OFFSITE BUILDER

BUILDING WHAT'S NEXT

Connecting the people, ideas and technologies advancing offsite construction.



2027 Media Kit

+ A bold new look
+ Six print + digital issues
+ More ways to connect, engage & grow

PRINT • DIGITAL • EDUCATION • CONTENT • WEBINARS • SOCIAL • RESEARCH

OUR MISSION

Building What's Next

Offsite Builder is evolving from a publication into a year-round media and intelligence platform. **New logo. Redesigned magazine. Six focused issues.**

OUR MISSION

Offsite Builder connects the people, ideas and technologies advancing offsite construction — helping the industry build smarter, scale faster and move forward.

Through independent editorial coverage, practical education, industry research and integrated media, we bring together the companies shaping how buildings are designed, manufactured and delivered.

WHO WE SERVE

- Builders + Developers
- Modular Manufacturers
- Component + Panel Manufacturers
- Architects + Engineers
- Building Product Suppliers
- Equipment + Automation Providers
- Technology + Software Companies
- Finance, Services + Industry Partners

OUR ROLE IN THE INDUSTRY

Inform the market. Connect the industry. Showcase innovation. Create opportunities for the companies moving offsite construction forward.



MEET THE PUBLISHER

KEN SEMLER
Publisher, Offsite Builder | Founder, Impresa Modular

Ken Semler is a longtime advocate for offsite construction and the founder of Impresa Modular, a nationwide custom modular building company. A former chair of the NAHB Building Systems Councils and recipient of the S.A. Walters Lifetime Achievement Award, Ken brings decades of industry experience to Offsite Builder. As publisher, his focus is on connecting industry leaders, sharing practical insights and helping advance the technologies and building methods shaping the future of construction.

AT A GLANCE

A focused audience. Multiple ways to reach it.

Six focused issues. A redesigned magazine. Year-round reach to the people moving offsite construction forward.

3,000	3,000+	10,000+	42,000+
PLANNED 2027 PRINT CIRCULATION	DIGITAL EDITION SUBSCRIBERS	OPT-IN EMAIL ADDRESSES	SOCIAL FOLLOWERS

WHO WE REACH

Builders + Developers • Modular Manufacturers • Component Manufacturers • Architects + Engineers • Suppliers + Building Products • Equipment + Automation • Technology Providers • Industry Services

+ NEW LOGO & REDESIGNED MAGAZINE



PRINT + EDITORIAL

Each issue built around a focused editorial theme, with recurring departments and print + digital distribution.

Business • Factory • Materials • Technology • Projects • Industry Intelligence

DIGITAL + DIRECT

Website advertising, eNewsletter, targeted eBlasts, sponsored content and social programs designed for year-round frequency.

Always-on visibility • targeted reach • measurable engagement

EDUCATION + INTELLIGENCE

Sponsored webinars, eBooks, thought leadership and the new State of Offsite Construction research platform.

Educate the market • generate leads • own important industry conversations

2027 EDITORIAL CALENDAR

Six issues. Six focused opportunities.

Each issue creates a clear editorial environment for advertisers while recurring departments provide year-round sponsorship inventory.

ISSUE	COVER THEME	EDITORIAL TOPICS
JAN / FEB	**THE BUSINESS OF OFFSITE**	Growth + investment • Financing offsite • Economics + ROI • Factory expansion • Where projects are moving • Automation Watch: the business case
MAR / APR	**BUILDING BETTER OFFSITE**	Envelope + building science • Insulation + sheathing • Windows + doors • MEP integration • Codes + testing • Automation Watch: quality
MAY / JUN	**DESIGN + DELIVERY**	Design for manufacturing • Engineering + BIM • Preconstruction • Developer / manufacturer collaboration • Transportation + setting • Automation Watch: design-to-production
JUL / AUG	**STATE OF OFFSITE CONSTRUCTION**	Demand + business conditions • Capacity + backlog • Capital investment • Labor + workforce • Technology + AI adoption • 12-month outlook
SEP / OCT	**TECHNOLOGY + INNOVATION**	AI in offsite • Automation + robotics • ERP + production software • BIM + digital workflow • Digital twins + visualization • Connected factory
NOV / DEC	**PROJECTS + WHAT'S NEXT**	Best projects of 2027 • Multifamily + BTR • Affordable housing • Hospitality + healthcare • Emerging markets • 2028 outlook

