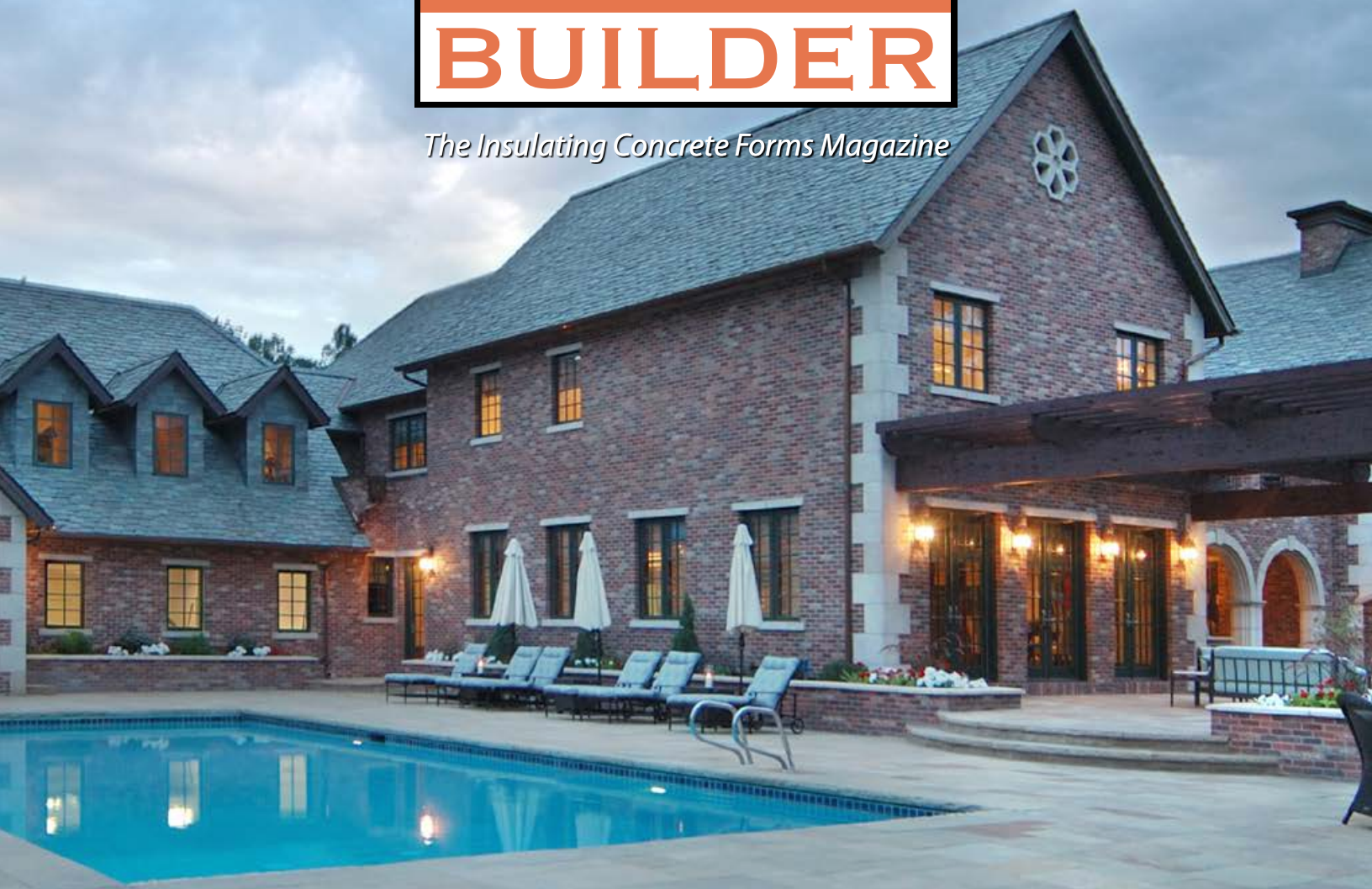


ICF BUILDER

The Insulating Concrete Forms Magazine



MEDIA KIT 2017

Editorial Calendar

ICF Builder and the associated website www.icfmag.com have a well-deserved reputation as the most comprehensive and reliable source of information for the ICF industry. Whether the reader wants information on statistics, building techniques, case studies, or the latest relevant research, it's available here.

