

LIGHT STEEL FRAMING

MEDIA PACK 2024

THE LATEST IN
LIGHT STEEL FRAMING
TECHNOLOGY

LIGHTSTEELFRAMINGMAGAZINE.CO.UK

In partnership with



**LIGHT STEEL FRAME
ASSOCIATION**

THE INDUSTRY PUBLICATION DEDICATED TO LIGHT STEEL FRAMING TECHNOLOGY AND SECTOR DEVELOPMENTS.



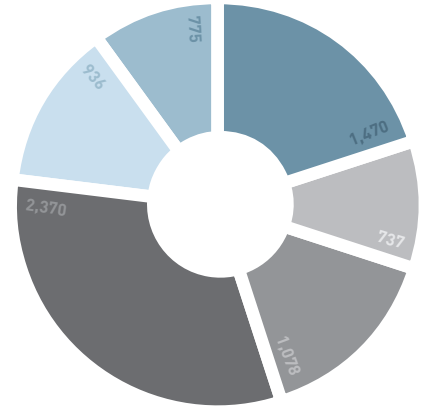
LIGHT STEEL FRAME ASSOCIATION

Published in partnership with the Light Steel Frame Association - the **Light Steel Framing Magazine** contains the latest news, industry comments, interviews and feature material, plus a wide range of product and technical issues surrounding specification, building design and performance.

Light Steel Framing Magazine is targeted at opinion formers and key decision makers from strategy and specification to maintenance and management. Circulation is via requested readership and subscription. Attendees of key industry events including; Focus on Framing Seminars, Modular Matters, Offsite Awards and Offsite Expo, are automatically registered to receive each issue in print - creating a targeted and relevant readership.



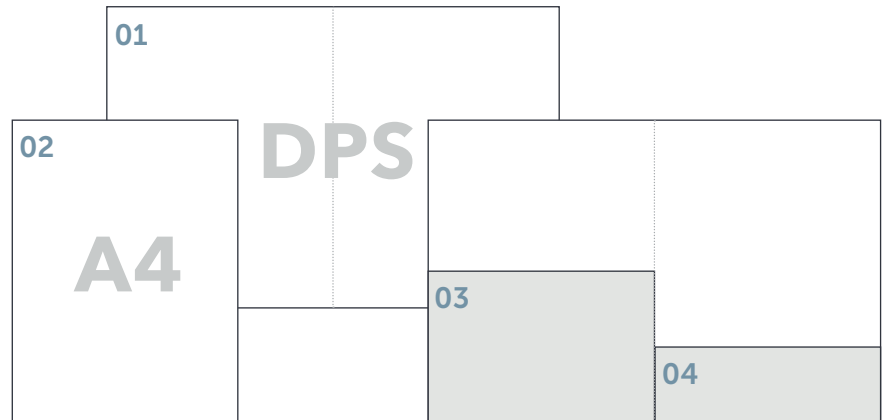
Total Print Circulation:
7,366



- Housing Associations - 1,470**
Development Directors/Managers, Surveyors, Maintenance Managers, Clerks of Works, Technical Services Officers, ALMO's.
- Local Authorities - 737**
Architect, Building Surveyor, Director of Housing, Procurement Manager, Project Manager, Property Developer, Quantity Surveyor
- Builders, Contractors, Developers - 1,078**
Chief Buyers, Directors, Quantity Surveyors, Project Managers.
- Architects - 2,370**
Private Practice, Local Authority, Housing Associations.
- Health, Education - 936**
Estate /Premises Managers, Facilities Managers, Surveyors.
- Others - 775**
MOD, Hotel Chains, Steel / Timber Frame & Modular Building Manufacturers - Directors & Estates/Building Management.

