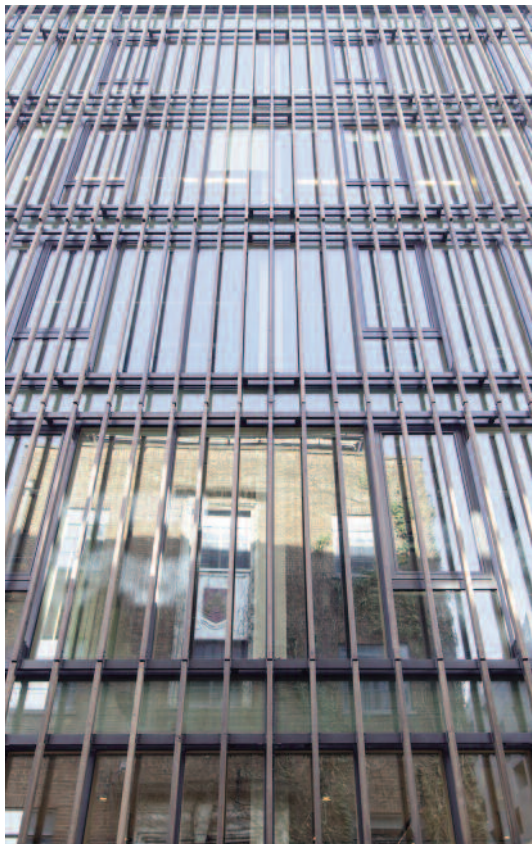


# The **Installer** & THE FABRICATOR

## Media Information Pack 2024

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# About The Installer & THE FABRICATOR Magazines

In 2017, ninety per cent of all readers of The Installer and The Fabricator were still engaging with print media. Seven years later in a work remotely, engage with technology world, the number of those fabricators and installers accessing online magazines and websites has grown exponentially.

Profinder Media Limited has nearly 40 years in publishing and a reputation of innovation. It 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. Websites are king when it comes to news. Our magazines and our websites are optimised for the digital environment.

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 & TheInstaller.pro and The Fabricator & 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. 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.

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 – 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. That's why they choose to read The Fabricator Magazine and TheFabricator.pro

We have seen a boom time for installers, yet in 2024 they may need to be more savvy to overcome market conditions. They will turn to media channels that inform and educate – and most importantly, give them solutions to succeed when times are tougher. Those selling systems that extend the footprint of a property or offer greater comfort whilst being energy and environmentally efficient will continue to be make gains – They will read about them in The Installer Magazine and on TheInstaller.pro





# THE FABRICATOR

## Editorial Guidelines & Features

Please direct correspondence and feature synopses to [john.roper@profinder.eu](mailto:john.roper@profinder.eu)

Please direct press releases to [fabricator@profinder.eu](mailto:fabricator@profinder.eu)

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

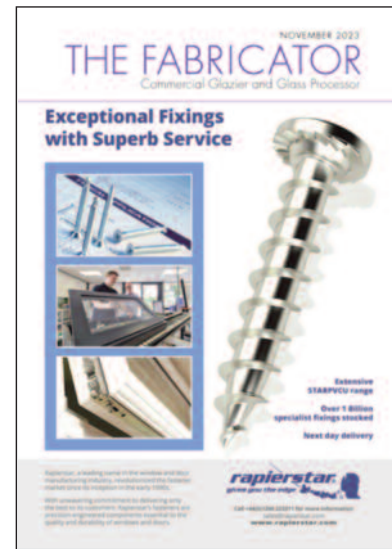
We commission articles and accept submissions. We are always happy to discuss submissions with potential contributors. We will require a brief synopsis of the feature idea by email to the editor along with full contact details.

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 facade sector that runs externally sourced features specifically on manufacturing best practice principles.



### THE FABRICATOR

January

Heritage

IT & Marketing

February

Doors

Conservatories &

Rooflights

March

Security & Hardware

Doors continued

April

Energy & Environment

Machinery

May

Garden Doors &

Extensions

Decorative Finishes

June

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

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)

PROFINDER MEDIA LIMITED

## Editorial Guidelines & Features

Here you will find a list of The Installer 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.

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.



Please direct correspondence and feature synopses to [brian.shillibeer@profinder.eu](mailto:brian.shillibeer@profinder.eu)

Please direct press releases to [installer@profinder.eu](mailto:installer@profinder.eu)

### January

- Doors
- Conservatories & Rooflights

### February

- Security & Hardware • Doors continued

### March

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

### April

- Garden Doors, Garden Rooms & Extensions
- Decorative Finishes

### May

- Aluminium Systems
- Commercial Installations

### June

- 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 2023, THE FABRICATOR MAGAZINE RECEIVED 2,438 VISITS WITH AN AVERAGE OF 37 PAGE READS; THE INSTALLER MAGAZINE RECEIVED 4,220 VISITS WITH 32 AVERAGE PAGE READS. THE SAME MONTH SAW THEFABRICATOR.PRO RECEIVE 2,106 VISITS WITH A DWELL TIME OF 2 MIN 14 WHILE THEINSTALLER.PRO HAD 3,997 VISITS WITH A DWELL TIME OF 1 MIN 56. THE FIRST THE FABRICATOR E-NEWSLETTER OF THE MONTH ACHIEVED A 35% OPEN RATE WHILE THE INSTALLER E-NEWSLETTER ACHIEVED A 23% OPEN RATE.

## Click-Throughs

ON 2 MAY 2023, THE FABRICATOR E-NEWSLETTER WAS SENT TO 5,857 READERS AND ACHIEVED 1,744 CLICK-THROUGHs. THE TOP WRAP BANNER (TWB) ADVERTISER RECEIVED 139 CLICK-THROUGHs ON A SINGLE ISSUE AND 344 OVER THE MONTH. ON 5 MAY 2023, THE INSTALLER E-NEWSLETTER WAS SENT TO 11,343 READERS AND ACHIEVED 1,652 CLICK-THROUGHs WITH THE TWB ADVERTISER RECEIVING 128 CLICK-THROUGHs.

IN THE MONTH OF MAY, THEFABRICATOR.PRO TWB ADVERTISER ACHIEVED 168 CLICK-THROUGHs; A MOBILE ADVERT FOR THE SAME ADVERTISER ACHIEVED 645 CLICK-THROUGHs AND FOR A SIDEBAR, ACHIEVED 764 CLICK-THROUGHs. IN THE MONTH OF MAY, THEINSTALLER.PRO TWB ADVERTISER ACHIEVED 213 CLICK-THROUGHs; A MOBILE ADVERT FOR THE SAME ADVERTISER ACHIEVED 547 CLICK-THROUGHs AND FOR A SIDEBAR, ACHIEVED 788 CLICK-THROUGHs.

# 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.roper@profinder.eu](mailto:john.roper@profinder.eu)  
Technical queries for Website advertising should be directed to [cathryn.ellis@profinder.eu](mailto: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	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

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

## The Fabricator Editor

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[roy.winters@profinder.eu](mailto:roy.winters@profinder.eu)

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

Cathryn Ellis  
T.+44 (0)7804374932

[cathryn.ellis@profinder.eu](mailto:cathryn.ellis@profinder.eu)

## 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 one paid for advertiser 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 & Every News Story

£280 For Four Category Sections & Every Story In Those 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](mailto: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	h. 300px x 2500px
Sidebar Advert	h. 240px x 120px
Mobile Advert	h. 450px x 320px