IN EVERY ISSUE **Automation Watch** • **Factory Floor** • **Project Spotlight** • **Offsite Intelligence**

OFFSITE BUILDER
BUILDING WHAT'S NEXT

Rates, sizes, specifications + deadlines

PRINT AD	DIMENSIONS W × H (in)	1X	3X	6X (EVERY ISSUE)
Full Page	8.5 × 11	$1,800	$1,695	$1,590
Half Page / Horizontal	7.375 × 4.92	$1,100	$950	$900
Half Page / Vertical	3.6 × 10	$1,100	$950	$900
Quarter Page	3.6 × 4.92	$600	$550	$500
Inside Front / Inside Back Cover	8.5 × 11	$3,000	$2,800	$2,600
Back Cover	8.5 × 11	$4,000	$3,800	$3,600

FULLY CUSTOMIZED SPONSORED CONTENT OPPORTUNITIES

From $1,800

Contact Tom Schoen for details.

PRINT SPECIFICATIONS

- Full page: 8.5 × 11 in + 0.125 in bleed
- Press-ready PDF preferred
- 300 dpi minimum raster imagery
- CMYK color
- Embed fonts / outline when appropriate

2027 DEADLINES

- **Jan/Feb** | Ad Space: Nov 20 | Materials: Dec 7 (2026)
- **Mar/Apr** | Ad Space: Jan 20 | Materials: Feb 7
- **May/Jun** | Ad Space: Mar 20 | Materials: Apr 7
- **Jul/Aug** | Ad Space: May 20 | Materials: Jun 7
- **Sep/Oct** | Ad Space: Jul 20 | Materials: Aug 7
- **Nov/Dec** | Ad Space: Sep 20 | Materials: Oct 7


SPONSORED CONTENT

Financial Foresight:
How Offsite Construction Enhances Cost Predictability in Homebuilding

By Dennis Michaud, Managing Director of CertainTeed Offsite Solutions

In the building industry, where profit margins can be thin, we all know every variable that can be controlled makes a difference. Offsite construction has become a reliable solution for developers and builders aiming to enhance efficiency, shorten construction timelines, and navigate labor shortages, all while meeting the needs and wants of modern homebuyers.

Though the basis of prefabrication dates back centuries, today's offsite construction solutions have evolved considerably. Leveraging streamlined processes, the latest product technology, customization capabilities, and elevated quality control, offsite construction delivers high-caliber modern homes in a fraction of the time of traditional construction.

Beyond the production line and build site, one of the most compelling benefits of modular and panelized construction is the way they enhance cost predictability. A clearer picture of costs empowers developers, builders, and contractors to approach project budgets and financial forecasts with greater accuracy, stability, transparency, and, ultimately, confidence.

This article delves into the unique advantages of offsite construction that support financial foresight.

Controlled Build Environment

At the heart of offsite construction is a controlled, factory-based assembly process that minimizes exposure to variables that often compromise on-site projects. When building components are assembled in a controlled environment, factors such as weather delays, material damage, and unexpected labor shortages are significantly reduced.

In contrast to traditional builds that are vulnerable to elements beyond the builder's control, factory-based environments provide greater consistency and adherence to project timelines. This assembly approach not only reduces delays but also supports financial predictability by minimizing the hidden costs that come with unpredictable field conditions.

Unanticipated rain, snow, or extreme temperatures, for example, can stall traditional construction, leading to prolonged timelines and inflated budgets. With offsite construction, developers gain confidence in their scheduling, allowing them to avoid seasonal delays and unplanned expenses.

