

The **Installer** & THE FABRICATOR

Media Information Pack 2025



About The **Installer** & THE FABRICATOR Magazines

Since 2017, the number of people actively reading physical newspapers and magazines has dropped to less than 20 per cent of the population. Those actively reading online stands at nearly 100 per cent. 78 per cent of all readers of The Installer and The Fabricator access both our Magazines and/or our Websites via the internet – every single month. We still have a healthy print circulation to those readers who still wish to receive a physical copy. However, our growing reputation for delivering quantifiable click-throughs and thus guaranteed return on investment, is what we base our reputation on.

Profinder Media Limited has over 40 years in publishing. Our digital Magazines, our Websites and our E-newsletters have become the preferred choice for the largest database of readers in the market.

We produce results like no other Media Channels serving the sector – and we have the figures to prove it.

Published by Profinder Media Ltd, The Installer Magazine & TheInstaller.pro and The Fabricator Magazine & TheFabricator.pro 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.

2025 is expected to see another boom as a massive housebuilding programme gets underway and confidence returns to the repair, maintenance and home improvement markets. Installers and fabricators need to be on top form to make the best of the opportunities. Those selling systems that extend the footprint of a property or offer greater comfort whilst being energy and environmentally efficient will continue make gains – they will read about them in The Installer Magazine & TheInstaller.pro and The Fabricator Magazine & TheFabricator.pro

The Installer Magazine and TheInstaller.pro look within the industry and outside it to bring their readers advice and direction on what's new, what's established and where the projects they want are happening – without ignoring potential sales in their local communities. Installers instinctively turn to the media channels that inform and educate – and most importantly, give them solutions to succeed when times are tough and when times are golden.

Fabricators are diversifying by adding to the range of products they make and stock and by adopting different materials. They're producing composite doors, rooflights and bi-folds and increasing their channels of distribution. Nearly all fabricators handle glass. Never has it been more important for fabricators to read The Fabricator Magazine and TheFabricator.pro that educate and inform directly about their business sector whilst keeping them abreast of manufacturing and production innovation from all areas of industry.



THE FABRICATOR

Editorial Guidelines & Features

Please direct correspondence and feature synopses to john.roper@profinder.eu

Please direct press releases to fabricator@profinder.eu

Here you will find a list of The Fabricator Magazine's core features.

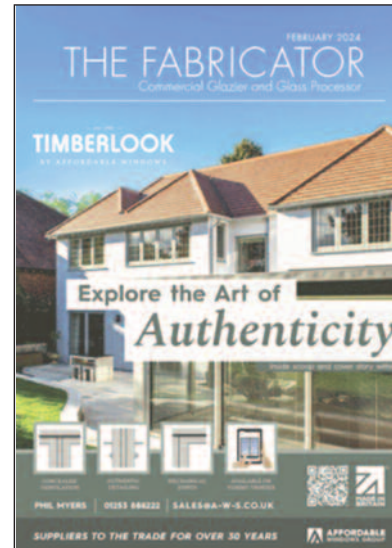
We commission articles and accept submissions. We are always happy to discuss submissions with potential contributors. We will require a brief synopsis of the feature idea by email to the editor along with full contact details.

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

TheFabricator.pro sources news from the industry and from outside the industry.

We believe those writing for us deserve maximum exposure and thus features first published in the Magazine, are subsequently re-purposed to appear on TheFabricator.pro

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



THE FABRICATOR

January

Heritage
IT & Marketing

February

Doors
Conservatories &
Rooflights

March – Get Ready For FIT

Security & Hardware
Doors continued

April – FIT Show Preview

Energy & Environment
Machinery

May

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

November

Garden Doors &
Extensions

Decorative Finishes

December

Aluminium Systems
Commercial Installations

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BUSINESS FEATURES

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

Editorial Guidelines & Features

Please direct correspondence and feature synopses to brian.shillibeer@profinder.eu

Please direct press releases to installer@profinder.eu

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

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TheInstaller.pro sources news from the industry and from outside the industry.

We believe those writing for us deserve maximum exposure and thus features first published in the Magazine, are subsequently re-purposed to appear on TheInstaller.pro

The Installer is the only industry publication that runs externally sourced features specifically on business best practice principles covering everything from insurance through to health & safety and training.



