

Build It
magazine ■ online ■ live events

One
brand,
multiple
routes

Reaching passionate self builders and renovators



Build It is the UK's most practical, information-packed magazine for self builders and renovators who want to create a tailor-made, individual home.

Each issue is full of advice and ideas for a successful project, from the inspirational readers' homes – complete with learning

points – through to expert articles on issues such as design, planning permission, budgeting and project management.

Every edition of Build It magazine contains a wealth of in-depth articles on key structural systems and materials, along with no-nonsense design guides covering everything from kitchens and bathrooms through to loft conversions, basements and glazed extensions.

Build It's innovative, five-person-strong editorial and design team is dedicated to producing the best content available for both consumers and the wider self build and renovation industry. Quality, integrity and knowledge are our watchwords and we pride ourselves on the close working relationships we enjoy with our experts and leading industry figures.

If you want to connect with a passionate and serious audience of 'doers' with plans in their hands rather than coffee-table 'dreamers', then our magazine, digital platforms and live exhibitions will deliver the leads you need.

Chris Bates, Editor



Our passionate readers



Hands-on self builders



Affluent empty nesters



Growing families

Build It readers are hands on and practical people – 41% plan to do at least 10% of the work themselves and a further 32% will either project manage the build or at least do some basic DIY or decorating. They believe *Build It* is essential reading to their projects success (97%) and 94% use adverts within the magazine to help specify products. *Build*

It is predominantly bought by men (71%) but the vast majority of copies are read by their partners as well.

A high proportion of our readers do not read any other self build magazine. Our readers are affluent,

high achievers who know what they want –this is not an audience who leave such decisions to an architect or builder.

Build It readers are mainly self builders, with a third of them currently planning or undertaking a self build project. A high proportion of our self builders tend to be older couples planning their individual dream home, whilst the other major reader group are young families looking to renovate, extend and generally add more space to their existing home.

Build It Reader Profile*

Age groups

35-44	21%
45-54	36%
54-64	28%

Stage of project

Sourcing ideas/inspiration	23%
Project planning	14%
Self build	31%
Renovation	19%
Extension	13%

Our readers are hands on and practical...

Use a turnkey/package company	7%
Use a main contractor	20%
Manage their own project	15%
Employ/manage subcontractors but do some of the core work themselves	41%
Employ/manage subcontractors but do decorating/basic DIY themselves	16%
Employ/manage subcontractors but do some of the core work themselves	41%
Employ/manage subcontractors but do decorating/basic DIY themselves	16%

Our readers...

Find adverts useful when specifying products	94%
Have purchased products in response to an advert	62%
Believe <i>Build It</i> is essential reading	97%
Don't read Home Building & Renovating	59%
Don't read Self Build & Design	79%
Have between £50k and £124k to spend on products and materials	21%
Choose products/materials themselves	84%
Choose kitchens, bathrooms, windows/doors, finishings themselves	92%

*All figures taken from the Build It readership survey

Why *Build It*?

- Focused
- Active
- Practical



Product inspiration



Learning from other self builders

94% of readers find adverts useful when specifying products

97% of readers believe *Build It* is essential reading

62% of readers have purchased products in response to an advert

47% of readers don't read any other self build magazine

FACTS

Number of issues per year	12
Jan - Dec 2016 Average monthly circulation	10,477
Estimated readership	29,335
Committed subscribers	28%

Build It is the Official Media Partner for the NSBRC.
If you are a partner, get in touch to find out how you can benefit.



Invaluable independent advice



Specifying products

ADVERTISING RATE CARD

DISPLAY	1/4 Page	1/2 Page	Full Page	Double
Single	£700	£1,155	£1,935	£3,225
4 Series	£560	£924	£1,548	£2,580
6 Series	£490	£808	£1,354	£2,257
12 Series	£420	£693	£1,161	£1,935
Ad sizes	87 x 126mm	183 x 126mm 87 x 260mm	297 x 210mm (Please add 3mm Bleed)	297mm x 420mm (Please add 3mm Bleed)

GALLERY	1/2 Page	1/4 Page	1/8 Page	1/16 Page	1/32 Page
Single	£866	£525	£380	£196	£102
4 Series	£693	£420	£228	£117	£61
6 Series	£606	£350	£190	£96	£51
12 Series	£519	£260	£140	£80	£40
Ad sizes	183 x 126	89 x 126mm	89 x 60mm	42 x 60mm	42 x 29mm

