



ACCESS POINT

Media Pack **2021**

AccessPoint

The quarterly printed news magazine and website written for access and scaffolding industry professionals.

AccessPoint Extra

The monthly subscription news email that fills the gaps between issues of the quarterly printed magazine.

AccessPoint is published on behalf of the Scaffolding Association – the independent trade association that is the voice of access and scaffolding specialists. AccessPoint provides opportunities to promote brands to the access and scaffolding sector, offering unrivalled routes to market for manufacturers, distributors and service providers active in the access, scaffolding and temporary works sectors.

Subscribers include main contractors, house builders, specialist contractors, consultants, manufacturers, distributors and merchants operating in the access and scaffolding sector. The construction landscape is ever-changing and specialist businesses are key to the supply chain. AccessPoint reaches out to decision makers looking to find products and services that can add value to their working lives.



Printed magazine

Special rates

SERIES DISCOUNT

2 issues 10% discount, 4 issues 20% discount

SCAFFOLDING ASSOCIATION MEMBER DISCOUNT

5% discount

GUARANTEED POSITION

20% extra

INSERTS

Prices on application

Advertising rates

FULL PAGE

£2,000

HALF PAGE

£1,200

QUARTER PAGE PORTRAIT

£850

QUARTER PAGE LANDSCAPE

£850

Advert sizes

Include 3mm bleed and trim and registration marks on these advert sizes:

FULL PAGE

210mm wide x 297mm high

HALF PAGE

190mm wide x 130mm high

QUARTER PAGE PORTRAIT

92mm wide x 130mm high

QUARTER PAGE LANDSCAPE

190mm wide x 62mm high

Artwork specification

FILE FORMATS

We accept PDF, TIFF, JPEG, EPS file formats. All files must be high resolution (300 dpi) and include 3mm bleed with trim and registration marks.

FONTS

All fonts must be either embedded or converted to paths.

IMAGES

Images should be at a minimum resolution of 300 dpi.

SEND FILES

Email files to stacey@scaffolding-association.org and label with company name and the date of the issue.

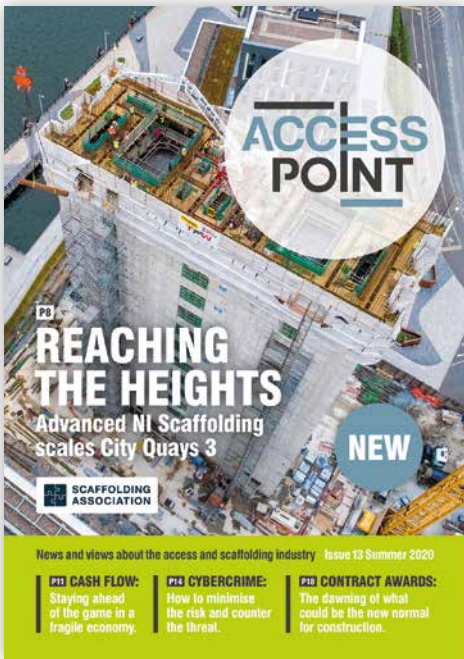
Post files on USB stick, CD or DVD to:

AccessPoint, 10c Abbey Lane Court, Abbey Lane, Evesham, Worcestershire, WR11 4BY

Include a printed proof – we will not accept liability for incorrectly printed adverts if a proof has not been supplied.

QUESTIONS?

Call 0300 124 0470



Printed magazine

2021 production dates

If you are sending us content for AccessPoint, here are the 2021 production dates. Please submit articles, projects or adverts by the 'Content' date. If you have questions, please call **0300 124 0470**.

