations then a Judge in court would expect you to prove that your alternative would perform as good or better than the standards set out in those Regulations. I wouldn't try if I were you.

**Keep Well, Keep Safe, Don.**

This article has been authored by our technical writer – Technical Supervisor Don Waterworth at [donwaterworth@harleyarms.co.uk](mailto:donwaterworth@harleyarms.co.uk)

Don also acts as an Expert Witness and an Accredited Mediator  
Tel: 0800 194922  
Monday-Thursday  
10.00am-5.00pm

**FENSA Column**

### Positive 2021 Says Survey

A new survey conducted by FENSA seeks to add substance to positive evidence regarding marketplace trends.

In keeping with FENSA's increasing duty of care towards its Approved installers, a survey was carried out amongst all members during November and December 2020.

FENSA is the largest conservatory scheme in the UK, representing over 8,200 of the most active window and door installers in England and Wales. The survey is open to all conservatory installers to complete to measure business levels, opinions and proposals for the future.

The results of this survey, published on the first of January, are a positive outlook to conservatory work, with the survey showing that sales are likely to increase in 2021, with a significant increase in the number of enquiries and orders. The survey also shows that 74.8% of respondents expect to see an increase in enquiries and orders in 2021, with a significant increase in the number of enquiries and orders.

**Supply chain**  
The rising market performance was however mitigated by some issues with the supply chain, which were widely reported at the time. The report shows that 94.6% of installers said they had experienced problems and delays with supply chain items, as a result of the survey, 74.8% of respondents said that work levels have been good or very good since returning to work. This was 81.7% of respondents when companies were questioned about demand for conservatories in the second half of the year.

**2021 – encouraging**  
Chris Bevan, FENSA Director of Marketing, says that the FENSA Survey confirms what many have been expecting to see in 2021. He says that the survey shows that 74.8% of respondents expect to see an increase in enquiries and orders in 2021, with a significant increase in the number of enquiries and orders.

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# Rates & Data

For Rates & Data for TheFabricator;pro or TheInstaller;pro visit the respective websites under the About Us tab

## Circulation

The combined distribution lists for both magazines, print and online, is the largest in the sector. The combined number of published pages is as great or greater than other single publications in the field.

Our 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 and The Fabricator are distributed to named individuals on a free circulation basis.

Profinder Media Ltd's delivery strategy has changed. With more people reading our publications away from home, our print circulations are more defined with a greater emphasis on our online offerings.

As ever, Profinder Media guarantees that advertisers will get their message across to the largest circulation of installers and/or fabricators - with no wastage what-so-ever.

The Fabricator reaches named individuals in 5,800 operations – larger fabricators or IGU manufacturers will receive multiples, bringing the total circulation to 8,760. The Installer reaches 11,600 named individuals.

## Front Cover Packages

£1,950	Front Cover with DPS Cover Story
£1,750	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
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All rates are quoted as full colour

DPS	£1,750	£1,575	£1,400
Full Page	£950	£855	£760
Half Page	£575	£520	£460
Quarter Page	£350	£315	£280

## Special Positions

Number of insertions	1	6	12
Back Cover	£1,100	£990	£880
Inside Front Cover	£1,100	£990	£880
Inside Back Cover	£1,050	£945	£840
First Right Page	£1,050	£945	£840
Opposite Comment	£1,050	£945	£840
First Page of Feature	£1,050	£945	£840
Opposite Technical Article	£1,050	£945	£840
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
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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](mailto:john.roper@profinder.eu)

## Publishing Schedule

Display Ad Copy	18th of previous month
Classified & Semi Display	14th of previous month
Inserts	21st of previous month
Publication date	7th 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

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