

A construction worker wearing a yellow hard hat, safety glasses, and a plaid shirt is working on a wooden roof structure. He is holding a hammer and has a tool belt with various tools. The background shows the wooden beams of the roof.

MAGAZINE OF THE BUILDING INDUSTRY ASSOCIATION OF WASHINGTON

BUILDING insight

2024 Media Kit

About

Building Insight, the Building Industry Association of Washington's (BIAW) magazine, is sent to BIAW members, legislators, state officials, policy groups, local and state media and other various building industry-related affiliates.

Our circulation is more than 8,000 including individuals and companies, legislators and other subscribers. BIAW is the largest trade association in Washington state and the fourth largest state association affiliated with the National Association of Home Builders.

BIAW's influence spans throughout the building industry and is focused primarily on residential construction. As the "voice of the housing industry," BIAW is strategically located in Olympia, Washington's capital, and is dedicated to ensuring and enhancing the vitality of the building industry.

Print
Distribution

8,000+

Digital
Distribution

14,000+



Photo by Doug Edmonson

2024 Editorial Calendar

JANUARY / FEBRUARY



- Legislative Session Preview
- National CTE Month

Ad Reservations Due: Dec. 22, 2023
Ad Materials Due: Jan. 8, 2024

MARCH / APRIL



- Women in Construction Month
- Legislative Session Review
- New Homes Month

Ad Reservations Due: Mar. 1, 2024
Ad Materials Due: Mar. 8, 2024

MAY / JUNE



- National Home Remodeling Month
- National Homeownership Month

Ad Reservations Due: Apr. 26, 2024
Ad Materials Due: May 3, 2024

JULY / AUGUST



- Excellence in Remodeling Awards
- Summer Board Meeting Highlights

Ad Reservations Due: June 28, 2024
Ad Materials Due: July 5, 2024

SEPTEMBER / OCTOBER



- Associate Appreciation Month
- Careers in Construction Month

Ad Reservations Due: Aug. 30, 2024
Ad Materials Due: Sept. 6, 2024

NOVEMBER / DECEMBER



- Year in Review
- Annual Installation & Awards

Ad Reservations Due: Nov. 1, 2024
Ad Materials Due: Nov. 8, 2024

2024 Rate Card

Ad Space Available

Front or back inside cover full spread	(8.5" x 11")
Full page	(6.75" x 9.5")
2/3 page	(4.653" x 9.5")
Half page	(6.75" x 4.5")
1/3 page or column	(2.261" x 9.5")
1/4 page	(3.375" x 4.5")

Ad Rate Table

Size & Frequency	1 Issue	3 Issues	6 Issues
Front/back full spread	\$1,500	\$1,340/issue	\$1,240/issue
Full page	\$1,350	\$1,000/issue	\$850/issue
2/3 page	\$1,150	\$850/issue	\$750/issue
Half page	\$850	\$750/issue	\$650/issue
1/3 page	\$700	\$575/issue	\$500/issue
1/4 page	\$550	\$450/issue	\$350/issue

Preferred Ad Format

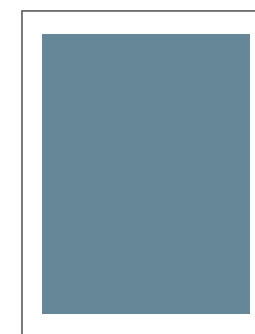
Camera-ready

High resolution pdf or jpg (300 dpi)

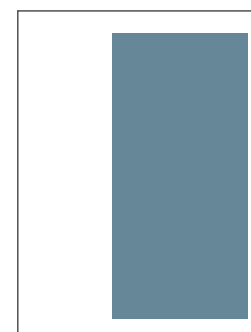
Full color, CMYK



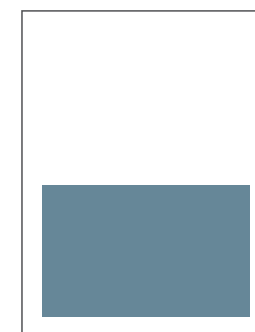
Inside Cover
(8.5" x 11")



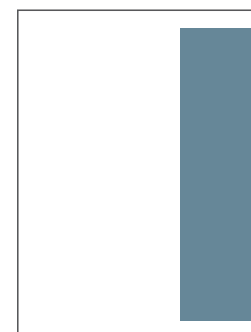
Full page
(6.75" x 9.5")



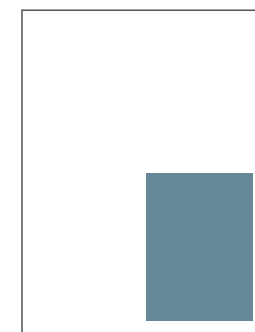
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Contact Information

For advertising, editorial inquiries or questions regarding *Building Insight* magazine, contact:



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Terms & Conditions

Discounts

BIAW members receive a 15 percent discount.

Publication Date

Building Insight is published bi-monthly and is mailed at the beginning of the month.

Payment and Submission

Ads can be paid by check, (payable to BIAW for full contract value in advance of placement), Visa, MasterCard, AmEx, or Discover, by the 10th of each month. For inquiries or to reserve space in *Building Insight*, contact BIAW Communications at (360) 352-7800 or hannahc@biaw.com.

Cancellations

Must be in writing prior to art submission deadline (10th of every month).