Respected experts from all sectors—designers, builders, manufacturers, engineers and others—regularly contribute their insights as guest writers. In 2017, the magazine will continue to bring you the industry-specific news and information you've come to expect.

Columns and Departments Featured Regularly:

ICF News Roundup: Relevant construction news in an easy-to-read format.

In the News: An in-depth look at events that are changing the industry.

Trade Show Corner: A preview of upcoming tradeshows from an ICF perspective, as well as reports on relevant expos.

Personalities: A summary of executive-level personnel changes within the industry, with occasional interviews of industry legends.

Contractor Profile: Interviews with some of the most successful, innovative, and competent ICF professionals in the business

Technically Speaking: Discussing the codes, engineering, and technical aspects of the industry

New Products: Tools and technology that contractors need to know about.

Green Building: Covering the latest trends in sustainable construction

Design Perspectives: The design community's point of view on ICFs.

With this combination of features and departments, we're confident you will not find a more perfect way to reach your target audience than ICF BUILDER.

www.icfmag.com

Features

January/February—Trade Show Issue

Cover Feature: *Industry Forecast and Report*
Additional Story: *ICF Comparison Charts*
Additional Story: *Project Profiles***

Deadlines

Space Reservation:
December 2, 2016
Copy Deadline:
December 9, 2016

March/April—Builder Awards

Cover Feature: *ICF Builder Award Winners (Listings Only)*
Additional Story: *Contractor Secrets for Better Building*

Space Reservation:
January 20, 2017
Copy Deadline:
January 27, 2017

May/June—Green Building

Cover Feature: *Green Building, & the Commercial Sector*
Project Profile: *Green ICF Case Studies*
Additional Story: *Protecting Below-Grade Forms*

Space Reservation:
March 24, 2017
Copy Deadline:
March 31, 2017

July/August—Intro to ICFs Issue

Cover Feature: *Product Directory*
Additional Story: *ICF 101 for Subcontractors*
Project Profile: *Simple Elegance*

Space Reservation:
May 26, 2017
Copy Deadline:
June 2, 2017

September/October—Disaster Resistance

Cover Feature: *ICFs and Disaster Resistance*
Project Profile: *ICF Award Winners*
Additional Story: *Durable ICFs*

Space Reservation:
July 7, 2017
Copy Deadline:
July 14, 2017

November/December—Commercial Construction

Cover Feature: *ICF Design for Mid-Rise Construction*
Project Profile: *Award Winning Projects*
Additional Story: *Commercial Sector Spotlight*

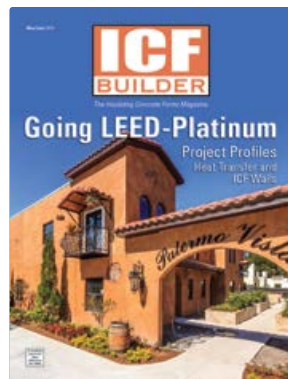
Space Reservation:
September 15, 2017
Copy Deadline:
September 22, 2017

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Ad Rates/ Sizes

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Magazine Ad Dimensions	One Time	Three Time	Six Time
Back Cover* (8.5" x 11.25")	\$6,220	\$5,287	\$4,494
Inside Cover* (8.5" x 11.25")	\$5,722	\$4,864	\$4,134
Full Page* (8.5" x 11.25")	\$4,976	\$4,230	\$3,595
2/3 Page (4.625" x 9.5")	\$3,996	\$3,397	\$2,887
1/2 Island (4.625" x 7.25")	\$3,344	\$2,842	\$2,416
1/2 Horizontal (7.25" x 4.625")	\$2,943	\$2,502	\$2,126
1/3 Vertical (2.25" x 9.5")	\$2,327	\$1,978	\$1,681
1/3 Square (4.625" x 4.625")	\$2,327	\$1,978	\$1,681
1/4 Page (3.375" x 4.625")	\$1,669	\$1,419	\$1,206
1/6 Page (2.25" x 4.625")	\$1,124	\$955	\$812

