

# The **Installer** & THE FABRICATOR

## Media Information Pack 2026



# About The **Installer** & THE FABRICATOR

A year ago we reported how readers were switching from print media and, increasingly, relying on web-based publications for information. The trend continues and we are seeing unprecedented take-up of all of our products.

Our digital magazines – The Fabricator and The Installer – are visited, typically, 3,000 times each month with readers viewing more than 5,000 pages. They are available via our news websites, newsletters and also our corporate site: [www.profinder.eu](http://www.profinder.eu) where PDF versions of the magazine are also available to download.

Our newsletters – published four times each week – promote our news websites: [www.theinstaller.pro](http://www.theinstaller.pro) and [www.thefabricator.pro](http://www.thefabricator.pro). Both the newsletters and the websites produce industry-leading opens and click-throughs\*.

With everything we do, our readers come first and are our first consideration. By insisting on that, we ensure our advertisers always get the best return on their advertising investment.

\* Statistics are available monthly and on demand for individual advertisements

Published by Profinder Media Ltd, *The Installer* & [www.theinstaller.pro](http://www.theinstaller.pro) and *The Fabricator* & [www.thefabricator.pro](http://www.thefabricator.pro) have built a reputation that is second to none for **quality, reliability** and **value for money**.

Each publication is circulated to its own prescribed target audience. Profinder Media still holds the largest and most frequently up-dated database of installers and fabricators in the sector.

*The Installer* is targeted exclusively at installers in the commercial façades and windows, doors, extensions and other home improvements markets. *The Fabricator* reaches the manufacturing sector reporting on commercial façades, windows, doors and the components and equipment for the sector.

The government has promised a massive housebuilding boost whilst the industry absorbs the effect of new legislation – gateway-2 and ever changing U-values plus still anticipating the effects the Future Homes standard will have on the industry. And through all this we still struggle with skills and labour shortages.

As installers and fabricators need to be on top form to make the best of the opportunities both in new build and their core refurbishment market.

*The Installer* magazine and [www.theinstaller.pro](http://www.theinstaller.pro) look within the industry and outside it to bring their readers advice and direction on what's new, what's established and where the projects they want are happening – without ignoring potential sales in their local communities. Installers instinctively turn to the media channels that inform and educate – and most importantly, give them solutions to succeed when times are tough and when times are golden.

Fabricators are diversifying by adding to the range of products they make and stock and by adopting different materials. They are producing composite doors, rooflights and bi-folds and increasing their channels of distribution. Nearly all fabricators handle glass. Never has it been more important for fabricators to read *The Fabricator* magazine and [thefabricator.pro](http://www.thefabricator.pro) that educate and inform directly about their business sector whilst keeping them abreast of manufacturing and production innovation from all areas of industry.



# THE FABRICATOR

## EDITORIAL GUIDELINES AND FEATURES

Here you will find a list of *The Fabricator's* core features for 2026.

Each month we also run topical features which are either researched and written by our editorial team or commissioned from external writers.

We are always happy to discuss feature submissions with potential contributors. We will require a brief synopsis of the feature idea by email to the editor along with full contact details.

We would be obliged if contributors also provide suitable photography and/or illustrations.

**QUICK-GLIDE**  
BI-FOLD DOOR

**THE NEXT-GEN SLIDE & FOLD DOOR**  
**BI-FOLDS BUT BETTER!**

Step into a new era of door design with Quick-Glide! In a market that's packed with bi-folds and sliders, Quick-Glide presents a great opportunity to stand out from the crowd, attract new customers and to enhance your reputation as a forward thinking installer.

**Each panel slides and folds independently!**  
Create a partial opening for ventilation or a fully stacked arrangement for an unobstructed view.

Get in touch to add Quick-Glide to your range.

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www.quickslide.co.uk

**THE FABRICATOR**

Garden Doors & Verandas

The Fabricator Magazine - February 2024

UK MANUFACTURED 44MM & 70MM GRP COMPOSITE DOORS



**UNIVERSAL**  
Composite Doors

**Have You Got The Winning Partner?**

ONE QUICK STEP OVER AND YOU COULD PARTNER UNIVERSAL FOR ALL YOUR COMPOSITE DOORS.

