

MEDIA **PACK**



 **the installer**
magazine

 **DIGITAL SAVVY**
M E D I A



2023



ABOUT

The Installer magazine is the official digital magazine of the British Institute of Kitchen, Bedroom and Bathroom Installation (BiKBBI).

The Installer magazine has enjoyed huge growth since its launch in April 2015, and is an asset to the KBB industry owing to its wealth institute news along with updates from the rest of the industry to keep its readership informed.

Every issue contains features that are critical to installers and installation businesses, covering a wide range of topics, such as industry and product news, trends, bespoke installer advice on everything from insurance, tax and legal matters to tool and technique tips, plus much more. Additionally, there are features and profiles on companies and personalities from the industry, along with opinion pieces from the institutes's many sponsors, associates and beyond.

READERSHIP & DEMOGRAPHICS

Each issue is distributed to a circulation list of **12,000** KBB installation and KBB professionals.

The magazine also reaches a further **10,000** individuals per issue by mailing the magazine to a BiKBBI partners and stakeholders.

The target readership demographic is the **100,000+** installers and installation businesses operating in the UK. These installers range from sole traders to certified installers representing larger businesses. Another key demographic for The Installer is BiKBBI's corporate members and sponsors, who engage with the magazine to keep up with news and developments in the installation industry.



CIRCULATION & DISTRIBUTION

The Installer magazine is issued 4 times a year. It is digitally available to **12,000** KBB professionals, including the **entire BiKBBI membership across the UK**. It is considered to be the single **most influential resource** for all KBB trade professionals, and is the only media platform dedicated to this **highly targeted readership**.

SOCIALS & DIGITAL



4910
BIKBBI



3525
@officialbikbbi

RATE CARD & SPECIFICATIONS



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Half Page

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Double Page Spread



420 mm (W) x 297 mm (H)

Full Page



210 mm (W) x 297 mm (H)

Half Page



190 mm (W) x 133 mm (H)

Quarter Page



93 mm (W) x 133 mm (H)

All artwork must be submitted as a PDF file.

Please add 3mm bleed.

NEWSLETTER

Distributed to the same circulation as The Installer Magazine, including the **full BiKBBI membership**, newsletters are a **great opportunity** for branding. Each newsletter carries a single sponsor with a header and footer advertising banner, as well as a link to a current news item pertaining to the sponsor.

Newsletters are designed to be a quick, easy read that carries institute and general industry news that is very current and has proved therefore, to be **extremely popular** with the readership.

BiKBBI Industry Update Newsletters are only published in the **first week of months** where there is no edition of The Installer Magazine distributed, ensuring that **KBB readers are kept updated**, and can be reached by sponsors and advertisers:

March June September December
April July October

Newsletter Banner Ad Size



950 Pixels (W) x 117 Pixels (H)

£500

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CONTACT DETAILS & DEADLINES

ISSUE	ISSUE NO.	COPY DEADLINE	PUBLISHED
Winter 2023	32	30/01/2023	10/02/2023
Spring 2023	33	17/04/2023	28/04/2023
Summer 2023	34	17/07/2023	28/07/2023
Autumn 2023	35	16/10/2023	27/10/2023

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