



NATIONAL ACCESS & SCAFFOLDING CONFEDERATION

National Access & Scaffolding Confederation Press Release

For Immediate dissemination

NASC 2017 Yearbook Call for Advertising

NASC members wishing to take the opportunity to advertise in the forthcoming NASC 2017 Yearbook – published again by Construction Manager publishers, Atom to an audience of 30,492 industry professionals, including all members of the Chartered Institute of Building (CIOB) directly – are being asked to do so at their earliest convenience.

The NASC 2017 Yearbook will be launched at the NASC AGM on 25th November in Amsterdam and also within the November/December issue of Construction Manager – published in November 2016.

Discounted standard position display advertising rates for 2017 remain unchanged. However, unlike in previous years, where 'grandfather rights' for key positions and unlimited advertising pages were allowed, the NASC 2017 Yearbook will sell premium positions on an auction basis. Member only advertisers are restricted to a total of two pages (or any permutation thereof) of advertising space within the NASC 2017 Yearbook.

Key positions within the NASC 2017 Yearbook will go to auction with all members having an opportunity to post their bid to take prime locations within the publication. Prime positions up for auction are:

- Inside Front Cover @ £2,625
- Outside Back Cover @ £2,625
- Inside Back Cover @ £1,950
- First right hand page @ £2,000
- Second right hand page @ £1,975
- Third right hand page @ £1,950

Bids should be lodged for the above premium positions with dave@atompublishing.co.uk directly. And the auction closes on 23rd August 2016,

when members will be informed if their bid is successful and if so what position(s) they have been allocated.

Standard NASC 2017 Yearbook display advertising rates are as follows:

- DPS @ £3,200
- Full page @ £1,910
- Half page @ £1,265
- Quarter page @ £685

NASC MD Robin James said: "Following the success of the NASC 2016 Yearbook, we are again delighted to have Construction Manager magazine as our media partner for the 2017 edition. And we are pleased to maintain 2016 standard advertising rates and introduce a level playing field system for advertisers, with a prime position auction.

"In an increasingly digital market, it's amazing how popular the printed copy of the NASC Yearbook is. Its success is largely down to reaching a target audience of construction sector professionals and CIOB members, who are drawn from a wide range of professional disciplines within the construction supply chain, including principal contractors, house builders, surveyors, consultants, private developers as well as specialists from housing associations, health trusts and county, borough, metropolitan and city councils.

"Access to this readership allows the confederation to penetrate a very specific audience which influences, directs and manages a high number of construction projects, as well as providing an opportunity to submit project reports in an attractively presented industry yearbook.

"Construction Manager has successfully promoted the NASC for over five years via editorial, online and page advertising. NASC members are encouraged to use this unique opportunity to advertise in the 2017 yearbook to profile their ability to provide high quality scaffolding to an influential and key decision making construction audience."

NASC members wishing to book advertising space with Construction Manager and ensure their message is delivered to the largest print magazine construction audience in the UK should call Atom publishing on 020 7490 5595 and ask to speak with either David Smith or Tom Peardon.

To view the 2016 NASC Yearbook or to obtain complimentary copies, download the latest SG4:15 'Preventing Falls in Scaffolding Operations' Safety Guidance Management Guide, order copies of the SG4:15 You user guide, purchase a TG20:13 full suite and for information about the NASC – the UK scaffolding industry trade body – including how to become an NASC member, please visit www.nasc.org.uk or email: enquiries@nasc.org.uk directly. And for more details on CISRS training, including details on CPD courses and a list of current providers, please visit: www.cisrs.org.uk.

(NB: Only NASC members can book advertisements in this exclusive yearbook & all prices quoted above are plus VAT @ 20%).