- FULL RANGE OF DOORS DELIVERED IN 10 DAYS
- EASY TO FIT, FIT & FORGET
- DOUBLE DOORS
- STABLE DOORS
- DOOR & HALF AVAILABLE
- CHOICE OF FRAME SUPPLIERS
- TOP LIGHTS AND SIDE LIGHTS AVAILABLE

UK MANUFACTURED 44MM & 70MM GRP COMPOSITE DOORS

Just Ask For Connor  
sales@ucdlimited.co.uk 01487 809819

- The Fabricator
- January
    - Software systems
    - Heritage
  - February
    - Roofs
    - Rooflights
  - March
    - Composite Doors
    - Door Hardware
  - April
    - Machinery
    - Insulated Glazing
  - May
    - Garden Doors
    - Decorative finishes
  - June
    - Aluminium Systems
    - Aluminium hardware

The Fabricator is the only publication covering the window, door, conservatory, glass unit and facade sector that runs externally sourced features specifically on manufacturing best practice and principles.

- July
  - Heritage
  - Bi-fold doors
- August
  - Composite Doors
  - Fasteners and fixings
- September
  - Roofs
  - Rooflights
- October
  - Machinery
  - Insulated Glazing
- November
  - Decorative Finishes
  - Garden Doors
- December
  - Aluminium Systems
  - Aluminium hardware

**BUSINESS FEATURES**

- Industrial Maintenance
- Fleet & Transport
- Business Matters
- Tools & Accessories
- Health & Safety
- Glass & IGUs
- Education & Training
- Videos (website only)

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FULLY FABRICATED AND READY TO FIT

Visofold 1000  
Aluminium Bi-Fold

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\*Applies to new and existing customers.

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August 2025

# The Installer

Keyframe UK

APEX  
Boosts your window security with the Apex QuakLock and Cranked Window Handle - the intelligent solution for PVC-U windows.

Yale  
Compatible with SensiCheck™

Punching above its weight  
Game-changing, ultra-thin glass TOU with U-values as low as 0.7 W/m²K coming in 2026

01204 705718  
enquiries@keyframeuk.com www.keyframeuk.com

The Don Waterworth Technical & Legal Column

### Variations To The Contract Need To Be Written And Agreed



Don Waterworth, The Installer's Legal & Technical Expert has come across many instances where projects have gotten bigger and bigger but nobody has thought to agree the changes by writing them down and getting them signed - which just leads to big trouble as an installer recently found.

I recently worked on a dispute where significant changes and additions had been made to the original contract, writes Don Waterworth.

When final payment was requested by the contractor, matters were disputed by the customer.

She is a lady living by herself and she felt that she had been bamboozled by the contractor into taking extras and changes that she did not necessarily want.

No justification - no verification

I spoke with the contractor and he said he was owed in the final contract sum of £25,000, could not be justified nor verified - so he was out on a limb.

Added to this, some of the workmanship was awful and well below reasonable standards.

Write it down. Get it signed

However, the purpose of this article is to inform all window installers that when a consumer makes changes to the original contract you must write down the change, the cost of the change and both you and the consumer should sign, ideally on A5 duplicate book, which may sound old fashioned but works very effectively.

This means at the end of the contract you are able to prove that the consumer asked for the changes and you have in write changes down. **■ Don.**

The article is by our technical writer - Principal Supervisor Don Waterworth of donwaterworth.co.uk Don also acts as an Expert Witness and is Accredited Mediator Tel: 0800 196922 Tues-Thurs 10.00am-3.00pm.

writing your copy of the change, the cost and the consumer's signature. Then in a court of law, providing that the workmanship is of a reasonable standard, you will get paid.

You're gonna lose

In this case I had to advise the builder that it was the consumer's word against his and that more than likely the Consumer Rights Act would give benefit of doubt to the consumer.

