



# ICF BUILDER

*The Insulating Concrete Forms Magazine*

# 2024 MEDIA KIT



# Editorial Calendar & Advertising Deadlines

ICF Builder's magazine and website, [www.icfmag.com](http://www.icfmag.com), are the most comprehensive and reliable sources of information for the ICF industry. For 18 years now, since 2005, the team has educated tens of thousands of readers and website visitors. This year's editorial calendar is filled with useful and timely information including the latest industry news, building techniques, case studies, and product advancements. We always have industry experts contributing their knowledge as guest authors or through interviews.

## Departments and Topics:

**How To column:** Our industry expert discusses a different topic in each issue, looking at ICFs and their related products from a basic view for beginners to advanced info for the seasoned professional.

**Project Profiles:** Features on the most innovative, challenging, beautiful, and industry-advancing ICF projects from around the world, built with materials from a variety of ICF block manufacturers.

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

**In the News:** Relevant construction- and industry-related news in an easy-to-read format.

**On the Market:** New product innovations and advancements to make your job easier and more efficient.

**Annual Product Directory:** A keep-on-your-desk guide to ICF related products and services.

## January/February—Trade Show Issue

Space Reservation: **November 10, 2023**  
Materials Due: **November 17, 2023**  
Magazine Shipped: **January 8-11, 2024**

## March/April—Builder Award Winners

Space Reservation: **January 5, 2024**  
Materials Due: **January 12, 2024**  
Magazine Shipped: **March 11-14, 2024**

## May/June—Green Building

Space Reservation: **March 15, 2024**  
Materials Due: **March 22, 2024**  
Magazine Shipped: **May 6-9, 2024**

## July/August—Intro to ICFs Issue

Space Reservation: **May 24, 2024**  
Materials Due: **May 31, 2024**  
Magazine Shipped: **July 15-18, 2024**

## September/October—Disaster Resistance

Space Reservation: **June 28, 2024**  
Materials Due: **July 5, 2024**  
Magazine Shipped: **August 26-29, 2024**

## November/December—Commercial/Industrial

Space Reservation: **August 30, 2024**  
Materials Due: **September 6, 2024**  
Magazine Shipped: **October 28-31, 2024**



## Contact Us

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**ICF BUILDER** is the most cost-effective way to reach people who are part of or interested in the ICF industry, whether that be contractors, manufacturers, distributors, specifiers, architects, or homebuyers. Our website receives thousands of hits — 284,000 unique visitors per year in fact, which translates to nearly 800 unique visitors each and every day — from people looking for information on products, how to's, technical information, and discussions on techniques. Since 2005, we have fine-tuned our subscription base and distribution plan to ensure you receive the maximum return on your marketing dollar.

Our strong circulation is distributed to over 20,000 individuals and businesses, including virtually every ICF distributor and professional installer in North America. About 75% of our circulation is the print edition while the other 25% is digital distribution.

About one-third of our readership has taken the time to seriously investigate ICF construction, and have enrolled in an ICF training course within the past few years. That's 7,000 individuals learning the benefits of ICFs, and are a prime target market for advertisers.

Another 7,000 readers are custom homebuilders, concrete contractors, and commercial builders considered most likely to become interested in ICF building. Thousands of extra copies are distributed at ICF training seminars in addition to regional and national trade shows throughout the year.

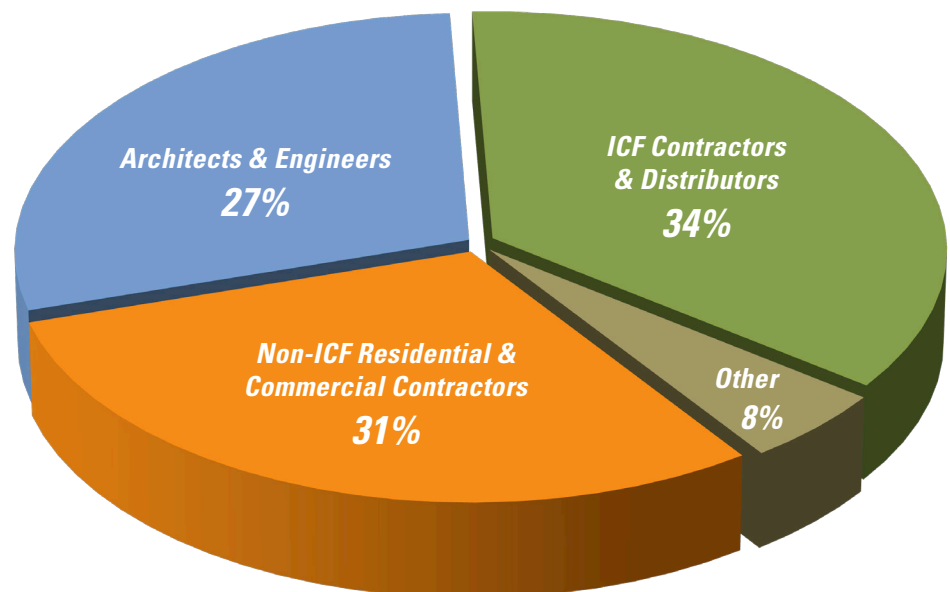
Most of our readership is concentrated in the U.S., and represents areas across the country where ICF is established as a common method of building as well as areas where interest in ICF construction is growing most rapidly.