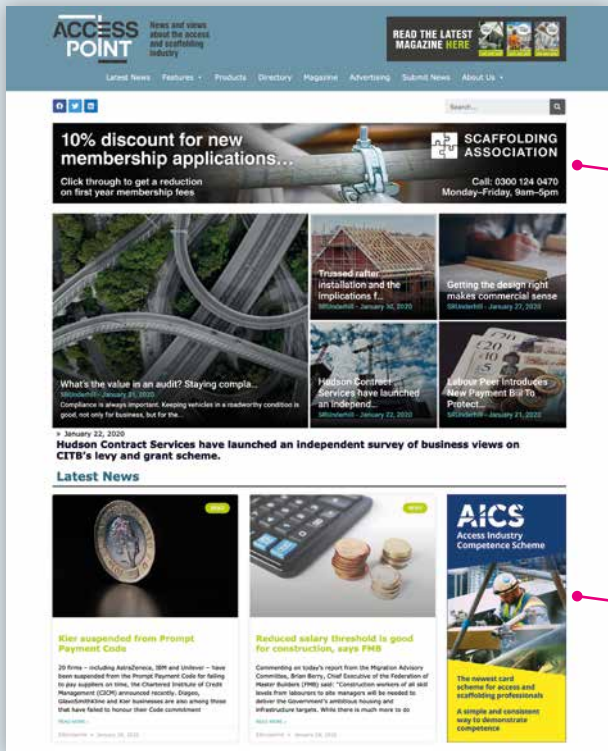
ISSUE 16	ISSUE 17	ISSUE 18	ISSUE 19
Content Friday 5th March	Content Friday 4th June	Content Friday 3rd September	Content Friday 19th November
Printing w/c 22nd March	Printing w/c 21st June	Printing w/c 20th September	Printing w/c 6th December

16,000

access and scaffolding industry professionals read each issue of AccessPoint printed magazine

4,500

individual addresses on the AccessPoint printed magazine mailing list



Online magazine

Advertising rates

LEAD BANNER 1

£400 per month

SIDE BAR BANNER 2

£250 per month

Advert sizes

LEAD BANNER 1

1280 pixels wide x 200 pixels high

SIDE BAR BANNER 2

300 pixels wide x 625 pixels high

**ACCESS
POINT**

Online news stories are updated every week

Special rates

SERIES DISCOUNT

6 insertions 10% discount, 12 insertions 25% discount

SCAFFOLDING ASSOCIATION MEMBER DISCOUNT

5% discount

Artwork specification

FILE FORMATS

We accept GIF, PNG or JPEG files.
RGB colours. Maximum file size 1Mb.

LINKS

Active URLs must be supplied for adverts with links.
Any link destinations must be secured with SSL.

SEND FILES

Email files to stacey@scaffolding-association.org and label with company name and the date of the insertion.

QUESTIONS?

Call **0300 124 0470**

ACCESS POINT **NEW** EXTRA

Monthly email

Advertising rates

STATIC OR ANIMATION

£100 per issue

SERIES DISCOUNT

2 issues 5% discount, 4 issues 10% discount

Artwork specification

ADVERT SIZE

800 pixels wide x 260 pixels high.

FILE FORMATS

We accept GIF, PNG or JPEG files.
RGB colours. Maximum file size 1Mb.

LINKS

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Any link destinations must be secured with SSL.

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The image shows a vertical strip of the AccessPoint Extra email newsletter content. At the top, it features the 'ACCESS POINT EXTRA' logo with a 'NEW' badge. Below the logo, there is a section titled 'Government guidance on extending construction site working hours' with a photo of a city at night. This is followed by an advertisement for 'smas WORKSAFE' with the text 'Do you need SSIP?' and 'Trustpilot'. Below that is another advertisement for 'SMAS Worksafe forms new partnership with LSC'. The next article is 'SpanSet offers 10% off training courses in August' with a photo of workers on a construction site. This is followed by an advertisement for 'JS Safety Associates' with the text 'ESTABLISHED 2004' and 'All Safety Specialists at a price of highly qualified'. Below that is an advertisement for 'CICV Forum celebrates arrival of 100th member and release of 50th guidance document'. The next article is 'CASS step up to work on 17-story student block' with a photo of a building. This is followed by an advertisement for 'SCAFF SECURITY' with the text 'Specialist scaffolding & hoisting services'. The final article is 'Government reforms the planning system' with a photo of a construction site. At the bottom, there is a 'Read AccessPoint online' button and the 'ACCESS POINT EXTRA' logo again.

ADVERT

ADVERT

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ACCESS POINT

80%

of AccessPoint readers are specialist contractors who buy and install products and services

**ACCESS
POINT**

www.accesspoint.org.uk

AccessPoint Magazine

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Evesham, Worcestershire, WR11 1GP
Telephone: 0300 124 0470
Email: info@accesspoint.org.uk



**SCAFFOLDING
ASSOCIATION**

www.scaffolding-association.org

Scaffolding Association

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Editorial, design, production: Best For Solutions
www.bestforsolutions.org



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