Total Digital Circulation:
27,850

2024 ADVERTISING RATES AND SPECIFICATIONS



ADVERTISING	MECHANICAL SPECIFICATION	RACK RATES
01. Double Page Spread	297mm (h) x 420mm (w) add 6mm bleed	£2950
02. Full Page	297mm (h) x 210mm (w) add 6mm bleed	£1750
03. 1/2 Page	127mm (h) x 190mm (w)	£950
04. 1/4 Page	55mm (h) x 190mm (w)	£550

Copy Requirements: Please supply High Resolution CMYK PDF. Fonts embedded. Images 300dpi

SPECIAL POSITIONS	MECHANICAL SPECIFICATION	RACK RATES
Front Cover Profile	Front cover image + contents page + DPS article	£3750
Gatefold Profile	DPS project image/advert + contents page + DPS article	£3750
Inside Front Cover	297mm (h) x 210mm (w) add 6mm bleed	£1850
Inside Back Cover	297mm (h) x 210mm (w) add 6mm bleed	£1850
Outside Back Cover	297mm (h) x 210mm (w) add 6mm bleed	£1850

Copy Requirements: Please supply High Resolution CMYK PDF. Fonts embedded. Images 300dpi

EDITORIAL INSERTIONS	MECHANICAL SPECIFICATION	RACK RATES
Double Page Spread Article	900 words + 4 images	£1700
Full Page Article	450 words + 3 images	£1400
Half Page Article	200 words + 2 images	£700

Feature articles and case studies: Limited availability and subject to Editors approval.

COPY DEADLINES

ISSUE 8: 18.03.24

ISSUE 9: 19.08.24

BESPOKE PACKAGES

Developed in addition to our standard advertising options. We work closely with clients to develop integrated promotional campaigns through print and digital platforms that are aligned with strategy and budget.



LIMITED AVAILABILITY OPPORTUNITIES!

Magazine Takeover	Choice of Front Cover Profile or False Front Cover, Company Profile, Strip Advert x 2, Outside Back Cover	£8,000
False Front Cover	False Front, Inside Front and Outside Back Covers	£4,000
Company Profile	Editorial Introduction, interview and advert over three pages	£3,500

Plan in advance, book ahead and save with our NEW 12-month premium promotional package options

PLATINUM

- 1 x Magazine Takeover
- 1 x Front Cover Profile
- 1 x Outside Back Cover
- 2 x Full Pages
- 12 x Month web banner

£12,500

SILVER

- 1 x Double Page Spread
- 1 x Inside Back Cover
- 2 x Full Pages editorial
- 3 x Month web banner

£7,500

GOLD

- 1 x False Front Cover
- 1 x Company Profile
- 1 x Inside Front Cover
- 2 x Full Pages editorial
- 6 x Month web banner

£9,000

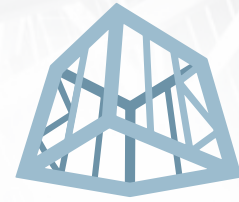
BRONZE

- 2 x Full Page
- 2 x Half Page
- 1 x Strip Advert
- 1 x Month web banner

£5,000

JOIN

TODAY...



LIGHT STEEL FRAME ASSOCIATION

The Light Steel Frame Association (LSFA) is a trade association that works to drive engagement, champion change, and spread the word about the cost, productivity, performance and sustainability benefits of contemporary light steel framing systems.

With a comprehensive marketing strategy, collaboration and business development activities, and a dedicated steering group, LSFA members benefit from:

- Opportunities for business development
- Expanding your network
- Collaborating and sharing knowledge
- Opportunities to influence agenda within the industry
- Increasing your own brand awareness through the association's marketing and PR activities
- Access to a wealth of guides and industry resources
- Networking, exhibitor and speaker opportunities at industry-leading events

Providing a unified voice for the industry, the LSFA is taking an active role in defining the future of the light steel frame sector.



With over **3,600 page views per month** and a social media following of more than **6,000 construction professionals**, the LSFA is a trusted voice in the construction sector. As a member, you could utilise this reach, combined with our **7,000 industry contacts** and nearly **28,000 digital and print circulation** for the **LIGHT STEEL FRAMING MAGAZINE**.

**Be part of something bigger,
contact us today...**

Call: 01743 290 001

Email: info@lsf-association.co.uk

KEY CONTACTS



Consultant Editor

Julie Price

Email: publications@radar-communications.co.uk

Tel: 01743 290001



Advertising Sales

Julie Williams

Email: julie.williams@radar-communications.co.uk

Tel: 01743 290042



Circulation

Pip Greenroyd

Email: pip.greenroyd@radar-communications.co.uk

Tel: 01743 290006



LIGHT STEEL FRAME
ASSOCIATION

If you are interested in connecting with the Light Steel Frame Association, please contact:

Victoria Jones

Email: info@lsf-association.co.uk

Tel: 01743 290045