



**rci**

ROOFING CLADDING & INSULATION

MEDIA PACK  
**2023**





ROOFING CLADDING & INSULATION

## WELCOME TO THE UK'S MOST **POPULAR** AND **INFORMATIVE ROOFING, CLADDING** & **INSULATION** MAGAZINE

**RCI** magazine launched in 1980 and for over 40 years has served the roofing, cladding and insulation sector, delivering the information and insight its readers need.

However, a brand like **RCI** does not retain its leading position by staying still. It does it by listening to its readers, understanding its markets and shaping its content accordingly. With this in mind, **RCI** surveyed its readers to ensure that it is delivering what the industry needs. The results were conclusive and can be found in this media pack, but some of the highlights are:

- **100% of **RCI** readers say the magazine is relevant to their job**
- **84% hold on to their copy**
- **87% have made a purchasing decision based on what they have read or seen in **RCI****

This level of engagement is achieved by editorial excellence, coupled with relentless research to ensure our output is reaching the right people - a fact backed up by the magazine's ABC audit. These numbers are heartening, of course, but **RCI** is not resting on its laurels. This evolution is reflected in the magazine's various reader initiatives, to include our successful Façade and Pitched Roofing Awards, and of course the **RCI** Show which celebrates its 8th year at the stadium MK.

This makes **RCI** the ideal platform for all your marketing requirements.

**TONY BROWN** Sales Director









# Editorial Quality

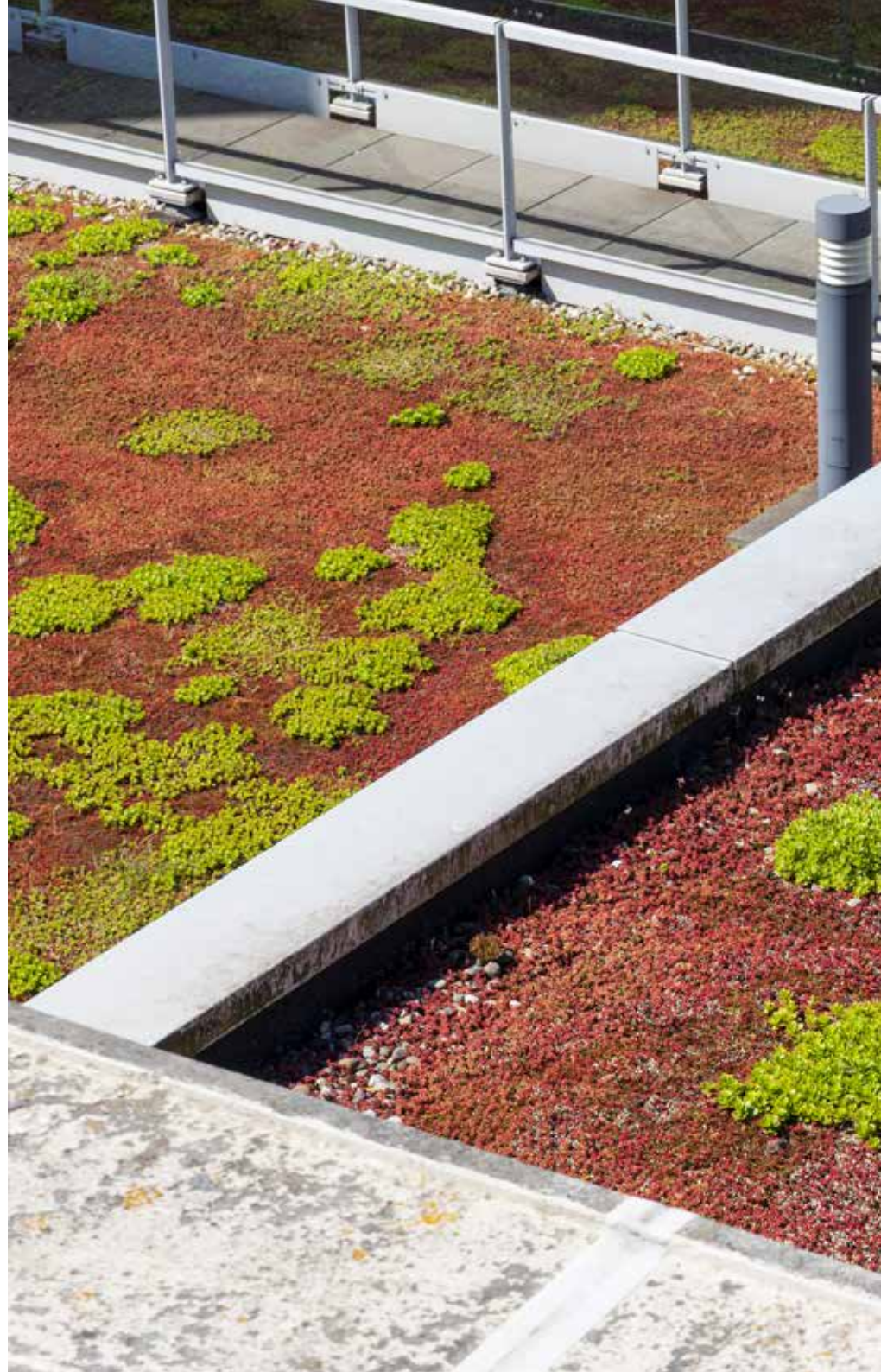
## Meeting the needs of the roofing, cladding and insulation sectors

