

# NSC

MEDIA SHEET 2026

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.

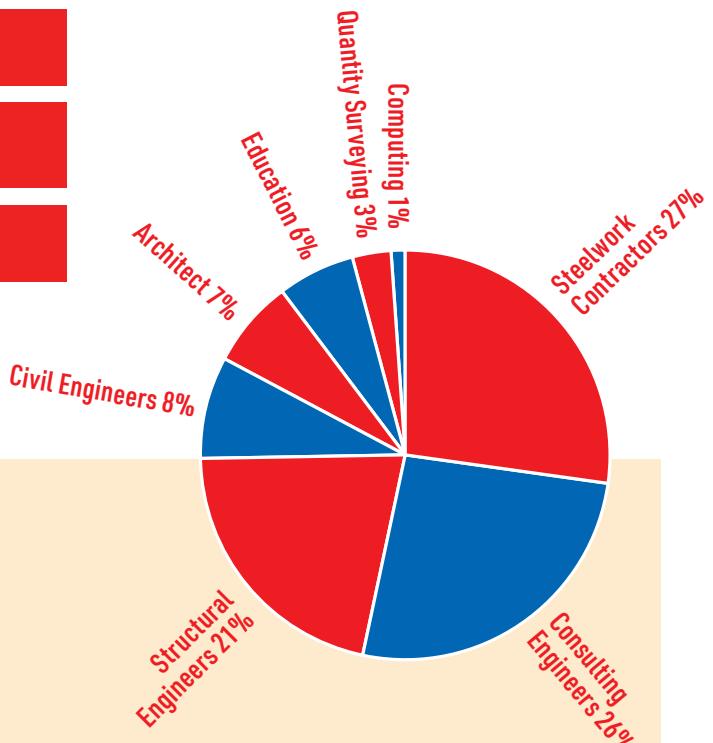
New Steel Construction is circulated to a select database of professionals active in the UK's steel construction industry, architects, engineers, surveyors and contractors.

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 2026

## Publication dates 2026/27

January	2026	Online	January 5
February	2026	Print	February 16
March	2026	Online	March 16
April	2026	Online	April 13
May	2026	Print	May 18
June	2026	Online	June 15
July/August	2026	Print	July 20
September	2026	Online	September 7
October	2026	Print	October 12
Nov/Dec	2026	Online	November 9
January	2027	Online	January 4

## Ad booking and copy deadlines

	Booking	Copy	
January	2026	December 9	December 12
February	2026	January 26	January 30
March	2026	March 2	March 6
April	2026	March 30	April 2
May	2026	April 27	April 30
June	2026	June 1	June 5
July/August	2026	June 29	July 3
September	2026	August 24	August 27
October	2026	September 21	September 25
Nov/Dec	2026	October 26	October 30
January	2027	December 7	December 11

## Rate card – display advertising

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

\* 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 x depth

All rates are exclusive of VAT

## 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 2026

**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 appears 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)

Banner	600 wide x 100 deep
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The image shows a sample of the New Steel Construction weekly newsletter. At the top is a 'Headline banner' with a red border, containing a logo and text. Below it is the 'New Steel Construction' header with the date '7 November 2024'. The main content area features four 'Body banners' (indicated by red circles) placed between news stories. The first banner is for 'Steel bridge specialist sold to staff'. The second is for 'Frame up for Teesside University Digital Life building'. The third is for 'Skanska to deliver steel framed central London offices'. The fourth is for 'New £80M school for north Kent garden city'. Each banner includes a thumbnail image, a title, and a 'Read more...' button. At the bottom is a footer with various sponsor logos and links, including 'National Structural Steelwork Specification' and 'Steel info'.

Headline banner

Other banners can go between news stories