

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 looking towards the left. The background shows the wooden beams of the roof.

MAGAZINE OF THE BUILDING INDUSTRY ASSOCIATION OF WASHINGTON

BUILDING  
**insight**

**2025 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

# 2025 Editorial Calendar

## JANUARY / FEBRUARY



- Legislative Session Preview
- National CTE Month

Materials Due: Jan. 10, 2025

## MARCH / APRIL



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

Materials Due: Mar. 7, 2025

## MAY / JUNE



- National Home Remodeling Month
- National Homeownership Month

Materials Due: May 2, 2025

## JULY / AUGUST



- Excellence in Remodeling Awards
- Summer Board Meeting Highlights

Materials Due: July 3, 2025

## SEPTEMBER / OCTOBER



- Associate Appreciation Month
- Careers in Construction Month

Materials Due: Sept. 5, 2025

## NOVEMBER / DECEMBER



- Year in Review
- Annual Installation & Awards

Materials Due: Nov. 7, 2025

# 2025 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

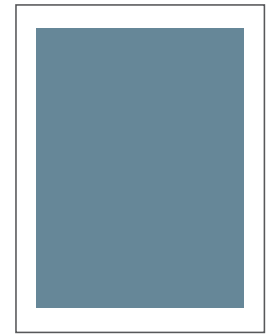
Size & Frequency	1 Issue	3 Issues	6 Issues
Front/back full spread	\$1,500	\$1,340/issue	\$1,240/issue
Full page	\$1,350	\$1,000/issue	\$850/issue
2/3 page	\$1,150	\$850/issue	\$750/issue
Half page	\$850	\$750/issue	\$650/issue
1/3 page	\$700	\$575/issue	\$500/issue
1/4 page	\$550	\$450/issue	\$350/issue

## Preferred Ad Format

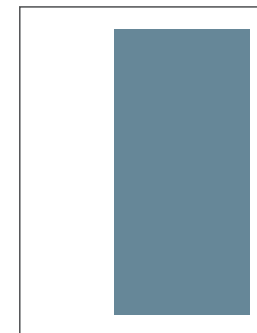
Camera-ready  
 High resolution pdf or jpg (300 dpi)  
 Full color, CMYK



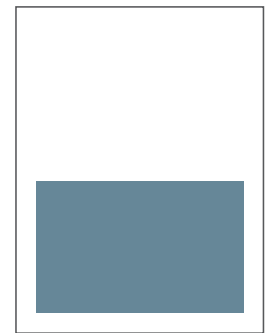
Inside Cover  
(8.5" x 11")



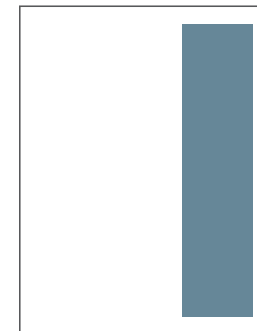
Full page  
(6.75" x 9.5")



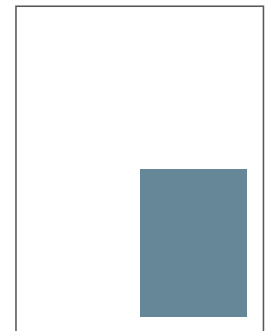
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1/4 page  
(3.375" x 4.5")



# Contact Information

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



**Hannah Cassara**

[hannahc@biaw.com](mailto:hannahc@biaw.com)

(360) 352-7800 ext. 106

## Terms & Conditions

### Discounts

BIAW members receive a 15 percent discount.

### 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](mailto:hannahc@biaw.com).

### Cancellations

Must be in writing prior to art submission deadline.