Widely regarded as the leading technical publication serving the roofing, cladding and insulation sectors of the industry, **RCI** delivers an unrivalled breadth of practical, informative and engaging editorial coverage for roofing contractors, manufacturers, suppliers and roofing merchants.

A must-read for those at the sharp end, the **RCI** editorial team is regularly in contact with the market, learning about ongoing developments in the industry to inform its readers about the latest news, product innovations, advice on installation best practice and legislation updates, as well as engaging comments from industry experts.

In addition to the printed version, the **RCI** brand also incorporates a website – [www.rcimag.co.uk](http://www.rcimag.co.uk), which provides an outlet for up-to-the-minute industry news and views, and exclusive content in the form of articles and blogs. Combined with a weekly newsletter, 'Roofzine', **RCI** is a highly regarded multi-platform brand that is delivered in print, online and in person at live events.

**GABRIEL DAY** Editor







ROOFING CLADDING & INSULATION

## MISSION STATEMENT

At the very heart of the roofing, cladding and insulation markets since 1980, **RCI** champions best practice, raises awareness of safety issues on-site and promotes business excellence. **RCI** delivers its mixture of news, views, trends and product updates through print, a weekly newsletter, and its website, as well as in person at its ever-relevant and popular **RCI** Show. **RCI** also acknowledges excellence through its annual Pitched Roofing Awards and Façade Awards UK.



# Targeted Readership Profile

With its high-quality editorial content and distribution among highly relevant potential customers, **RCI** is 'the' publication for the roofing, cladding and insulation industries.

Companies who want to reach, engage and influence this audience can do so with monthly print and online digital versions of the magazine, combined with the weekly newsletter, **Roofzine**, ensuring we talk to the audience in many different ways, but always with the same authority.

**RCI** magazine is fully ABC audited. Readers only qualify for a copy of the magazine if they meet our strict terms of control. This tightly controlled circulation ensures minimum wastage and that your advertising message is reaching and influencing key prospective customers.



ABC terms of control: Directors, managers, engineers and other individuals working for roofing contractors and roofing merchants. Architects and surveyors working in private practice. Individuals who work in public and private sector companies and organisations that offer roofing, cladding and insulation products and services.



Roofing, cladding  
and insulation contractors  
**4,263**



Architects  
and specifiers  
**1,852**



Roofing and  
builders' merchants  
**753**



Housing associations  
/ public sector  
**680**



Facility  
managers  
**452**

# 8,000

5,000 printed,  
3,000 digital

# 12

issues  
a year

# 24,424

pass on magazine  
readership





# Multi-platform Marketing



Whether you want to educate potential customers about your products, raise the profile of your company, nurture prospects, generate leads to feed your sales team, or gain ground on your competitors, **RCI** provides the most effective route to your future customers, whatever your objectives.

As every campaign is different, we welcome the opportunity to discuss and understand your needs in more detail.



MAGAZINE



SOLUS  
E-SHOTS



TECHNICAL  
GUIDES



PITCHED ROOFING  
AWARDS



SPECIAL  
SUPPLEMENTS



WEBINARS



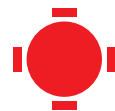
RESEARCH



ONLINE



E-NEWSLETTERS



ROUND  
TABLES



DIRECT  
MARKETING



DIRECTORY



SOCIAL



EXHIBITION



COMPETITIONS



YEAR  
PLANNER



FAÇADE  
AWARDS UK



PODCASTS





# 88%

of our readers feel that it is very important for manufactures and suppliers to engage with them about their products and services, so that they are presented with the latest information within RCI magazine to help them grow their business.

# 94%

of our readers across RCI's portfolio of products (magazine, website, newsletter, social media), find it helpful in finding out about the latest information from manufacturers and suppliers.