Between our print platform, digital edition, and highly-ranked websites, you will receive a better return on your marketing dollar by advertising with ICF Builder magazine than any other magazine or method on the market.



## Readership Demographics

**Circulation - 20,000**  
**Print Copies - 15,000**  
**Digital Copies - 5,000**  
**Readership - 50,000+**





# Advertiser Opportunities

ICF Builder is the leading media outlet for insulated concrete construction. As an integrated media company, we offer a wide range of tools to help building material suppliers connect with the ICF industry and the wider green building community. We're confident you will not find a more perfect way to reach your target audience.

**Magazine-** ICF Builder magazine is the industry's flagship publication. We offer a full range of display advertising options at an extremely affordable price. We can handle specialty mailing and magazine inserts as well. Print advertisers are included in the digital edition at no additional cost. New technology with the digital magazine allows advertisers to include hyperlinks, interactive ads, and other innovative content.

**Web Advertising-** Like most media companies, we offer banner ads and sidebar advertising on the magazine website in a range of sizes and budget options. Select advertisers can also promote sponsored content on the site, including embedded video.

In addition to the magazine website, [www.icfmag.com](http://www.icfmag.com), advertisers can also appear on the leading searchable ICF directory, [www.icfhub.com](http://www.icfhub.com).

**Social Media-** Our staff can coordinate social media campaigns on a variety of platforms.

**Email-** We offer targeted email marketing, either exclusively for the client, or in conjunction with the many announcements we send to our readers, including subscription emails, ICF Builder Award notifications, and digital edition of the magazine.

**ICF Builder Award Sponsorships-** The ICF Builder Award presentation has historically been the largest and most popular event in the ICF industry. Held annually, several hundred of the most influential people gathered during World of Concrete for a night of celebration. Limited sponsorship opportunities are available and will vary based on the platform. Benefits may include signage, literature distribution, online presence, magazine presence, and advertising in the printed or digital program.

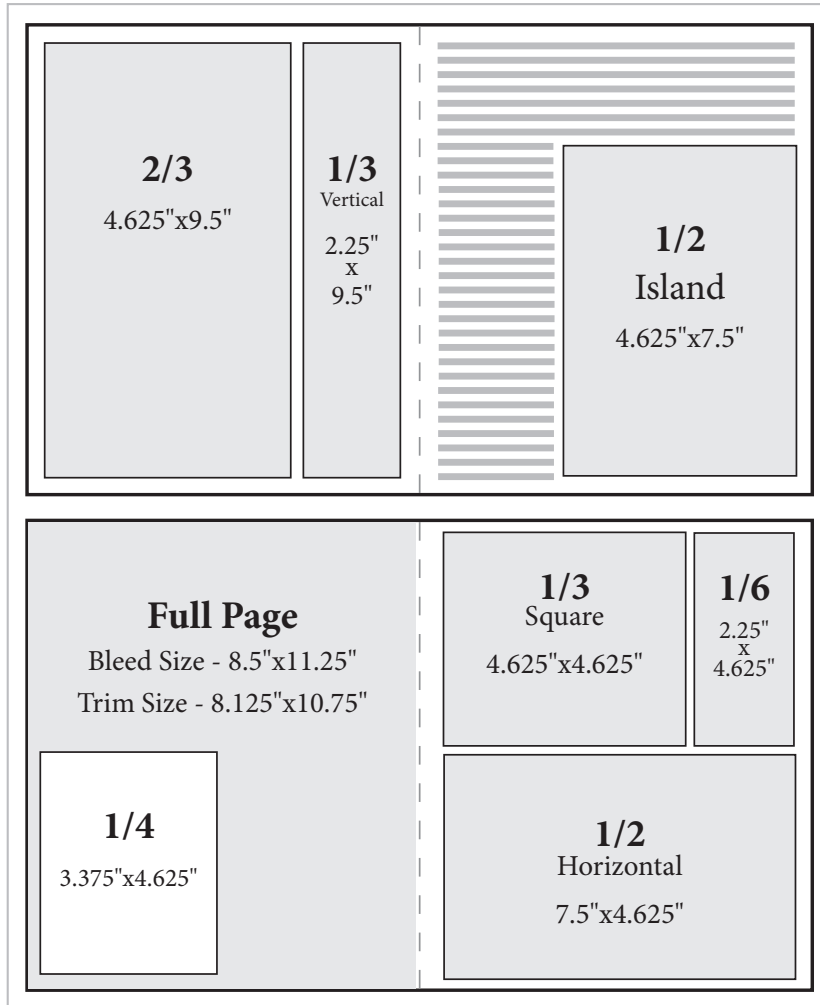
*With fake news leaving most Americans confused about even the basic facts, magazine media keeps it real. Whether in print, online, on mobile or video, people trust it to be expertly researched, written and fact-checked. No wonder magazine readers are more engaged and more likely to recommend advertised products. Being real matters. That's a fact!*