The predictability of factory assembly is also invaluable for year-over-year financial planning, as it supports reliable forecasting and fewer budget overruns.

Streamlined Logistics

Weather is one significant variable in the management of project costs. Logistics are another. From supply chain to material delivery to on-site material handling, traditional construction is riddled with logistical hurdles that can stretch timelines and escalate costs. Offsite construction helps take the guesswork out of much of it.

With most of the building materials consolidated in a single factory location during manufacturing, offsite makes material sourcing, volume purchasing agreements, and inventory management more efficient.

Optimized Workforce Allocation

Significant labor shortages have plagued the construction industry perennially since the Great Recession, and the labor needed to meet demand today remains woefully inadequate.

For traditional construction, grappling with labor challenges poses obvious problems: A dwindling supply of skilled tradespeople complicates staffing projections and leads to project delays, ultimately increasing costs for builders. The bottom line is that fewer workers to complete homes means fewer homes completed, less revenue generated, and slowed growth.

Offsite construction techniques ease these challenges by allowing a core, specialized team to complete much of the work within a factory environment. Since fewer personnel are required on-site, and tasks are standardized, labor expenses become more predictable and manageable, and the risk of delays.

Learn more about how partnering with CertainTeed ONE PRECISION ASSEMBLIES™ can benefit your company: certainteed.com/one-precision-assemblies

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Building What's Next

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Year-round reach

WEBSITE (PER MONTH)		WEEKLY eNEWLETTER		
7,400+	2,600+	5,000+	31%	23%
AVERAGE PAGEVIEWS	AVERAGE UNIQUE USERS	EMAIL RECIPIENTS	AVERAGE OPEN RATE	AVERAGE CLICK THROUGH RATE

WEBSITE PLACEMENT	SIZE	3 MONTHS	ANNUAL
Top Premium Banner	1,064 × 250	$2,700	$6,000
Skyscraper	160 × 600	$1,200	$3,600
Banner	720 × 90	$1,200	$3,600
Homepage Sidebar	160 × 160	$550	$1,800
Sponsored Content Ad*	—	$900	$2,700



EMAIL + EDUCATION

Weekly eNewsletter Banner	720 × 90 • 4 emails/month	**$900**
eNewsletter Sponsored Content	4 editions • provide image, title, 50 words, and link	**$800**
Custom Dedicated eBlast	5,000 offsite construction pros • 24% avg. open rate • 6% avg. click through rate • provide HTML or Word file** • materials due 2 weeks prior to email date	**$1,900**
Sponsored Webinar	11 promotional emails • 2-minute intro • custom registration lead capture • topic collaboration between sponsor and Offsite Builder	**$3,500**
eBook Sponsorship	Custom scope + distribution	**Custom**
Social Media Post	42,000 followers • one post (within the same month) across Offsite Builder, Modular Home Source Pro and Ken Semler's social media platforms	**$1,500**

*Provide image, title, 50 words, and link | **Graphic design available for $300 per eBlast

CONTENT + PARTNERSHIPS

Don’t just advertise. Educate the market.

Build campaigns around a business objective — awareness, education, lead generation, product launch or long-term category leadership.

Real Interviews. Real Writers. Real Industry Expertise.

Our industry-experienced editors work directly with your team, conducting personal interviews and crafting professionally written sponsored content that brings your expertise, innovations and stories to life. No AI-generated articles. Just authentic, compelling content.

SPONSORED CONTENT Articles, case studies and executive perspectives designed to demonstrate expertise and solve real industry problems.	**WEBINARS** Live or on-demand educational programs supported by an 11-email promotional campaign and agreed lead reporting.	**TARGETED EMAIL** Dedicated eBlasts and newsletter placements for launches, events, content and direct calls to action.
eBOOKS + GUIDES Deeper educational content that helps a brand own an important topic and create continued engagement.	**SPONSORED SOCIAL** Extend campaigns through shareable content, links, clips, quote cards and campaign amplification.	**INTEGRATED PROGRAMS** Combine print, digital, email, content, webinars, social and research into one coordinated campaign.

