

Scaffmag 2025 Media Kit

2025 PARTNERSHIP OPPORTUNITIES



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SCAFFMAG MISSION

*To inform, connect, and
champion the global scaffolding
and access industry with
trusted news, insight, and
storytelling.*

The Trusted Voice in Scaffolding & Access

Scaffmag

For more than 15 years, Scaffmag has set the benchmark for news, features, and insight in the scaffolding and access sector. Established in 2008, it has grown from an independent online news source into the industry's most trusted multimedia platform, reaching professionals on sites, in offices, and at global events. Today, Scaffmag informs the workforce, connects businesses, and champions the people, projects, and innovations driving the industry forward.

With a reputation for accuracy, independence, and authority, Scaffmag is not only a news outlet but a community hub that reflects the voice and ambition of scaffolding professionals worldwide.



Our mission is to inform, connect, and elevate the scaffolding and access industry by delivering trusted journalism, insightful analysis, and compelling stories.

We aim to showcase innovation, celebrate people and projects, and provide a global platform where professionals, businesses, and trade bodies can share knowledge, shape standards, and drive the industry forward.

Daniel Norton - Founder of Scaffmag

Trusted by the Industry's Best

Partnerships That Drive Reach and Results

Over the years, *Scaffmag* has partnered with some of the most respected names in scaffolding, construction, and access. From global system manufacturers and leading contractors to training providers, suppliers, and trade associations, these organisations trust us to tell their stories, showcase their innovations, and connect them with the industry.

Our partnerships reflect the confidence brands place in *Scaffmag* as the go-to media platform for the scaffolding community. By working with us, they gain visibility, credibility, and access to a highly engaged audience that values quality, safety, and progress.



OPPORTUNITIES TO ENGAGE

*Align your
Brand with*
Scaffmag



Scaffmag Multi-Media Platforms

Scaffmag provides contractors, suppliers, and professionals across the scaffolding and access industry with platforms that inform, connect, and showcase innovation.

Digital Display

Scaffmag.com attracts over 70,000 visitors each month, delivering a trusted news platform and a rich experience for readers and partners across the scaffolding and access industry.

Events

Scaffmag partners with the sector's leading events – including ScaffEx, ScaffChamp, and Bauma – providing live coverage, editorial, and media support that connect brands with the global scaffolding and access community.

Video

Scaffmag brings the industry to life with video storytelling, including event coverage, interviews, drone footage, and promotional films, produced in partnership with JM Media.

Social

Scaffmag's social platforms reach over 180,000 engaged followers, from scaffolders on the ground to business leaders and decision-makers, offering targeted campaigns that deliver real visibility and engagement.

Research

Through surveys, polls, and industry insight pieces, Scaffmag provides valuable data and feedback from its community, helping brands understand market trends and workforce challenges.