— [BelieveMagMedia.com](http://BelieveMagMedia.com)





# Print & Digital Ad Sizes



## Web Stats

- Over 22 Million Hits Per Year
- Over 284,000 Unique Visitors Per Year
- Visits from over 180 Countries/Territories

Social Media Blasts available upon request.



## ICF Builder Group on Facebook

Join us in the private ICF Builder group on Facebook for discussion among ICF manufacturers, contractors, and more on topics related to the ICF industry

<https://www.facebook.com/groups/icfbuildergroup>



Follow us on X (formerly twitter)

@ICFBuilderMag and @ICF-BuilderGroup



ICF Builder Magazine @ICFBuilderMag · Jul 21

This week we are featuring another Tom Patton article where he breaks down how to evaluate the cost of ICFs versus traditional wood framing or concrete blocks. Read more here: [icfmag.com/2022/05/evalua...](https://icfmag.com/2022/05/evalua...)



**TOP BANNER (864 x 107)**

**NEWMARKET APARTMENTS**  
2018 Multi-family 1st Runner-Up  
Project Statistics Location:  
Newmarket, Ontario, Canada Type:  
1212 Unit Apartment Building Size:  
292,500 sq. ft...

**View Project**

**Disaster Resistance**  
Growing an ICF Business

**CURRENT ISSUE**  
"If you manufacture or market a product for the insulating concrete forms industry, you simply will not find a more efficient, effective way to reach your audience."

**LARGE SIDE BANNER (300 x 250)**

**LARGE SIDE BANNER (300 x 250)**

**SMALL SIDE BANNER (125 x 240)**

**SMALL SIDE BANNER (125 x 240)**

ICF Builder Magazine is the information source for contractors, architects, and others involved with the insulating concrete form industry. It's the only full-color trade magazine devoted to the industry, with project profiles, how-to articles, house plans, and product reviews.

# What neuroscience says about why print magazine ads work

Paper readers remember more.



paper-based  
reading

more focused  
attention,  
less distraction

higher  
comprehension  
and recall

stimulates  
emotions  
and desires

preferred by  
majority  
(even millennials)

drives sensory  
involvement which  
contributes to  
reader impact

slower reading  
speeds

Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA—The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, October 2015

## Ad Rates

| Magazine Ad Dimensions                                     | One Time    | Three Times  | Six Times   |
|--|-------------|--------------|-------------|
| 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                                      | Six Months  | One Year     | 18 Months   |
| Top Banner (864x107 Pixels)**                              | \$4,500     | \$7,600      | \$10,500    |
| Large Side Banner (300x250 Pixels)                         | \$3,600     | \$7,000      | \$10,000    |
| Small Side Banner (125x240 Pixels)                         | \$1,800     | \$3,200      | \$4,500     |
| Digital Subscriber E-Blast<br>(Sent to 15,000 individuals) | One Issue   | Three Issues | Six Issues  |
| Top Banner (600x77 Pixels**)                               | \$600/issue | \$500/issue  | \$400/issue |
| Large Side Banner (125x240 Pixels)                         | \$500/issue | \$400/issue  | \$300/issue |
| Small Side Banner (125x125 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.