SUGGESTED 2027 PROGRAM LEVELS

CAMPAIGN	**$5K+**	Focused launch, audience test or lead-generation initiative.
GROWTH PARTNERSHIP	**$10K–$15K+**	Multi-channel campaign across several media products.
ANNUAL PARTNERSHIP	**$20K–$30K+**	Year-round visibility, education and thought leadership.
INDUSTRY LEADERSHIP	**$30K+**	Customized annual program with premium media and research opportunities.

Program levels are planning guidance, not fixed packages; final scope and pricing should be tailored to client objectives.

2027 STATE OF OFFSITE CONSTRUCTION

The annual business outlook for the offsite construction industry

A premium research property designed to benchmark the business conditions shaping offsite construction — and create a year of authoritative content.

RESEARCH FOCUS

- Demand + business conditions
- Capacity utilization + backlog
- Capital investment
- Labor + workforce
- Costs + economics
- Technology + AI adoption
- Automation + factory investment
- 12-month outlook + barriers

2027 DISTRIBUTION

- July/August Offsite Builder: special editorial coverage
- Standalone print + digital research report
- Modular Home Source Professional digital distribution
- Launch webinar + supporting content
- Ongoing charts, findings and editorial extensions



SPONSORSHIP OPPORTUNITIES

PRESENTING PARTNER	**$25K–$40K**	Top-level recognition across report, launch campaign, premium advertising, webinar and digital promotion.
CATEGORY PARTNER	**$7.5K–$15K**	Association with a relevant research category such as Technology + AI, Factory Investment + Automation, Labor + Workforce, Building Products or Capital + Finance.
SUPPORTING PARTNER	**$2.5K–$5K**	Brand recognition across the report and agreed launch promotion.

EDITORIAL INDEPENDENCE **Sponsorship supports production and distribution. Sponsors do not control survey responses, analysis, conclusions or editorial findings.**

MODULARHOMESOURCEPRO.COM

Where industry knowledge meets real-world experience

The daily digital connection to the modular and offsite construction industry.

Modular Home Source Professional delivers timely industry news, expert perspectives and practical resources to the professionals designing, building, financing and advancing modular construction.

While Offsite Builder explores the broader trends, technologies and innovations shaping the industry, Modular Home Source Professional brings the conversation closer to the people and businesses making it happen every day.

From factory operations and business strategy to workforce challenges, new technologies and professional education, MHSP connects its audience with the insights and resources they need to succeed.

modularhomesourcepro.com

Industry News. Expert Insights. Practical Education. Year-Round Engagement.

CONNECT WITH THE MHSP AUDIENCE

WEBSITE PLACEMENT	SIZE	3 MONTHS	ANNUAL
Top Premium Banner	1,064 × 250	$2,700	$6,000
Skyscraper	160 × 600	$1,200	$3,600
Banner	720 × 90	$1,200	$3,600
ModCoach Blog Banner	160 × 600	$900	$2,700
Homepage Sidebar	160 × 160	$550	$1,800

ModularHomeSource PROFESSIONAL

MEET THE MODCOACH



GARY FLEISHER
Industry Writer & Editor

With more than 30 years of experience across construction, building materials, general contracting and modular housing, Gary Fleisher has become a familiar voice throughout the offsite construction industry.

Known as “The ModCoach,” Gary has published thousands of articles covering the people, companies, challenges and innovations shaping modular construction. His firsthand industry knowledge and candid perspective have helped establish Modular Home Source as a recognized source of industry news, commentary and insight.

CONTACT US

Let's build something together.

Connect with our team to create a customized media partnership that puts your brand in front of the people shaping offsite construction.

iMedia GROUP
INDUSTRY INSIGHTS. REAL IMPACT.

OFFSITE BUILDER
BUILDING WHAT'S NEXT

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