



## About Us

Insulation magazine published since **1996** contributes to creating awareness regarding heat, sound, water and fire insulation in construction sector and acts as sector's information exchange platform and offers content that is followed, appreciated and up-to-date contents. "Insulation Sector Awards" are organized since 2004.

## Owner and Managing

İsmail Ceyhan  
[ismailceyhan@b2bmedya.com](mailto:ismailceyhan@b2bmedya.com)

## Managing Editor

İsmail Ceyhan  
[yaziisleri@b2bmedya.com](mailto:yaziisleri@b2bmedya.com)

## Editorial and Advertisement Officer

Emine Aktaş  
[emineaktas@b2bmedya.com](mailto:emineaktas@b2bmedya.com)

Barış Ceyhan  
[barisceyhan@b2bmedya.com](mailto:barisceyhan@b2bmedya.com)

Phone : +90 216 651 7878

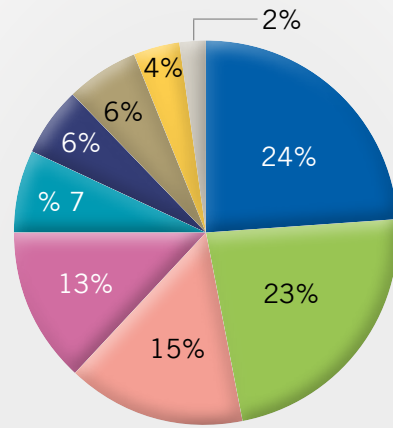
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## Our advertising options offering attractive and effective opportunities for your brand promotion

To increase your brand value and to promote your products, you can publish your company news, signed opinion articles, interviews, technical articles and product promotions in our journal by taking part in the proven advertising pages of our magazine.

In the advertising section and inserts of our magazine, on our website and in our e-newsletters, and by evaluating banner and back link opportunities, you can reach thousands of people at the table of our readers, who are the defined target audience of your company. You can also reach them through our e-newsletters/e-magazines, web and social media addresses and mobile e-magazine applications.

## Reader Profile



24% Construction Contracting Firms

23% Sector Firms

15% Architectural Project Firms

13% Industrial Institutions

7% Public Institutions

6% Shopping Malls, Hotels and Public Utility Buildings

6% Subscribers

4% Education Institutions and Academics

2% Vocational Institutions

## Our complementary and exclusive services for your marketing communications

We also provide the opportunity for direct mailing services to the selected addresses from our database and reach your customers at from your own e-mail addresses via the e-newsletters we will prepare for you.

If you already have a corporate magazine, B2B Medya, our company, will be pleased to provide service for you. If not, we may present a quotation for publishing a new corporate magazine for you.