

# NSC

MEDIA SHEET 2021

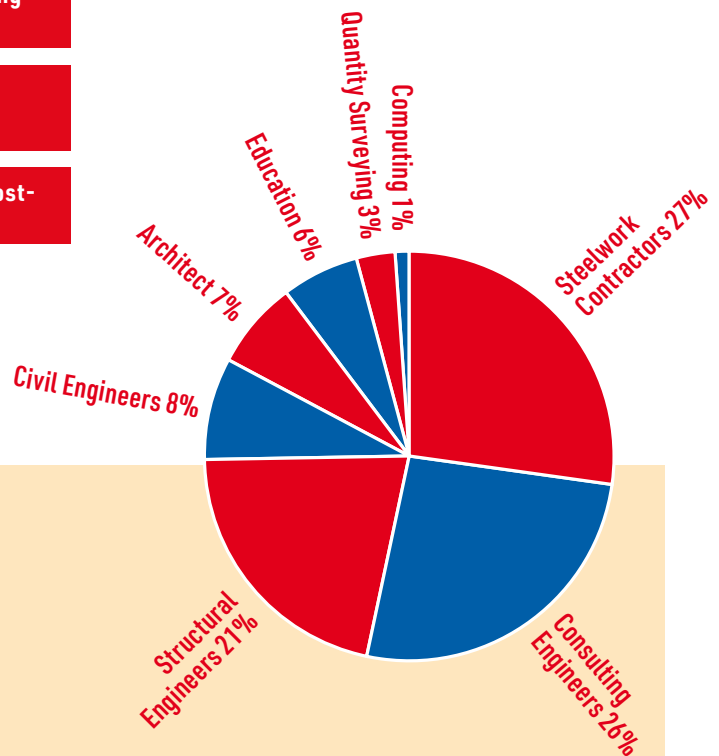


New Steel Construction is the only journal exclusively serving the UK's steel construction industry

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 2021

## Publication dates 2020/21

January	2021	January 4
February	2021	February 5
March	2021	March 5
April	2021	April 6
May	2021	May 7
June	2021	June 11
July/August	2021	July 16
September	2021	September 10
October	2021	October 8*
November/December	2021	November 12
January	2022	January 4

\* date to be confirmed

## Ad booking and copy deadlines

		Booking	Copy
January	2021	December 10	December 14
February	2021	January 22	January 26
March	2021	February 19	February 23
April	2021	March 19	March 23
May	2021	April 23	April 27
June	2021	May 28	June 1
July/August	2021	July 2	July 6
September	2021	August 27	August 31
October	2021	September 24*	September 28*
Nov/Dec	2021	October 29	November 2
January	2022	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

NSC is produced by  
Barrett, Byrd Associates

7 Linden Close, Tunbridge Wells, Kent TN4 8HH  
Tel: 01892 524455  
[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)

### Advertising Sales

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# NSC Weekly Newsletter 2021

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 roundup 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. At the top is a 'New Steel Construction' header with the date '14 January 2020'. Below this is a 'Headline banner' featuring a 'HARE' logo and the NSC logo. To the right of the main content is a 'Skyscraper' advertisement for 'SMD Floor and Roof Deck Specialists', which is the '2017 Award Winner of Construction Engineer Awards' and 'Best Specialist Contractor to work with (under £25m)'. Below the headline banner are several news stories, each with a 'Read more...' link. These include: 'Free guide to UKCA marking post-Brexit now available', 'Steel creating Leicester's Hotel Brooklyn', 'Bridge installed for Port of Sheerness upgrade', 'Plans submitted for near net-zero building in South Shields', and 'New engineering facility planned for University of Plymouth'. At the bottom of the newsletter is a 'National Structural Steelwork Specification' advertisement for the 7th Edition, published and now on sale by BCSA. The footer contains copyright information, contact details for Martin Cooper, and links to unsubscribe or update subscription preferences.

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