

The logo for ICF Builder features the letters 'ICF' in a large, bold, white sans-serif font inside an orange square. Below this, the word 'BUILDER' is written in a smaller, bold, orange sans-serif font inside a white rectangular box.

# ICF BUILDER

*The Insulating Concrete Forms Magazine*

A photograph of a modern multi-story residential or commercial building. The building features a mix of brick, light-colored concrete panels, and large glass windows. It is set against a clear blue sky. In the foreground, there is a parking lot with several cars, a black street lamp, and some greenery.

# 2019 MEDIA KIT

# Editorial Calendar & Advertising Deadlines

ICF Builder and the associated website [www.icfmag.com](http://www.icfmag.com) have a well-deserved reputation as the most comprehensive and reliable source of information for the ICF industry. For nearly 15 years, we have educated tens of thousands of readers and website visitors. This year's editorial calendar is packed with the information readers have come to expect: the latest industry statistics, building techniques, case studies, and relevant research. Additionally, respected experts contribute their insights as guest writers.

## Columns and Departments:

**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.

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

**Personalities:** A summary of executive-level personnel changes within the industry.

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

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

**\*\*NEW\*\* Builder Group Update:** Specifically for professional ICF installers that have joined the industry trade association.

## January/February—Trade Show Issue

Space Reservation: **October 26, 2018**

Copy Deadline: **November 2, 2018**

## March/April—Builder Award Winners

Space Reservation: **January 18, 2019**

Copy Deadline: **January 25, 2019**

## May/June—Green Building

Space Reservation: **March 15, 2019**

Copy Deadline: **March 22, 2019**

## July/August—Intro to ICFs Issue

Space Reservation: **May 17, 2019**

Copy Deadline: **May 24, 2019**

## September/October—Disaster Resistance

Space Reservation: **June 28, 2019**

Copy Deadline: **July 5, 2019**

## November/December—Commercial/Industrial

Space Reservation: **September 6, 2019**

Copy Deadline: **September 13, 2019**



## Contact Us

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# Distribution

ICF BUILDER is the most cost-effective way to reach the ICF industry. For nearly 15 years, we have fine-tuned our subscription base and distribution plan to ensure you receive the maximum return on your marketing dollar.

We have a circulation of 30,000 distributed throughout North America. This includes virtually every ICF distributor and professional installer in North America. About half our circulation is print; the other half is digital.

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 10,000 individuals learning the benefits of ICFs, and are a prime target market for advertisers.

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

In addition to our qualified circulation, thousands of extra copies are distributed at ICF training seminars and regional and national trade shows throughout the year.

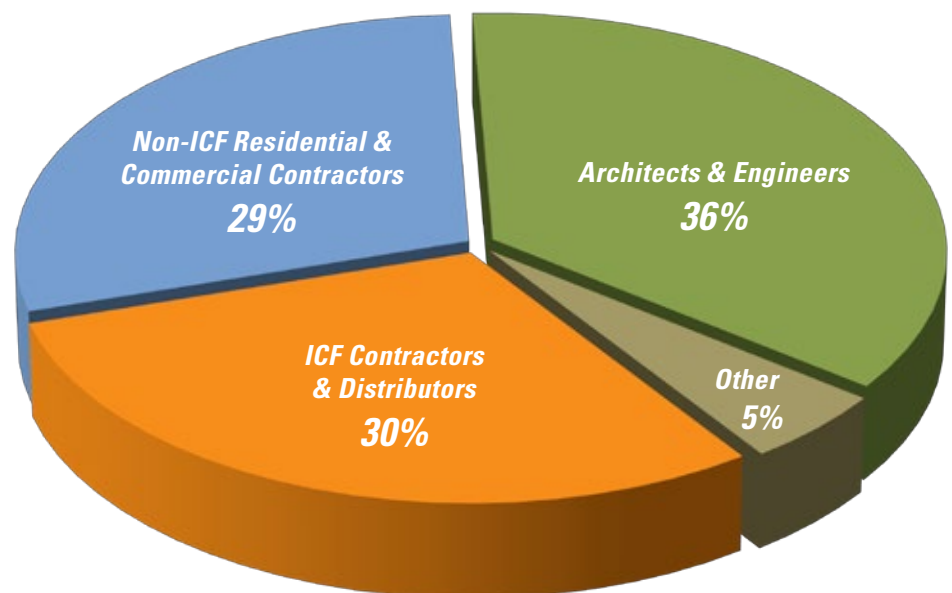
Geographically, we reach all 50 states and Canada, plus more than a dozen foreign countries. Most of our readership is concentrated in the U.S., especially those areas where ICF construction is growing most rapidly.