Custom Content

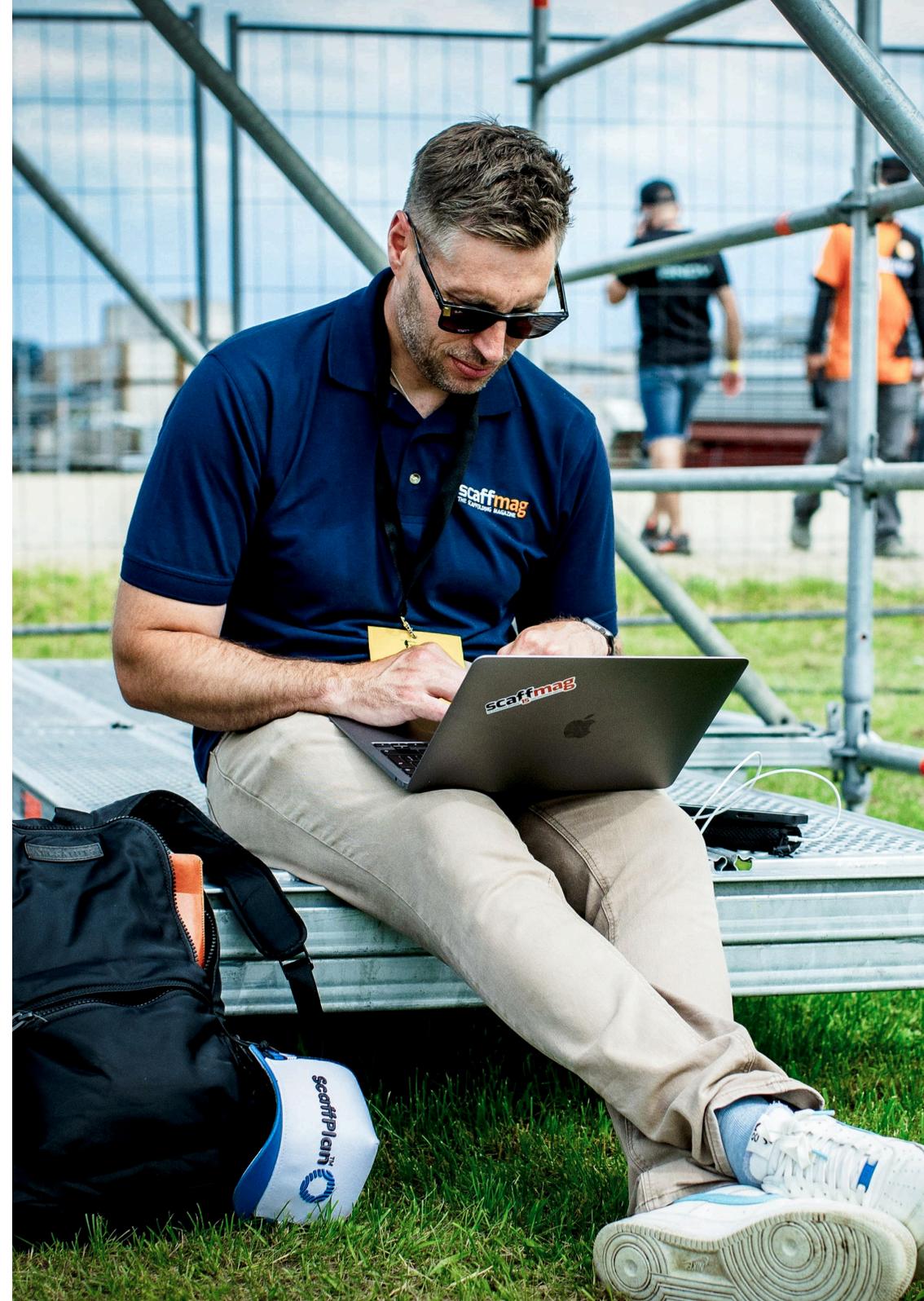
Scaffmag produces and distributes tailored editorial, sponsored features, and branded content solutions – combining professional storytelling with trusted industry context to generate awareness and action.

Programmatic

Scaffmag offers flexible digital advertising packages, from high-visibility homepage placements to targeted content campaigns, ensuring brands connect with the right audience at the right time.

Print

A leader in scaffolding and access journalism, Scaffmag's quarterly print edition features in-depth interviews, project case studies, and technical insight, giving advertisers premium placement in a highly respected publication.



Our Digital Reach in Numbers



Scaffmag.com Reach in 2024



849K
Page Views



317K
Sessions



331K
New Users

Scaffmag.com Average Monthly Reach – 2025



50K
Page Views



23K
Sessions



24K
New Users

Email Newsletter Reach



30K
Weekly Sends



30%
Open Rate



6K
Subscribers

Quarterly Magazine



255K
Overall Impressions



3K
Adv Reads Per Issue

Scaffmag is the scaffolding industry's most engaged media platform. Across web, social, email, and print, we deliver trusted content that professionals actively read, share, and rely on.



With tens of thousands of readers every month and a highly targeted audience of contractors, suppliers, designers, and decision-makers, our channels provide unmatched opportunities for brands to connect with the people shaping the scaffolding and access sector.

