

inSite



Advertising rate card | The official magazine of the National Federation of Builders

About the National Federation of Builders

The National Federation of Builders (NFB) provides business solutions and resources to builders, contractors and house builders across England and Wales. It aims to make running a small- to medium-sized construction business as simple and stress-free as possible by saving members time and money, therefore allowing companies to focus on their core business of construction.

The NFB campaigns hard on key issues such as procurement, utilities, sustainability and funding, ensuring its members' voice is heard at government and industry forums.

There are a number of member benefits, including being able to use the NFB quality mark and training as well as having access to specialist advice lines such as legal and health and safety. In addition, members receive the quarterly magazine inSite.

Audience

- NFB members are predominantly SMEs, ranging in turnovers from £50k to £500m
- 39% of members have a turnover of more than £1 million per year
- 1 in 5 members have a turnover of more than £3.5 million per year
- Owner and Director level from the sole trader and family-owned businesses through sub-contractors up to principal contractor level
- Key decision makers
- Purchasing power
- Reputable builders

Publication

inSite is the quarterly membership magazine. Its informative style keeps members up to date with industry news and offers insightful analysis of key issues they are facing. It serves to remind members of the support they receive, while also allowing companies to offer their services and products to this multi-billion pound industry.

Regular Features

- National news
- NFB news
- Regional news
- 'Humber on Housing' written by housebuilding industry expert Roger Humber
- Member focus
- Product reviews

Key facts





- It is published on a quarterly basis (February, April, July, October)
- inSite is mailed to members plus distributed to targeted key decision makers in potential member companies and key stakeholders across the industry
- Total circulation is 2,500
- Direct access to key decision makers within an industry worth £124 billion

Media information

Distribution

Published four times a year – **February, April, July and October**

Circulation – **2,500** printed copies, mailed direct to members and associates, offering a targeted audience at owner/director level and giving potential advertiser, a readership in excess of 12,500 (average 5 readers per copy).

Rates	Size	(w) x (h)	Rates
	DPS – bleed	430 x 307mm	
	DPS – trim	420 x 297mm	£2,392
	Full page – bleed	230 x 307mm	
	Full page – trim	210 x 297mm	£1,495
	Half page – (h)	190 x 136mm	
	Half page – (v)	92.5 x 277mm	£823
	Quarter page	92.5 x 136mm	£448

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Classifieds Minimum lineage 20 words	£25
Thereafter per five words	£1.60
Per single column cm	£33
Single: (1/6 of a page)	£230
Double (1/3 of a page)	£415

Classifieds Please consider telephone numbers, abbreviations and figures as part of wordage for lineage advertisements.

Premiums:

Outside back cover	£2,093
Inside front cover	£1,944
Inside back cover	£1,794

Loose inserts price on application

Rates and specifications available upon request

Cancellations Sixty days prior to publication date

Members 20% discount on above rates

Agency discount 10% off all prices plus VAT

Rates shown are per issue, include colour, and are exclusive of VAT



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Archant Dialogue offers clients a complete range of skills, from traditional publishing services to digital-related services.

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