ROOFING CLADDING & INSULATION

# FEATURES LIST 2023

## JANUARY 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing
- Insulation
- Pitched Roofing (Incorporating rainwater systems)
- Safety, Working at Height
- Rooflights & Roof Vents

## FEBRUARY 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing
- Insulation
- Pitched Roofing
- Fixings & Fasteners (Incorporating sealants and adhesives)

## MARCH 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing (Incorporating green and blue roofs)
- Insulation
- Pitched Roofing (Incorporating rainwater systems and solar PV)
- Tools, Workwear & Vehicles

## APRIL 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing
- Insulation
- Pitched Roofing
- Rooflights & Roof Vents
- Fixings & Fasteners (Incorporating sealants and adhesives)

## MAY 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing
- Insulation
- Pitched Roofing (Incorporating solar PV)
- Safety, Working at Height

## JUNE 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing (Incorporating green and blue roofs)
- Insulation
- Pitched Roofing (Incorporating rainwater systems)
- Fixings & Fasteners (Incorporating sealants and adhesives)

## JULY 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing
- Insulation
- Pitched Roofing
- Rooflights & Roof Vents
- Tools, Workwear & Vehicles
- **Supplement: Best of British (Roofing)**

## AUGUST 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing (Incorporating green and blue roofs)
- Insulation
- Pitched Roofing (Incorporating rainwater systems and solar PV)
- Fixings & Fasteners (Incorporating sealants and adhesives)

## SEPTEMBER 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing
- Insulation
- Pitched Roofing
- Safety, Working at Height

## OCTOBER 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing
- Insulation
- Pitched Roofing (Incorporating rainwater systems)
- Fixings & Fasteners (Incorporating sealants and adhesives)

## NOVEMBER 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing (Incorporating green and blue roofs)
- Insulation
- Pitched Roofing
- Rooflights & Roof Vents
- Tools, Workwear & Vehicles

## DECEMBER 2023

- Facades, Cladding & Sheeting (Incorporating all façade materials)
- Flat Roofing
- Insulation
- Pitched Roofing (Incorporating rainwater systems)
- Fixings & Fasteners (Incorporating sealants and adhesives)

## REGULAR FEATURES

- Business Advice – Experts from the sector offer advice on how to make 2022 the year of recovery.
- Training – Information on training opportunities, both in person and online, to help readers upskill.
- Step-by-step guides
- Industry viewpoints
- Interview Q&As – ‘Ten Minutes With’...
- Product showcase – New product innovations and launches to help make the lives of contractors easier.

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**At RCI we aim to be at the heart of everything the industry needs in terms of industry information, analysis, discussion and networking opportunities.**







# Rate card and tech specs

## MAGAZINE

### INSERTIONS

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Double page spread.... £2,650    Full page.... £1,575    Half page.... £830    Quarter page.... £500    Quarter strip.... £600

### GENERAL CLASSIFIEDS AND RECRUITMENT

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Full page.... £1,550    Half page.... £850    Quarter page.... £600

### COVER RATES

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Front cover package.... £2,605  
Gatefold inside front.... £2,355    Inside front cover....£1,700    Back cover.... £1,900    Inside back cover.... £1,600

### TRADE LINK

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1 x Heading black/white....£310    1 x Heading colour....£355    (More headings are available upon request)

## PRINT TECHNICAL SPECIFICATIONS

SIZE	TYPE AREA	TRIM SIZE	BLEED SIZE
DPS	265mm x 394mm	297mm x 420mm	303mm x 426mm
Full page	265mm x 190mm	297mm x 210mm	303mm x 216mm
Half page vertical	265mm x 90mm	297mm x 100mm	303mm x 103mm
Half page horizontal	124mm x 190mm	145mm x 210mm	148mm x 216mm
Quarter page strip	66mm x 190mm	N/A	N/A
Quarter page vertical	124mm x 90mm	N/A	N/A



## ONLINE

### ADVERTISING RATES

Website Takeover	£1,050
Button Small	£450
Button Medium	£750
Video Uploads	£700

### MECHANICAL SPECS

175 pixels wide x 660 pixels high
300 pixels wide x 100 pixels high
300 pixels wide x 200 pixels high

**NOTE:** If using animated GIF's please remember to ensure the first frame of the animation contains all the main information that is wanting to be shown. Animated GIF's no longer play in versions of Outlook (2007 upwards), and only display the first frame of the animation, which is why it is important to ensure that the first frame contains all the relevant information. A common trick is to move what would be the last frame (which would usually contain the information) to the position of the first frame.



The weekly newsletter for the roofing, cladding & insulation industries

## ROOFZINE BANNER RATES

### ADVERTISING RATES

Button Small	£500
Button Medium	£800
HTML E-shot	£1200

### MECHANICAL SPECS

190 pixels wide x 190 pixels high
290 pixels wide x 290 pixels high
HTML E-shots distributed to 8,000 subscribers cost per e-shot

All artwork to be supplied as a static JPEG/GIF or animated GIF. **Maximum file size 200kb.**

**10k**

monthly  
visitor  
numbers

**8,000**

unique  
website  
visitors a year

**8K**

Roofzine  
Subscribers

**6K**

social media  
followers



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