Between our print platform, digital edition and highly-ranked websites, we feel confident that you will receive a better return on your marketing dollar by advertising with us than any other method on the market.



## Readership Demographics

*The most comprehensive and reliable source of information for the ICF industry for over 15 years.*



# 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), and on the website for the professional ICF contractor association, [www.ICFBuilderGroup.com](http://www.ICFBuilderGroup.com).

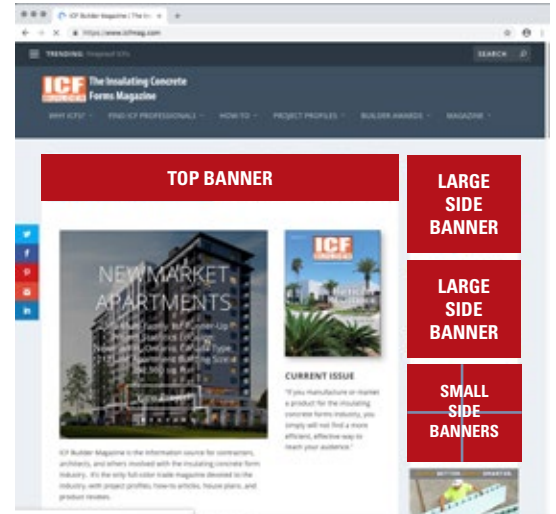
**Social Media-** Our staff can coordinate social media campaigns on a variety of platforms.

