



NFB

National Federation *of* Builders

Insite Media Pack 2009

Insite is the official publication of the National Federation of Builders, NFB, which is the core trade body for small to medium sizes builders in the UK with almost 2000 member companies.

Published quarterly, the new style Insite carries full colour throughout and will feature articles on the work of the NFB, details on rules and regulations, industry news and product launches and, of course, interviews with leading figures in the industry. There is also a product showcase section giving manufacturers the opportunity to promote new and improved product lines to the membership and beyond, plus, new to Insite, will be a faxback reader reply service with each and every advertiser having their own unique reply number and it will also be available as an ebook on the NFB website.

The magazine is not only distributed to all NFB members in the UK but also targets key decision makers in potential member companies to ensure as many small to medium size organisations as possible are aware of the benefits, guidance and help the NFB provides.

With a total 2500 print run targeted at owner and director level Insite magazine offers extremely good marketing opportunities for companies that wish to advertise, inform or promote their products to this key sector of the construction industry.

**For more information contact John Bevins on
0161 661 4126**



Forward Features



Features

JANUARY

Debt, the Credit Crunch and You

Smaller builders tend to have higher levels of debt from having sought to expand and enter new markets during boom times, how to handle the 'Crunch'.

Road Pricing or Road Building?

Will LA style gridlock be the norm in twenty years time or will road charging save our cities.

APRIL

Flood & Coastal Defence

What the map of Britain could look like in 50 Years and how builders and Local Authorities can shape the future of the country.

Olympic 2012 Procurement

There will be many opportunities for members to get involved in London 2012 and we want to give you as much warning as possible about opportunities on the horizon so you can prepare.

JULY

Air-Based Opportunities

With many WW2 airbases ready for redevelopment 'Insite' takes a look at the Burtonwood base near Warrington, Cheshire, to see how one member has joined with English Partnerships for this mixed use development.

The Gateway

With 160,000 new, well designed homes planned for the 40 mile stretch along the Thames Estuary, never has there been a better opportunity in years for NFB members to benefit from the largest regeneration programme since the war.

OCTOBER

A Week in the life of.....

We shadow a typical member during a hectic week, looking at the highs, and lows the good times and bad and how they are coping in these uncertain times.

Please note: all features and product spotlights may be subject to change without notice.

Product Spotlight

JANUARY

Credit Crunch Crime

Credit Crunch Debt Management

Credit Crunch

The impact on apprenticeships and the skills gap

PQQ's. How effective are your tenders?

Government housing targets

APRIL

Japanese Knot weed, is the new super bug the answer?

Marketing tips for SME's

Employment law changes, Flexible working and holiday allowances

Credit Crunch Vs Sustainability. What are your priorities?

Technology - Sustainable options for the SME

HIP's. A review into their effectiveness

JULY

Olympics. How to get involved

Credit crunch, how are members staying on top?

Flooding, are we prepared?

DECEMBER

Utilities review, what has changed in a year?

Regular Features

Regional News

National NFB News

Housing - Rodger Humber, Nationally respected Housing spokesperson

Key Stats regarding the industry

FAQ's, topical issues that members are facing and resolutions to those issues

Member interview, Q+A session with NFB members. Sharing best practice

Training

Health and Safety Update

Money Matters - topical and current issues facing out members

Full Colour

Full Page	£1495
Inside Front	£1995
Inside Back	£1995
Half Page (Landscape)	£850
Quarter (Portrait)	£595
Quarter (Landscape)	£595
Bookmarks	£3000

Members & Associates are subject to a 10% reduction against above rates

Members only Section

Full Page	£1495
Half double column	£565
Half Column	£295
Who's Who	£250
Quarter Column	£160
Expanded Listing	£120

Guaranteed positions (subject to availability) carry a 10% surcharge on above rates

Inserts - an economical way to distribute your literature

Under 18 gms	£95 per '000
Over 18 gms	price on application
Maximum Size	A4 (297 x 210mm)
Bound	Rates on application

Reprints - on 130gsm paper

1 page reprint	£450 for 1000 copies	/	£100 per 1000 thereafter
2 page reprint	£550 for 1000 copies	/	£120 per 1000 thereafter
4 page reprint	£750 for 1000 copies	/	£140 per 1000 thereafter
6 page reprint	£990 for 1000 copies	/	£150 per 1000 thereafter
8 page reprint	£1100 for 1000 copies	/	£200 per 1000 thereafter
12 page reprint	£1590 for 1000 copies	/	£250 per 1000 thereafter
16 page reprint	£1890 for 1000 copies	/	£300 per 1000 thereafter

Double sided reprints are available starting from £550 per 1000

ADVERTISEMENT DIMENSIONS

Full Page	Type Area	185mm (W) x 266 mm (D)
	Bleed	216mm x 303mm
	Trim	210mm x 297mm
Half Page Portrait		90mm (W) x 266mm (D)
Half Page Landscape		185mm (W) x 130mm (D)
Quarter Page Landscape		185mm (W) x 62mm (D)
Quarter Page Portrait		90mm (W) x 130mm (D)
Who's Who		90mm (W) x 62mm (D)

FTP Upload

The following link will send you directly to the upload page; "http://uploads.excelpublishing.co.uk/uu_file_upload.php" Once you reach the page you will find boxes which asks for the following

- Company name
- The Excel Salespersons name
- The name of the publication. Plus order reference if known

The first three boxes **must** be completed as they form the basis of a fully automated email that will notify our production department that the artwork has arrived. After filling in the boxes you will be asked to select the file you wish to upload by browsing on your computer, this is a very straightforward process.

NB. Only Individual files (which includes zipped files) can be uploaded (not folders containing files) however you can attach up to 20 files separately to one upload form, The file name must NOT have any spaces. You will finally be notified that the upload is successful

File Requirements

Complete advertisements can be supplied as QuarkXpress, Photoshop, and Illustrator Press Ready, Hi-res PDF, Indesign, incorporating the relevant fonts and image files (EPS, Tiff or JPEG) saved as 300 dpi.

Photographs can be provided as either prints, transparencies, negative, positive or Black and white.

NOT ACCEPTABLE: PowerPoint, Corel Draw, Publisher, Word.