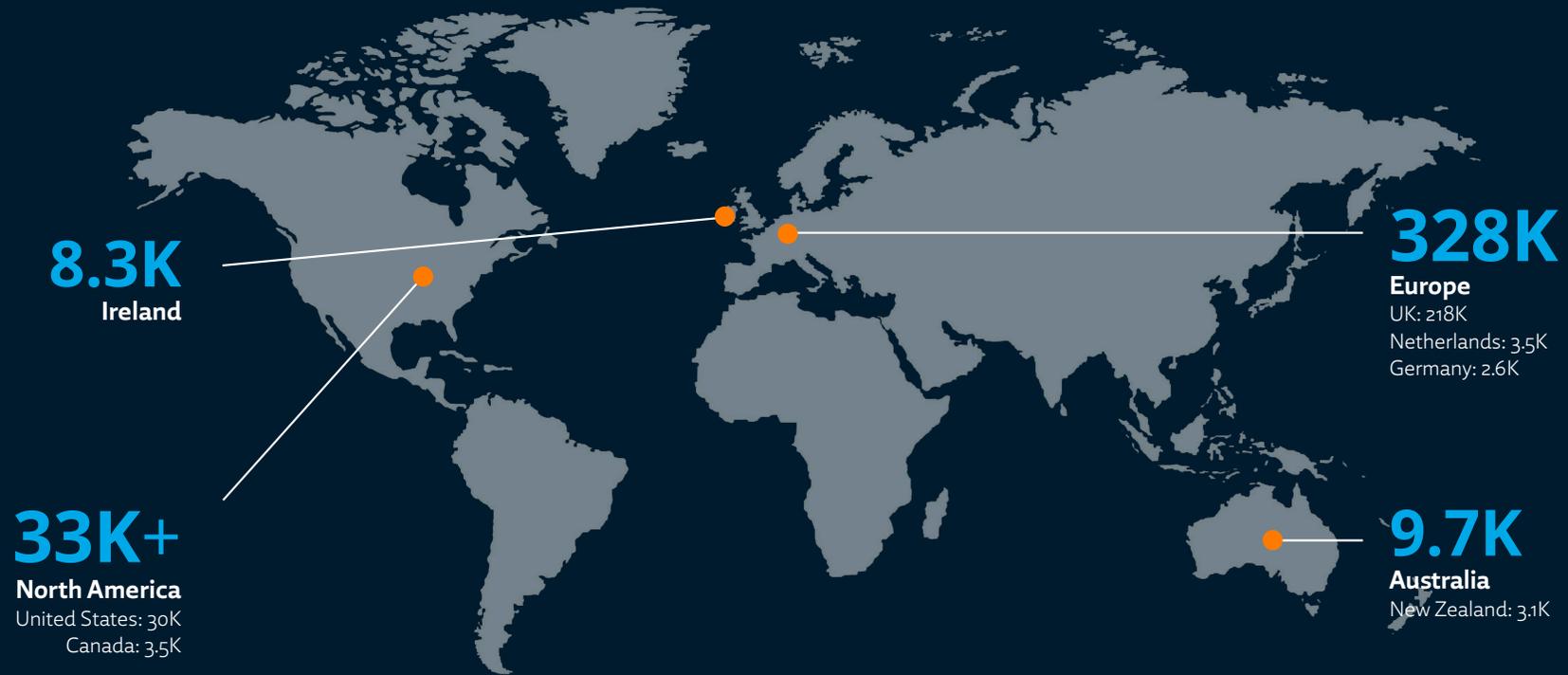
These numbers don't just reflect traffic — they represent a dedicated community of industry professionals who turn to Scaffmag for insight, innovation, and inspiration.

Social Media Followers



Our Global Reach

A look at the global reach and some of the top countries that represent our digital audience



Who We Reach

Scaffmag connects with every level of the scaffolding and access industry. Our audience includes business owners, directors, contractors, and site teams, as well as suppliers, manufacturers, designers, and engineers. We also engage with training providers, trade associations, and policymakers who shape the future of the sector.

By reaching decision-makers and frontline professionals alike, Scaffmag provides a unique platform where the entire industry comes together to stay informed, share knowledge, and discover new opportunities.

Media Partnerships

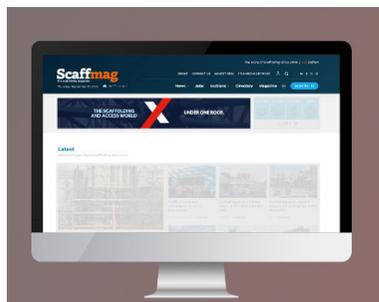
We work closely with leading organisations, trade bodies, and event organisers to amplify their reach and connect with the wider scaffolding community.



PLATFORM

Website Rates & Specs

Scaffmag Website Rate Card



Mega Billboard

Ad size: 1280 x 200

Capture maximum attention with our Mega Billboard Banner Zone, a premium ad placement positioned prominently at the very top of our website.

Rate: £475.00 per month



Mega Button

Ad size: 310 x 145

Maximize your reach with our Mega Button Ad Zone, strategically displayed alongside the Mega Billboard at the top of our website.

Rate: £400.00 per month

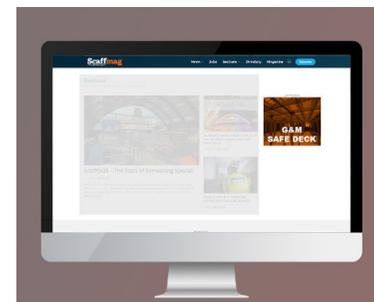


Floating Banners

Ad size: 120 x 600

Stay in sight at all times with our Floating Banners. These dynamic, scrolling ads move seamlessly alongside visitors as they navigate the website.

Rate: £550.00 per month



Homepage MPU

Ad size: 300 x 250

Make a bold statement with our Homepage MPUs (Mid-Page Units). Positioned prominently on our homepage.