In any event it is up to the professional tradesperson to provide the correct paperwork and advise the consumer properly. So don't get caught out - write changes down. **■ Don.**

The Installer

January

Composite Doors

Door hardware

February

Roofs

Rooflights

March

Cladding & insulation

Roofline

April

Garden Doors

Garden Rooms

May

Aluminium Windows & Doors

Aluminium Hardware

June

Heritage windows

CRM systems

July

Bi-fold doors

Roofs and Rooflights

August

Composite Doors

Door Hardware

September

Roofline Systems

Fasteners and fixings

October

Garden Doors

Garden Rooms

November

Aluminium Windows & Doors

Aluminium Hardware

December

Heritage Windows

CRM Systems

Please direct correspondence and feature synopses

to: [brian.shillibeer@profinder.eu](mailto:brian.shillibeer@profinder.eu)

Please direct press releases

to: [installer@profinder.eu](mailto:installer@profinder.eu)

# Rates & Data – Magazines

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## Circulation

Fabricators & IGU Manufacturers 6,476 Installers – 11,804. Our email and mailing lists are the largest in the sector. They are regularly updated and renewed. All online readers are opted in. *The Installer* and *The Fabricator* E-newsletters are each distributed to named individuals on a free circulation basis up to nine times a month. They respectively and consistently promote *The Installer* magazine & [www.theinstaller.pro](http://www.theinstaller.pro) and *The Fabricator* magazine & [www.thefabricator.pro](http://www.thefabricator.pro)

Print versions are sent to a requested readership. *The Fabricator* E-newsletter reaches named individuals in 4,699 operations – larger fabricators or IGU manufacturers will receive multiples, bringing the total circulation to a maximum 6,497. *The Installer* E-newsletter reaches a maximum 11,840 named individuals.

## Advertising Material

Advertisements must be supplied as CMYK PDF files or hi resolution JPEG images. Please ensure these are at minimum resolution of 300dpi or production charges may be incurred.

Technical queries for magazine advertising should be directed to [john.roper@profinder.eu](mailto:john.roper@profinder.eu)

Technical queries for website advertising should be directed to [cathryn.ellis@profinder.eu](mailto:cathryn.ellis@profinder.eu)

## Publishing Schedule

Display Ad copy 18th of previous month  
Classified & semi display 14th of previous month  
Publication date 7th of the month  
Cancellation 6 weeks prior to publication date  
Editorial contributions 1st of the preceding month

Full Page Bleed w:216mm x h:303mm Trimmed Size w:210mm x h:297mm Text Area w:184mm x h:265mm DPS Bleed w:426mm x h:303mm Trimmed Size w:420mm x h:297mm Text Area w:394mm x h:265mm Half Page Horizontal w:184mm x h:130mm Half Page Vertical w:89mm x h:265mm Quarter Page w:89mm x h:130mm

An About Us pull-down menu with a link to an Advertise With Us section features at the top of each website giving advert prices for *The Installer* Magazine & [www.theinstaller.pro](http://www.theinstaller.pro) and *The Fabricator* Magazine and [www.thefabricator.pro](http://www.thefabricator.pro)

## Front Cover Packages

£1,950 Front Cover with DPS Cover Story  
£1,750 Front Cover with Single Page Cover  
Story Prices on application for other Cover  
Options including Gatefold

## Display Advertising Rates

Number of insertions	1	6	12
All rates are quoted as full colour			
DPS	£1,950	£1,755	£1,560
Full Page	£950	£855	£760
Half Page	£575	£520	£460
Quarter Page	£350	£315	£280

## Special Positions

Number of insertions	1	6	12
Back Cover	£1,100	£990	£880
Inside Front Cover	£1,100	£990	£880
Inside Back Cover	£1,050	£945	£840
First Right Page	£1,050	£945	£840
Opposite Comment	£1,050	£945	£840
First Page of Feature	£1,050	£945	£840
Opposite Tech Article	£1,050	£945	£840

## Classified and Semi-Display

Number of insertions	3	6	12
Prices are per insertion – minimum three consecutive Half			
Page	£375	£320	£285
Quarter Page	£225	£195	£170
Eighth of page	£165	£145	£85
Sixteenth of Page	£95	£80	£70

# Rates & Data Websites

## Dwell Times and Open Rates

In May 2025, *The Fabricator* magazine received 2,647 visits with an average of 34 Page reads; *The Installer* magazine received 4,843 visits with 32 average page reads. The same month saw thefabricator.pro receive 2,936 visits with a dwell time of 2 min 7sec while theinstaller.pro had 4,303 Visits with a dwell time of 1 Min 54sec. The first *The Fabricator* E-newsletter of the month achieved a 53% open rate while the installer E-newsletter achieved a 46% open rate.