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

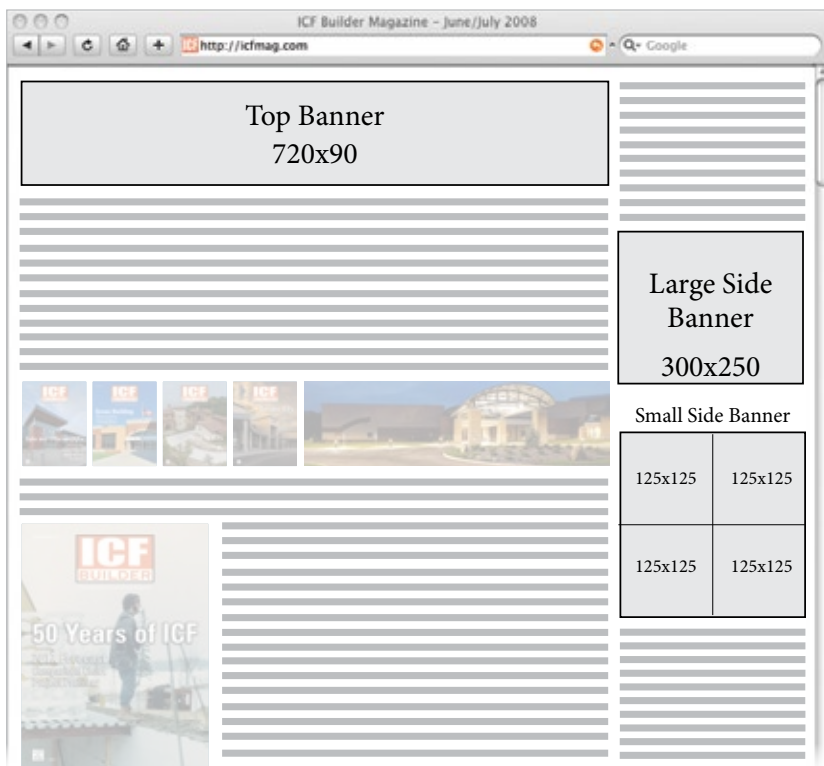
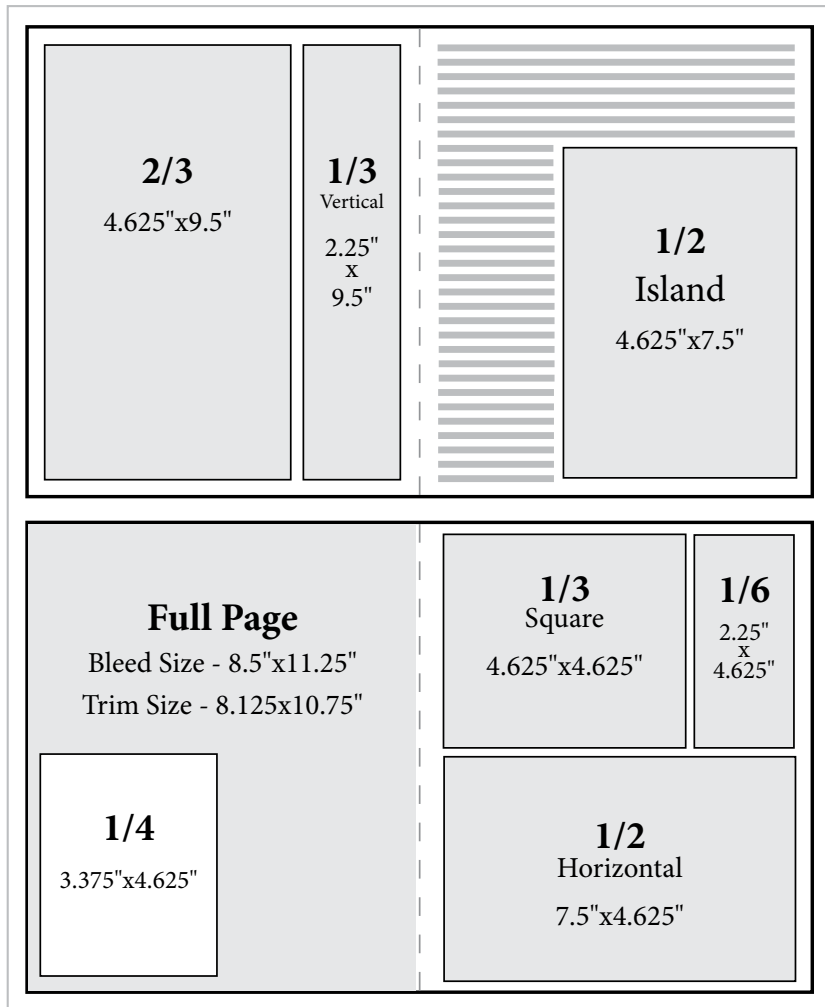
**ICF Builder Award Sponsorships-** The ICF Builder Award presentation is the largest and most popular event in the ICF industry. Held annually, several hundred of the most influential people gather for a night of celebration. Limited sponsorship opportunities are available. Benefits include signage, literature distribution, online presence, magazine presence, and advertising in the printed 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



# Print & Digital Ad Sizes



## 2018 Web Stats

- **11.6 Million Hits Per Year**
- **Visits** from over 180 Countries/Territories
- **www.icfhub.com** - *Most Comprehensive ICF Installer Database Available Anywhere!*

## Tweets by @ICFBuilderMag

**ICF Builder Magazine**  
@ICFBuilderMag

Check out the strength of this #ICF home during a storm surge from the latest issue of #ICFMagazine! [icfmag.com/2018/08/engine...](http://icfmag.com/2018/08/engine...)



Sep 18, 2018



**Follow us on Twitter**  
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**@ICFBuilderGroup**

Social Media Blasts  
available upon request.

# 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 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	Six Months	One Year	18 Months
Top Banner (728x90 Pixels)**	\$4,500	\$7,600	\$10,500
Large Side Banner (300x250 Pixels)	\$3,600	\$7,000	\$10,000
Small Side Banner (125x125 Pixels)	\$850	\$1,500	\$2,000
Digital Subscriber E-Blast (Sent to 15,000 individuals)	One Issue	Three Issues	Six Issues
Top Banner (600x77 Pixels**)	\$600/issue	\$500/issue	\$400/issue
Small Side Banner (120x120 Pixels)	\$250/issue	\$200/issue	\$150/issue
Large Side Banner (120x240 Pixels)	\$500/issue	\$400/issue	\$300/issue

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