Rate: £325.00 per month



Homepage Billboard

Ad size: 1280 x 200

Seamlessly integrated between sections and features, our Homepage Billboard Banners ensure your brand remains highly visible as visitors explore the site.

Rate: £375.00 per month



Artical Banner Top

Ad size: 640 x 200

Position your brand at the forefront with our Top of Article Banner. Displayed prominently above our industry-leading articles

Rate: £375.00 per month



Artical MPU

Ad size: 300 x 250

Boost your visibility with our Sidebar MPUs (Mid-Page Units), strategically placed alongside content on our website.

Rate: £350.00 per month



Skyscraper

Ad size: 300 x 600

Stand tall with our Skyscraper Ad, a sleek and vertical placement designed to dominate the sidebar.

Rate: £275.00 per month



Article Banner Bottom

Ad size: 640 x 200

Leave a lasting impression with our Bottom of Article Banner. Positioned directly below our engaging articles.

Rate: £250.00 per month



Article Button

Ad size: 300 x 100

Drive action with our Article Button Ads, strategically placed below articles to catch readers' attention at the perfect moment.

Rate: £200.00 per month

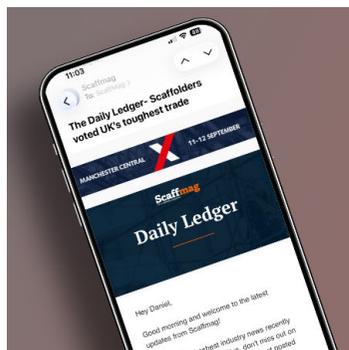
Newsletter Rate Card

Email Newsletters

Scaffmag's weekly email newsletters deliver the latest news, features, and job opportunities straight to the inboxes of scaffolding professionals. With over **6,000 subscribers** and **30,000 weekly sends**, our newsletters achieve consistently strong engagement, with open rates and click-throughs that far exceed industry averages.

For advertisers, this is a direct line to a highly targeted audience of contractors, suppliers, training providers, and decision-makers. Options include sponsored banners within our weekly roundup or dedicated email campaigns tailored exclusively to your brand.

By placing your message in our newsletters, you ensure visibility with an audience that is not only large but also loyal, engaged, and ready to act.

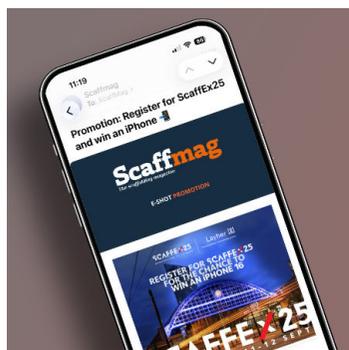


Email Sponsorship

Ad size: 600 x 100

Get directly into the inboxes of scaffolding professionals with our Email Sponsorship Banners. Featured prominently in our highly engaged email newsletters, these banners ensure your brand stands out to a targeted audience, delivering high visibility and driving direct responses.