## Click Throughs

On 3rd May 2025, *The Fabricator* E-newsletter was received by 5,554 readers and achieved 1,658 click-throughs. The topwrap banner(TWB) advertiser received 112 click-throughs on a single issue and 322 over the month. On 4th May 2025, *The Installer* E-newsletter was received by 11,343 readers and achieved 1,443 click-throughs with the TWB advertiser receiving 118 click-throughs. In the month of May, [www.thefabricator.pro](http://www.thefabricator.pro) TWB advertiser achieved 176 click-throughs; A mobile advert for the same advertiser achieved 599 click-throughs and for a sidebar, achieved 714 click-throughs. In the month of May, [www.theinstaller.pro](http://www.theinstaller.pro) TWB advertiser achieved 233 click-throughs; A mobile advert for the same advertiser achieved 503 click-throughs and for a sidebar, achieved 761 click-

## Our Guarantee

We believe the best way to ensure engagement with our advertiser customers is to be committed to our readerships no matter which of our four current channels they are accessing. That is why we only run quality, relevant editorial (often from outside the industry) designed to engage and enlighten.

We organise our E-Newsletters to ensure they beat the spam blockers and generally include only three advertisers per issue to maximise the number of readers who come to our websites or to our magazines. We are the only publisher serving the market to promote its online magazines throughout every month.

## Top Wrap Banners

Which are also included in up to four E-newsletters  
£790 Home page, news & every news story  
£250 Per category including every story in that section

## Sidebar Adverts

£175 Home page, news & every news story  
£100 For four category sections & every story in those sections and £25 for every additional category

## Mobile Adverts

£450 Home page & news £280 For four category sections and £70 for every additional category

## Advertising Material

Our production system can receive your ads in either JPEG or animated GIF format. Sizes must be exact to those published under mechanical data and file size should be kept to an absolute minimum to ensure quick load speeds. We insist advertisers change their copy at a minimum of three month intervals to ensure they maintain their click-through rate. We recommend no more than four frames for animated adverts.

For further details, please e-mail [cathryn.ellis@profinder.eu](mailto:cathryn.ellis@profinder.eu)

## Publishing Schedule

We distribute our E-newsletters up to nine times a month.  
\*Top wrap banner (TWB) advertisers each appear on up to four E-newsletters per month using the advert supplied for the TWB. We restrict the TWB to three advertisers a month. NB There are some months when we cannot offer four E-newsletters.

## Category Sections

- Home Page • News • In Focus • Security & Hardware
- Heritage • Garden Doors & Verandas • IT & Marketing
- Decorative Finishes • Doors • Commercial Installations
- Health Safety & Personnel • Conservatories & Rooflights
- Aluminium Systems • Energy & Environment
- Education & Training • Videos

## Packages

The sites are broken down into a Home Page and fifteen Category Sections – one of which is News. For each advert type, an advertiser can appear on the Home Page and News or can appear in chosen Category Sections.

Top Wrap Banners are offered as Max-3 Shared Space. The Websites have three varieties of adverts – if you visit either site, you will see at the top of any page a Top Wrap Banner. To the sides of any page when viewing on a desktop or tablet with a screen size greater than seven inches, you will see Sidebar Adverts.

If you view the Websites on a mobile phone and go to any Category, including the Home Page, you will see Mobile Adverts which occupy larger spaces than the other variations to make sure they are seen.

We also offer Pop-Out Sidebar Adverts at identical rates, which when hovered over, reveal up to 100 words of text about the advertiser. They are still sized at 120px X 240px in the closed position but in pop-out mode, provide six times the viewable area.

## Reporting

For our E-newsletters, we provide comprehensive clickthrough reporting as we do for all Website advertising. We use the top analytics packages to produce page view reports for both our Websites and our Magazines. We are happy to include tracking code on all adverts. Unlike other publishers who report an overall clickthrough rate, we will only ever report click-throughs to the specific advertiser – that's your click-throughs and yours alone.

## Advert Sizes

Top Wrap Banner  
Sidebar Advert  
Mobile Advert

w:2500px x h:300px  
w:120px x h:240px  
w:320px x h:450px