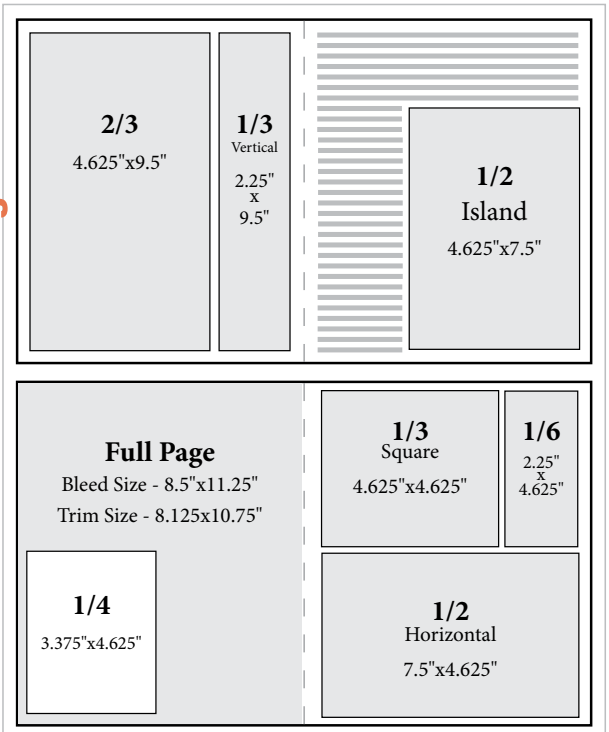
Website Ad Dimensions	Three Month	Six Month	One Year
Top Banner (468x60 Pixels**)	\$425/mo.***	\$325/mo.***	\$225/mo.***
Side Banner (120x240 Pixels)	\$250/mo.***	\$200/mo.***	\$150/mo.***
Side Banner (120x120 Pixels)	\$175/mo.***	\$125/mo.***	\$75/mo.***

Digital Subscriber Email Blast plus 10,000 additional Architects	One Issue	Three Issues	Six Issues
Top Banner (468x60 Pixels**)	\$500/issue	\$400/issue	\$300/issue
Side Banner (120x120 Pixels)	\$250/issue	\$200/issue	\$150/issue

*Trim size of finished magazine is 8.125" x 10.75." **Will share location with no more than 2 other advertisers. ***Must be prepaid.



Magazine Ads



2016 Web Stats

- 6 Million Hits • 300,000 Unique Visitors
- Visits from over 180 Countries/Territories
- www.icflist.com - Most Comprehensive ICF Installer Database Available Anywhere!

For additional online advertising opportunities visit: www.icflist.com

ICF BUILDER is the most cost-effective advertising vehicle to reach the ICF industry.

For more than 10 years, we have fine-tuned our subscription base and distribution plan to ensure you receive the maximum return on your marketing dollar.

Our circulation consists of 30,000 print and digital copies, including virtually every ICF professional in North America, including virtually every ICF distributor and professional installer in North America. **Nearly half our print readership has taken an ICF training course** within the last 10 years. That's 10,000 individuals that have taken the time to seriously investigate ICF construction.

Another 10,000 readers are commercial contractors, custom homebuilders, foundation installers and others considered most likely to become interested in ICF building.

