

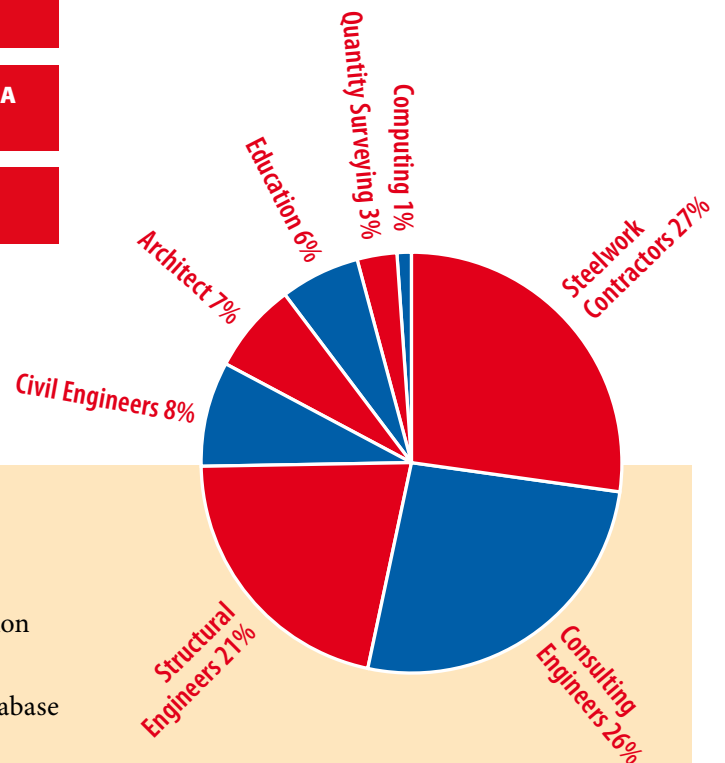
# NSC



**MEDIA SHEET 2020**

[www.newsteelconstruction.com](http://www.newsteelconstruction.com)

- New Steel Construction is the only journal exclusively serving the UK's steel construction industry
- New Steel Construction is published jointly by the BCSA and Steel for Life, in association with the SCI
- New Steel Construction is a highly targeted and therefore cost-effective vehicle to reach your market
- The magazine is available at:  
[www.newsteelconstruction.com](http://www.newsteelconstruction.com)  
[www.steelconstruction.info](http://www.steelconstruction.info)



New Steel Construction is printed ten times a year and is published jointly by the British Constructional Steelwork Association, and Steel for Life, in Association with the Steel Construction Institute.

New Steel Construction is circulated to a select database of professionals active in the UK's steel construction industry, architects, engineers, surveyors and contractors.

Launched in 1993, New Steel Construction is targeted at those who specify, design, build and fabricate structural steel, and has the broadest reach to professionals active in the steel construction sector.

New Steel Construction aims to provide a lively and up-to-date window into the steelwork construction industry, with quality coverage of projects and new products. The highest editorial standards are maintained, monitored by an Editorial Advisory Board comprising leading industry figures, including researchers, consultants, engineers and architects.

Each issue includes reports from site on cutting edge projects, profiles of leading figures from the steelwork industry and its clients, news of key publications and design software releases and updates, and a news section.

A digital version of the magazine is also available at [www.newsteelconstruction.com](http://www.newsteelconstruction.com)

# NSC Data for Advertisers 2020

## Publication dates 2020/19

January	2020	January 6
February	2020	February 17
March	2020	March 16
April	2020	April 15
May	2020	May 17
June	2020	June 15
July/August	2020	July 20
September	2020	September 14
October	2020	October 12*
November/December	2020	November 16
January	2021	January 6

\* date to be confirmed

## Ad booking and copy deadlines

		Booking	Copy
January	2020	December 7	December 11
February	2020	February 3	February 5
March	2020	March 2	March 4
April	2020	March 30	April 1
May	2020	May 1	May 5
June	2020	June 1	June 3
July/August	2020	July 6	July 8
September	2020	August 31	September 2
October	2020	September 28*	September 30*
Nov/Dec	2020	November 2	November 4
January	2021	December 10	December 14

\* date to be confirmed

## Rate card – display advertising

Size	Dimensions	Rates
Inside Front Cover	Type 180mm × 272mm	£1800
	Trim 210mm × 297mm	
	Bleed 216mm × 303mm	
Outside Back Cover	Type 180mm × 272mm	£1800
	Trim 210mm × 297mm	
	Bleed 216mm × 303mm	
Double Page Spread	Type 390mm × 272 mm	£3500
	Trim 420mm × 297mm	
	Bleed 426mm × 303mm	
½ Double page spread	Type 390mm × 134mm	£1800
	Trim 420mm × 134mm	
	Bleed 426mm × 137mm*	
⅓ Double Page Spread	Type 390mm × 86mm	£1375
	Trim 420mm × 99mm	
Full Page	Type 180mm × 272mm	£1750
	Trim 210mm × 297mm	
	Bleed 216mm × 303mm	
Half Page Horizontal	Type 180mm × 135mm	£1150
	Trim 210mm × 148mm	
	Bleed 216mm × 154mm**	
Half Page Vertical	Type 87mm × 272mm	£1150
	Trim 105mm × 297mm	
	Bleed 111mm × 303mm**	

\* allow bleed for bottom and sides of ad only

\*\* allow bleed all the way round to allow for flexibility in placing your ad.

