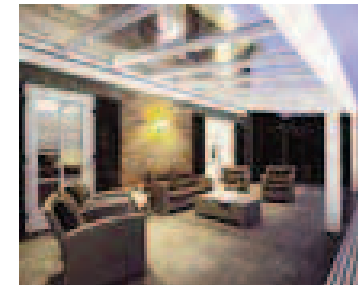
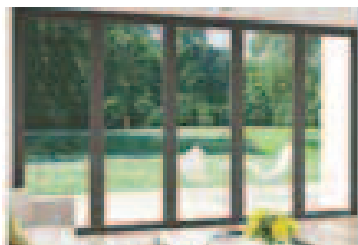


The **Installer** & THE FABRICATOR

Media Information Pack 2019



About The **Installer** & THE FABRICATOR

Click the images below to find
The Installer and
The Fabricator on-line

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.

Advertisers who want to get their message across to the largest circulation of installers and/or fabricators can target their spend with no wastage.

The combined circulation of both magazines is greater than any of our competitors and the combined number of published pages is as great or greater than other single publications in the field.

Both magazines cover topics in an informative and in-depth style and carry the most up-to-date news and technical articles.

Digital Readership

Profinder Media now boasts the largest digital circulation in the market – combining its own resources with those of the largest email list broker serving the industry.

PROFINDER MEDIA LIMITED

The window, door, conservatory and associated home improvements market is valued at £5.9 billion. Add in green and energy pressures, the desire of home-owners to improve and extend and a return to a progressive new build outlook, it is no surprise that the industry is gearing up for yet more growth in 2019 – a Fabricator & Installer Trade or FIT Show year.

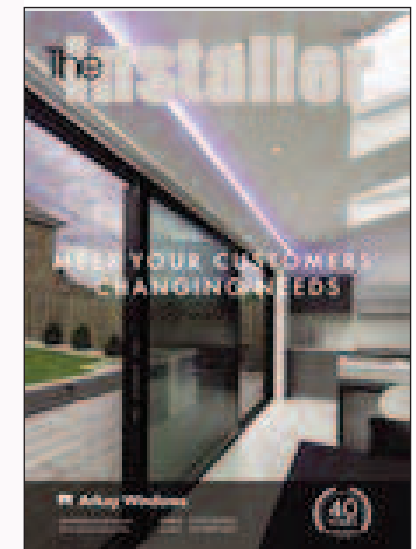
Fabricator Focused

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 magazine – 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

Brexit is a worry for home-owners who are more likely to stay put and improve their properties – so whatever else Brexit might bring, this could be the start of a boom time for the industry. Those selling energy reducing solutions will benefit as energy prices rise and 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 a magazine that focuses on their issues and can diversify its content in line with their need and desire to diversify their businesses. The Installer magazine runs both technical articles and those that advise on business opportunities. The Installer is an easy but informative read – exactly what installers want.



Editorial Guidelines & Features

Here you will find a list of The Installer & The Fabricator'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.

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 **Installer**

January 2019

- Doors • Roofs & Skylights

February 2019

- Hardware & Security • Doors continued

March 2019

- **FIT Show Exhibition Preview**

- Energy Efficiency Including Packers & Sealants

April 2019

- **FIT Show Exhibitor Guide**

- Garden Doors & Verandas Including Extensions And Exterior Buildings

May 2019

- **FIT Show On Site Issue**

- Aluminium Systems, Glass & IGUs Including Structural Glazing

June 2019

- **FIT Show Review**

- Heritage Windows & Doors • Roofs & Roofline

July 2019

- Doors • Roofs & Skylights

August 2019

- Doors continued • Hardware & Security

September 2019

- Energy Efficiency Including Packers & Sealants

October 2019

- Garden Doors & Verandas Including Extensions And Exterior Buildings

November 2019

- Aluminium Systems, Glass & IGUs Including Structural Glazing

December 2019

- Heritage Windows & Doors
- New Business Opportunities

THE FABRICATOR

January 2019

- Sealed Units & Spacers • Doors

February 2019

- Aluminium Systems
- Garden Doors & Verandas

March 2019

- **FIT Show Exhibition Preview**

- Hardware

April 2019

- **FIT Show Exhibitor Guide**

- Sealed Units and Spacers

May 2019

- **FIT Show On Site Issue**

- Doors & Security

June 2019

- **FIT Show Review**

- Roofs & Skylights

- Sealed Units & Spacers

July 2019

- Coloured & Woodgrain Profile

- Machinery

August 2019

- Hardware • Heritage Windows & Doors

September 2019

- Doors • Sealed Units

October 2019

- Door Hardware • Aluminium

November 2019

- Heritage Windows & Doors

- Garden Doors & Verandas

December 2019

- Coloured & Woodgrain Profile

- Window Hardware

Rates & Data

Circulation

The Installer and The Fabricator are distributed to named individuals on a free circulation basis whilst we also provide a substantial digital option. The journals are 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 [MWCIA](#) – all members receive a copy. The Fabricator has a strong association with [The Council for Aluminium in Building \(CAB\)](#).

Each magazine has a readership in excess of 7,000 – The Installer is targeted exclusively at installers in the window, conservatory, doors and home improvement market. The Fabricator goes to fabricators in the window, conservatory and doors market along with those in the glass and IGU sector and other major specifiers.

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	£1,950	£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
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Back Cover	£1,100	£990	£880
Inside Front Cover	£1,100	£990	£880
Inside Back Cover	£750	£625	£575
First Right Page	£750	£625	£575
Opposite Comment	£750	£625	£575
First Page of Feature	£750	£625	£575
Opposite Technical Article	£750	£625	£575
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

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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