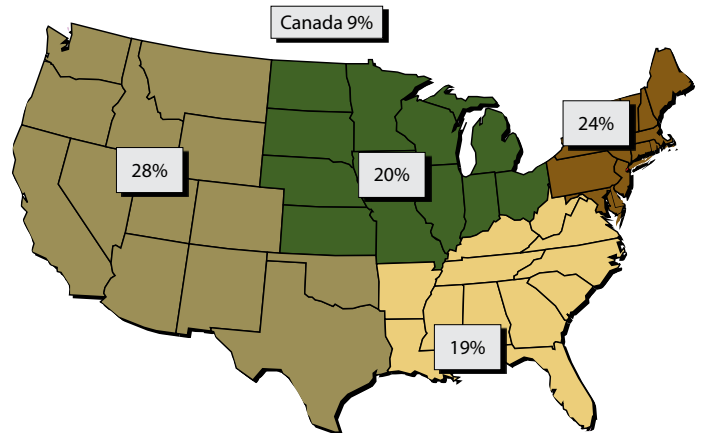
Finally, because we recognize that success in the commercial arena means convincing architects of the ICF value proposition, our circulation includes **10,000 architects and design professionals**.

In addition to our qualified circulation, **thousands of extra copies** are distributed at ICF training seminars and trade shows. In the past few years, these shows have included Greenbuild, World of Concrete, Construct Canada, and the International Builder Show.

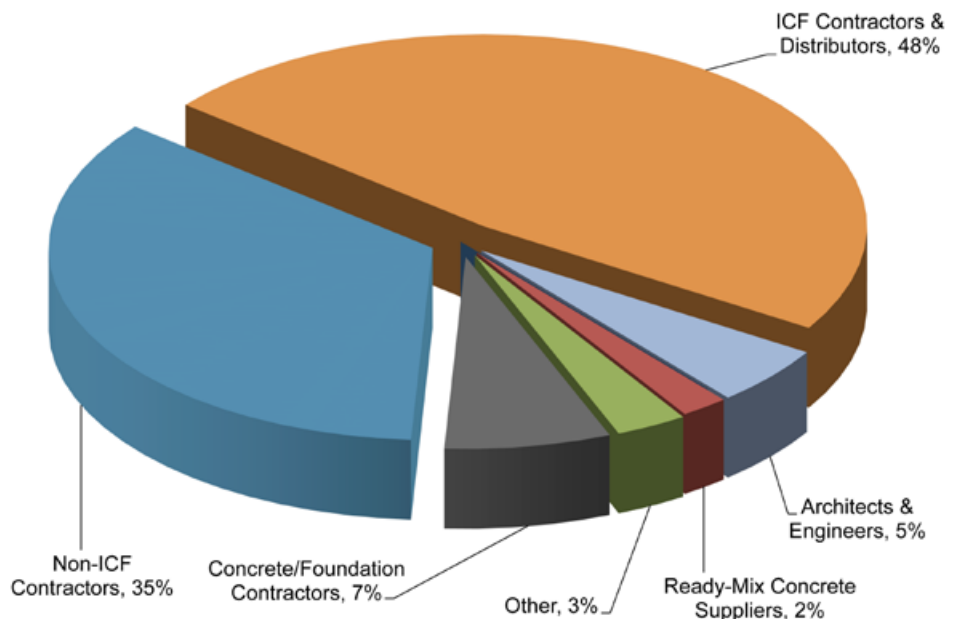
Each edition is read by an average of three individuals, which means your message has the potential to reach **90,000+ interested, relevant readers**.

Geographically, we reach all 50 states and Canada, and more than a dozen foreign countries, but most of our readership is concentrated in those areas where ICF construction is growing most quickly.

We also maintain a highly popular ICF website, a builder directory, and recently launched a trade association for ICF installers. Between our print platform, digital edition, and highly-ranked website, we feel confident that you will receive a better return on your marketing dollar by advertising in this magazine than any other publication on the market.



Print Demographics



BONUS DISTRIBUTION

10,000 Architects!

Your advertisement will also be seen by an additional 10,000 architects that receive the digital edition of every issue at no extra cost.