Rate: £350.00 per month



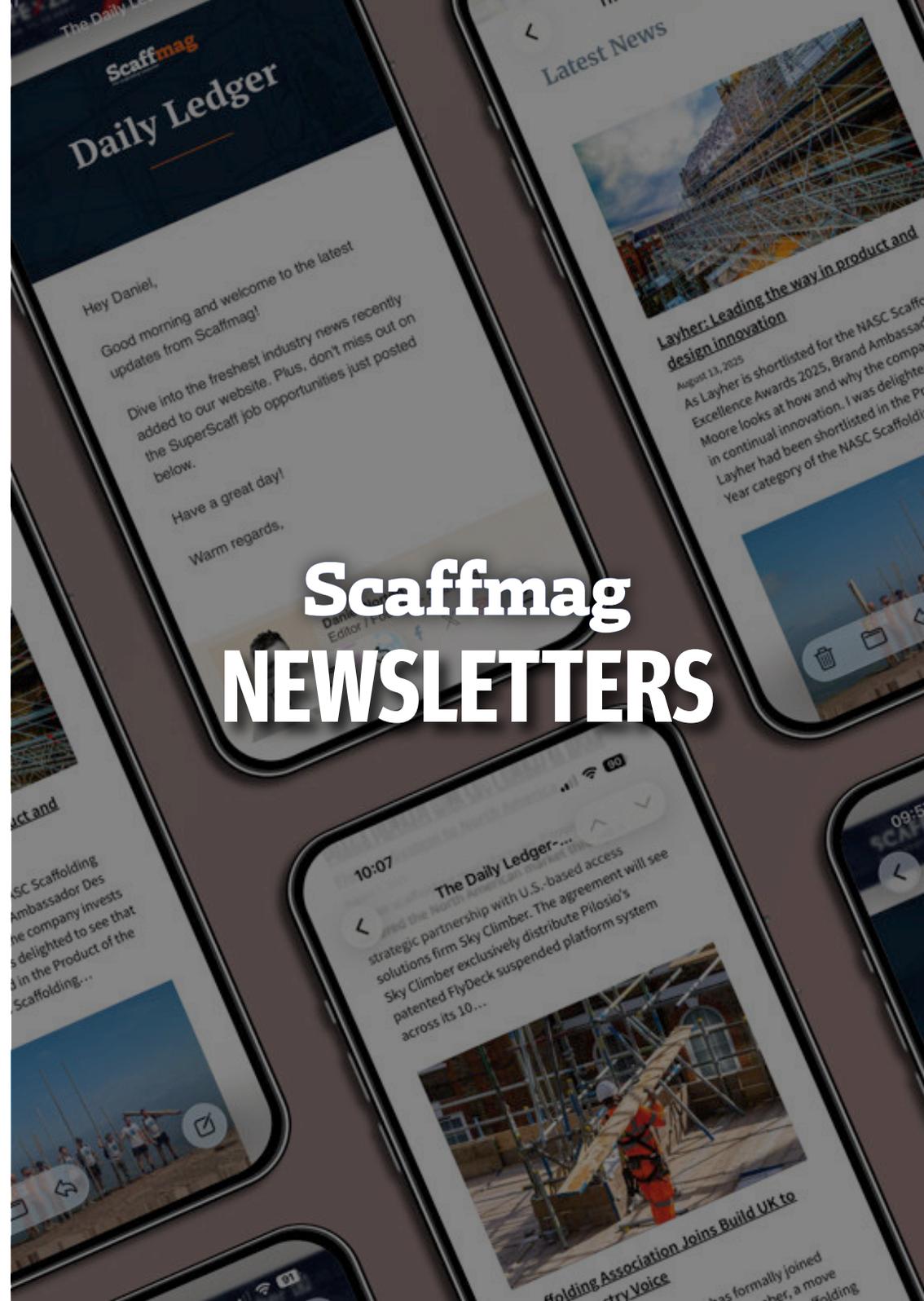
Email Shot

Deliver your message straight to the inboxes of our engaged subscriber base with Email Shots. Perfect for targeted campaigns, these exclusive email blasts put your brand front and center, ensuring maximum visibility and direct engagement with scaffolding and construction professionals.

Rate: £450.00 per month

All prices are subject to VAT

Scaffmag



Scaffmag
NEWSLETTERS

PLATFORM

*Magazine
Rates & Specs*



The Scaffmag Magazine

Print & Digital

Showcase your brand in *Scaffmag's* Quarterly Magazine, published in both print and digital formats and read by scaffolding professionals across the UK and worldwide.

Each edition is delivered directly to industry leaders, contractors, suppliers, and decision-makers, ensuring your message reaches the people who influence procurement, training, and standards across the sector.

Packed with trusted editorial, technical features, interviews, and project case studies, the magazine is recognised as a go-to resource for insight, innovation, and inspiration within the scaffolding and access community.

With combined print circulation and digital distribution, your campaign enjoys maximum visibility across multiple platforms, positioning your brand at the centre of an industry that relies on *Scaffmag* for thought leadership and trusted information.

Scaffmag



Scaffmag Magazine Rate Card

PAGE RATES	
Spread	£2,500 +VAT
Full Page	£1,850 +VAT
Half Page	£985 +VAT
Quarter Page	£500 +VAT

Print Production Specifications

AD UNIT	TYPE (WXH)	TRIM (WXH)	BLEED
Spread	400mm x 260mm	420mm x 270mm	3mm
Full Page	200mm x 260mm	210mm x 270mm	3mm
Half Page	190mm x 120mm	190mm x 120mm	-
Half Page Vertical	92mm x 250mm	92mm x 250mm	-
Quarter Page	92mm x 122mm	92mm x 122mm	-
Quarter Page Horizontal	190mm x 64mm	190mm x 64mm	-

Ad Specifications

PDF File format - Minimum Resolution 300 DPI
Bleed - 3mm on all sides for single and double page adverts.

All prices are subject to VAT

Scaffmag



Contact us

Let's Work Together

Scaffmag offers tailored advertising, sponsorship, and media solutions to help your brand connect with the scaffolding and access industry. Whether you're looking to boost visibility, launch a campaign, or build lasting partnerships, we'd love to hear from you.

Reach out today and let's discuss how we can deliver results for your business.



Editorial

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