January

- Doors
- Conservatories & Rooflights

February

- Security & Hardware • Doors continued

March – Get Ready For FIT

- Energy & Environment
- Roofline & Cladding • Sealants & Packers

April – FIT Show Preview

- Garden Doors, Garden Rooms & Extensions
- Decorative Finishes

May

- Aluminium Systems
- Commercial Installations

June – FIT Show Review

- Heritage Windows & Doors
- IT & Marketing

July

- Doors
- Conservatories & Rooflights

August

- Security & Hardware • Doors continued

September

- Energy & Environment
- Roofline & Cladding • Sealants & Packers

October

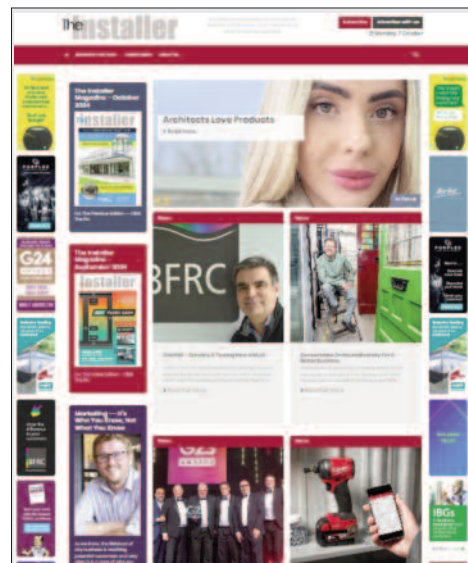
- Garden Doors, Garden Rooms & Extensions
- Decorative Finishes

November

- Aluminium Systems
- Commercial Installations

December

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



Circulation

Fabricators & IGU Manufacturers – 6,497 Installers – 11,840

Our email and mailing lists are the largest in the sector. They are regularly updated and renewed. All online readers are opted in. The Installer and The Fabricator E-Newsletters are each distributed to named individuals on a free circulation basis up to nine times a month. They respectively and consistently promote The Installer Magazine & TheInstaller.pro and The Fabricator Magazine & TheFabricator.pro. Print versions are sent to a requested readership.

The Fabricator E-Newsletter reaches named individuals in 4,699 operations – larger fabricators or IGU manufacturers will receive multiples, bringing the total circulation to a maximum 6,497. The Installer E-Newsletter reaches a maximum 11,840 named individuals.

Dwell times & Open Rates

IN MAY 2024, THE FABRICATOR MAGAZINE RECEIVED 2,647 VISITS WITH AN AVERAGE OF 34 PAGE READS; THE INSTALLER MAGAZINE RECEIVED 4,843 VISITS WITH 32 AVERAGE PAGE READS. THE SAME MONTH SAW THEFABRICATOR.PRO RECEIVE 2,936 VISITS WITH A DWELL TIME OF 2 MIN 7 WHILE THEINSTALLER.PRO HAD 4,303 VISITS WITH A DWELL TIME OF 1 MIN 54. THE FIRST THE FABRICATOR E-NEWSLETTER OF THE MONTH ACHIEVED A 53% OPEN RATE WHILE THE INSTALLER E-NEWSLETTER ACHIEVED A 46% OPEN RATE.

Click-Throughs

ON 2 MAY 2024, THE FABRICATOR E-NEWSLETTER WAS RECEIVED BY 5,554 READERS AND ACHIEVED 1,658 CLICK-THROUGHES. THE TOP WRAP BANNER (TWB) ADVERTISER RECEIVED 112 CLICK-THROUGHES ON A SINGLE ISSUE AND 322 OVER THE MONTH.

ON 3 MAY 2024, THE INSTALLER E-NEWSLETTER WAS RECEIVED BY 11,343 READERS AND ACHIEVED 1,443 CLICK-THROUGHES WITH THE TWB ADVERTISER RECEIVING 118 CLICK-THROUGHES.

IN THE MONTH OF MAY, THEFABRICATOR.PRO TWB ADVERTISER ACHIEVED 176 CLICK-THROUGHES; A MOBILE ADVERT FOR THE SAME ADVERTISER ACHIEVED 599 CLICK-THROUGHES AND FOR A SIDEBAR, ACHIEVED 714 CLICK-THROUGHES. IN THE MONTH OF MAY, THEINSTALLER.PRO TWB ADVERTISER ACHIEVED 233 CLICK-THROUGHES; A MOBILE ADVERT FOR THE SAME ADVERTISER ACHIEVED 503 CLICK-THROUGHES AND FOR A SIDEBAR, ACHIEVED 761 CLICK-THROUGHES.

Rates & Data – Magazines

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.