Dimensions given: width × depth

All rates are exclusive of VAT



Barrett Byrd  
Associates

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Barrett, Byrd Associates

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[www.barrett-byrd.com](http://www.barrett-byrd.com)

## Production data

We accept digital files in the following formats:

Adobe InDesign (up to CC 2017)

Adobe Illustrator (up to CC 2016)

Adobe Acrobat .pdf files, preferably complying to the PDF/X-1a standard (see below).

.eps, .tif, .jpg,

Please ensure that all colour files are saved as CMYK, with **no spot colours** and **nothing in RGB**. If sending InDesign artwork, please package your document to include all linked files and fonts. Ensure that all images are of a good enough resolution (at least 300dpi). In vector artwork please render all fonts as curves, and in bitmapped artwork please rasterise all fonts.

We suggest that any pdf files you send comply with the PDF/X-1a standard.

For further information on this standard visit <http://www.pdfx.info>

**Advertising in NSC is exclusive to BCSA members. IT IS A CONDITION OF ADVERTISING THAT WE DO NOT ACCEPT ADVERTISEMENTS THAT CLAIM A RELATIVE COMPARISON WITH OTHER COMPANIES.**

Positive messages about services, products and projects should be the theme of all advertising campaigns.

If necessary, we can create advertising artwork for you. Prices on application.

Send copy as Word, Excel, .txt or .rtf files, or fax hard copy to 01892 524456.

Please do not send any logos or pictures embedded in Microsoft Office files – send the original graphics files instead.

Artwork can be received

by email via [andrew@barrett-byrd.com](mailto:andrew@barrett-byrd.com) or [alastair@barrett-byrd.com](mailto:alastair@barrett-byrd.com)

by CD (Mac HFS or dual Mac & Windows format)

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# NSC Weekly Newsletter 2020

A value added service from NSC; a weekly email-newsletter sent directly to the inbox of registered members, providing regular weekly news, content and engagement, bringing a succinct and user friendly round up of the top stories of the moment; which is designed to keep members up-to-date with important news and events as they happen.

Coverage will include breaking news, project updates, top appointments, technology developments and hard industry data. Each week the newsletter will showcase a brief roundup of five news stories, readers will be able to click on any specific news piece and go through to the full version of the story on [www.newsteelconstruction.com](http://www.newsteelconstruction.com). The highest editorial standards of reporting will continue to ensure that this will be a valuable and much relied on weekly source of intelligence for our members on the market.

For companies wishing to target this unique unparalleled audience we have developed the following special sponsorship opportunities:

## Headline Banner or Skyscraper

The Headline Banner appears at the top of the newsletter above the New Steel Construction header. The Skyscraper option appears on the right hand side opposite news stories. Either space allows for both text and images to make your advert and message clear and powerful to the readers, who will be able to click on your advert and link through to any specific page on your website.

If you book for a number of months you will be able to change your advert copy any month you want as well as change the link page it sends readers to, ensuring your message and interaction with members can be flexible to suit whatever initiative you may have planned at that point of the year.

### Headline Banner or Skyscraper\*

Months booked	Cost per month
One	£900
Three	£700
Six	£600
Twelve	£500

\* Prices quoted are for either the Headline Banner or the skyscraper, not both together.

## Sponsors Logo

There will be up to five Sponsors Logo positions available on the newsletter, which balances with and complements the five new stories that appear each week on the email.

Your logo will appear on the right hand side of the newsletter so you really stand out and capture the reader's attention. Your logo can link through to any specific page on your website, driving interested readers directly to you, giving you the opportunity for ongoing branding and member engagement.

### Sponsors Logo (five available)

Months booked	Cost per month
One	£700
Three	£500
Six	£400
Twelve	£300

All these spaces are limited and available on a first to book basis.

Limited advertising space ensures you really stand out and gain maximum exposure to the subscribers as they receive the email each week and read the news stories.

All advertising copy is subject to BCSA approval.

All prices quoted are per month prices and subject to VAT.

The screenshot shows the layout of the NSC Weekly Newsletter for 9 November 2017. At the top is a 'New Steel Construction - 9 November 2017' header with a 'HARE' sponsor banner. Below this are several news stories, each with a 'Read more...' link. On the right side, there are three sponsor logos: 'Steel info', 'ASMA ENGINEERING LTD', and 'SMD Floor and Roof Deck Specialists'. At the bottom right, there is a 'Skyscraper' section featuring a tall building and a '2017 Award Winners of Construction Employer Awards' badge. The footer contains contact information for Martin Cooper and subscription options.

Headline banner

Sponsors logos

Skyscraper

### Dimensions (in pixels)

Headline banner	600 wide x 100 deep
Skyscraper	100 wide x 600 deep
Sponsor's logo	100 wide x 71 deep