

# NSC



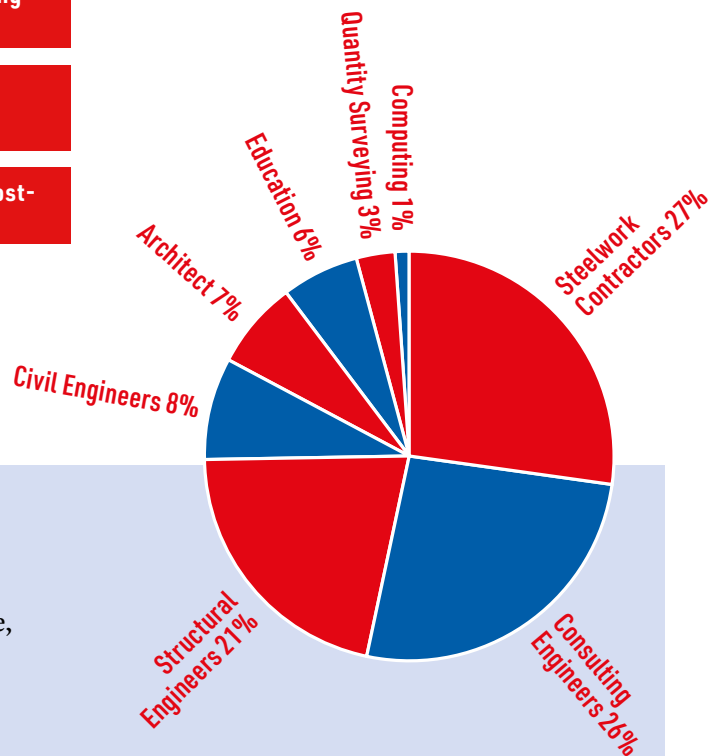
**MEDIA SHEET 2025**

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)



**N**ew Steel Construction is produced ten times a year, with four print and six digital issues, 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 2025

## Publication dates 2025/26

Month	Year	Format	Deadline
January	2025	Online	January 3
February	2025	Online	February 3
March	2025	Print	March 10
April	2025	Online	April 7
May	2025	Online	May 12
June	2025	Print	June 16
July/August	2025	Online	July 14
September	2025	Print	September 8
October	2025	Online	October 13
Nov/Dec	2025	Print	November 21
January	2026	Online	January 5

## Ad booking and copy deadlines

Month	Year	Booking	Copy
January	2024	December 9	December 16
February	2024	January 17	January 22
March	2024	February 18	February 25
April	2024	March 24	March 28
May	2024	April 28	May 2
June	2024	May 30	June 3
July/August	2024	June 30	July 4
September	2024	August 22	August 26
October	2024	September 29	October 3
Nov/Dec	2024	November 3	November 7
January	2025	December 9	December 12

## 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 × 272mm	£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	
	Bleed 426mm × 137mm*	
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

**NSC is produced by**  
**Alignment Media**

7 Linden Close, Tunbridge Wells, Kent TN4 8HH

Tel: 01892 524455

[www.alignmentmedia.co.uk](http://www.alignmentmedia.co.uk)

## Production data

We accept digital files in the following formats:

Adobe InDesign

Adobe Illustrator

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@alignmentmedia.co.uk](mailto:andrew@alignmentmedia.co.uk)

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# NSC Weekly Newsletter 2025

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

The Headline Banner at the top of the newsletter above the New Steel Construction header. The 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

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

## Banner

Extra banners are available embedded into the body of the email. These banners will appear in a space between two news stories. Four positions are available

### Body banners (four 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.

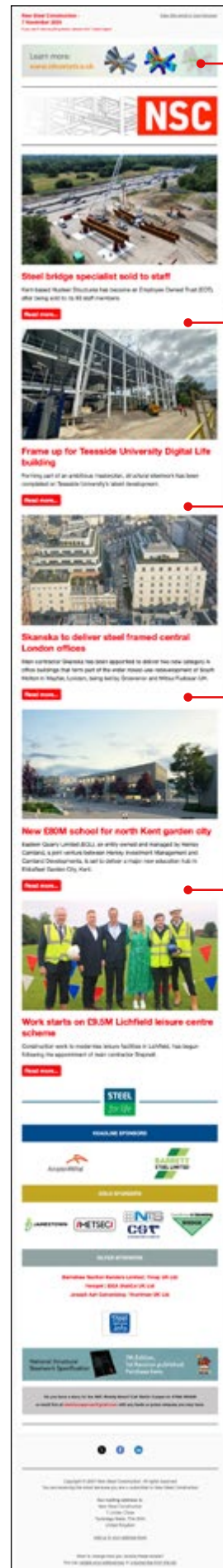
Limited advertising space ensures you really stand out and gain maximum exposure to the subscribers as they receive the email each week and read the news stories.

All advertising copy is subject to BCSA approval.

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

### Dimensions (in pixels)

<b>Banner</b>	600 wide x 100 deep
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Headline banner

Other banners can go between news stories