Technical queries for Magazine advertising should be directed to john.ropert@profinder.eu

Technical queries for Website advertising should be directed to cathryn.ellis@profinder.eu

Publishing Schedule

| | |
|---------------------------|-----------------------------------|
| Display Ad Copy | 18th of previous month |
| Classified & Semi Display | 14th of previous month |
| Publication date | 7th of the month |
| Cancellation | 6 weeks prior to publication date |
| Editorial Contributions | 1st of the preceding month |

Mechanical Data

The publications are printed offset litho and saddle-stitched.

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

An About Us pull-down menu with a link to an Advertise With Us section features at the top of each website giving advert prices for The Installer Magazine & TheInstaller.pro and The Fabricator Magazine and TheFabricator.pro

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 |
| All rates are quoted as full colour | | | |
| DPS | £1,950 | £1,755 | £1,560 |
| 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 |

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 | | | |

Contacts

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Online Content & Social Media Editor & Administrator and Publications' Accounts & Online Advertising Administrator

Cathryn Ellis
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Our Guarantee

We believe the best way to ensure engagement with our advertiser customers is to be committed to our readerships no matter which of our four current channels they are accessing. That is why we only run quality, relevant editorial (often from outside the industry) designed to engage and enlighten.

We organise our E-Newsletters to ensure they beat the Spam blockers and generally include only three advertisers per issue to maximise the number of readers who come to our Websites or to our Magazines.

We are the only publisher serving the market to promote its Online Magazines throughout every month.

Rates & Data – Websites

Top Wrap Banners

which are also included in up to four E-Newsletters

£790 *Home Page, News & Every News Story

£250 Per Category Section & Every Story In That Section

Sidebar Adverts

£175 Home Page, News & Every News Story

£100 For Four Category Sections & Every Story In Those
Sections And £25 for Every Category Section Thereafter

Mobile Adverts

£450 Home Page & News

£280 For Four Category Sections

And £70 for Every Category Section Thereafter

Advertising Material

Our production system is set up to receive your ads in the two most popular and flexible formats: JPEG or animated GIF. Sizes must be exact to those published under Mechanical Data and file size should be kept to an absolute minimum to ensure quick load speeds.

We insist advertisers change their copy at a minimum of three month intervals to ensure they maintain their click-through rate. We recommend no more than four frames for animated adverts.

For further details, please e-mail cathryn.ellis@profinder.eu

Publishing Schedule

We distribute our E-Newsletters up to nine times a month.

*Top Wrap Banner (TWB) advertisers each appear on up to four E-Newsletters per month using the advert supplied for the TWB. We restrict the TWB to two advertisers a month (three if supporting the FIT Show) and thus there are some months when we cannot offer four E-Newsletters.

Category Sections

- Home Page • News • In Focus • Security & Hardware
- Heritage • Garden Doors & Verandas • IT & Marketing
- Decorative Finishes • Doors • Commercial Installations
- Health Safety & Personnel • Conservatories & Rooflights
- Aluminium Systems • Energy & Environment
- Education & Training • Videos

Packages

The sites are broken down into a Home Page and fifteen Category Sections – one of which is News. For each advert type, an advertiser can appear on the Home Page and News or can appear in chosen Category Sections.

Top Wrap Banners are offered as Max-3 Shared Space. The Websites have three varieties of adverts – if you visit either site, you will see at the top of any page a Top Wrap Banner. To the sides of any page when viewing on a desktop or tablet with a screen size greater than seven inches, you will see Sidebar Adverts.

If you view the Websites on a mobile phone and go to any Category, including the Home Page, you will see Mobile Adverts which occupy larger spaces than the other variations to make sure they are seen.

We also offer Pop-Out Sidebar Adverts at identical rates, which when hovered over, reveal up to 100 words of text about the advertiser. They are still sized at 120px X 240px in the closed position but in pop-out mode, provide six times the viewable area.

Reporting

For our E-Newsletters, we provide comprehensive click-through reporting as we do for all Website advertising. We use the top analytics packages to produce page view reports for both our Websites and our Magazines. We are happy to include tracking code on all adverts. Unlike other publishers who report an overall click-through rate, we will only ever report click-throughs to the specific advertiser – that's your click-throughs and yours alone.

Advert Sizes

| | |
|-----------------|--------------------|
| Top Wrap Banner | w:2500px x h:300px |
| Sidebar Advert | w:120px x h:240px |
| Mobile Advert | w:320px x h:450px |