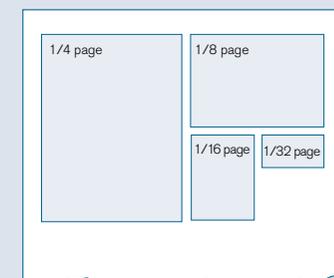
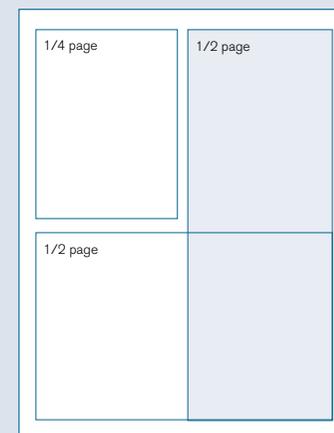
SPECIFY	Standard	XL	Premium
Single	£180	£340	£640
4 Series	£160	£310	£580
6 Series	£140	£270	£505
12 Series	£120	£250	£465

The Specify section is dedicated to new or innovative products. The editorial style allows advertisers to include small articles about their products, including a headline, images, text and contact details.

Standard One image +80 words

XL One image + 130 words

Premium Two images + 400 words



SALES CONTACTS

Display & Digital Sales

Advertising Manager

Nick Gillam

0203 627 3245

nick.gillam@castlemedia.co.uk

Account Manager

Jonny Hart

0203 553 2378

jonny.hart@castlemedia.co.uk

Gallery & Specify sales

Account Executive

Sophie Gardiner

0203 627 3263

sophie.gardiner@castlemedia.co.uk

Get it right and an advertorial can be a fantastic way to establish your company as a market leader.



An advertorial is an opportunity for advertisers to connect with Build It's readers, raise brand awareness and demonstrate their knowledge and authority on a particular topic, via a feature-style promotion.

The key to a successful advertorial is to take an impartial approach that will engender trust with the Build It readership. This approach will give maximum traction with our audience and underpin the advertiser's status as a market leader. It also allows us to design the piece in an editorial style – which is crucial to ensuring your message goes out to as many readers as possible.

Advertorials need to be informative and engaging for the reader, so they work best when delivered as impartial expert advice. There are a number of ways of achieving this, for instance via a prose-led guide to a certain topic (eg the benefits of underfloor heating) or in the form of a Q&A-style piece.

A successful advertorial is achieved when the editorial team works closely with the advertiser to dovetail the advertiser's marketing goals with the information needs of readers.

With this route, an editorial team member will liaise directly with the advertiser. Once a topic has been agreed, the editorial team member will set a brief for an impartial advertorial feature. The advertiser will then produce the original content, which will be carefully edited into house style by Build It's dedicated team to deliver a high-quality article.

The editorial team will work with the advertiser to ensure their products/services are represented, for example by: exclusive inclusion of images & captions from the advertiser; presentation of the feature as coming from an expert at the company; biography of expert and byline for article.

Is an advertorial the right route for me?

If you want to produce something that focuses purely on promotion of your specific products and/or services, then an advertorial is probably not for you. Straight advertising will achieve this in an eye-catching way and remains an excellent way to put your products/services in front of readers.

If, however, you want to build your brand, pique readers' interest and establish your company as a real authority in the self build and renovation sector, then a bespoke advertorial will deliver fantastic results.

On the next page is an example of a highly successful advertorial, published in the August 2017 issue of Build It. More examples can be seen online:

[Home Lifts Explained >](#)

[Aritco](#) (appeared in print and online)

[How to choose masonry paint >](#)

[Sadolin](#) (online only)

[Why choose underfloor heating? >](#)

[Nu-Heat](#) (appeared in print and online)

Bespoke advertorials deliver great results

advertising feature 83

Home technology for better security

Matt Nimmons from CEDIA unveils how the latest technology could be utilised to create a high level security system for your property

A comprehensive security system should be both easy to control and effective in deterring any would-be intruders. You can take an integrated approach to connect your security system with other home automation facilities, such as lighting. These can all be controlled via tablet, smartphone or other mobile device, either by dialing into a network or simply sending a text message. Here are the main options when it comes to ensuring your house and its belongings remain unharmed.

Prevention

The first step to securing your home is to make sure it's near enough impossible for any intruders to break into. Pairing up the various parts of your home automation system will allow you to be alerted about anything that could compromise the security of your home.

Windows can be fitted with vibration sensors. If one is accidentally left open, a message will appear on your smart device. This will let you know exactly which unit it is so that you can quickly resolve the potential risk.

If you have a smart lighting setup, you'll probably have access to a holiday mode. Much like most standard timer switches, you can arrange for rooms to be illuminated at certain points in the day to make it look like someone's home even if nobody's in. But unlike conventional solutions, these intelligent systems will automatically replicate your household lighting habits without you needing to go through the rigmarole of setting numerous timers.

Don't just think about security in terms of the walls of your home; instead, extend the net all the way to the edge of your garden and driveway. Motion detectors can be programmed to sound an alarm and switch on



external lights, while automatic gates can be opened and closed remotely via your smartphone or tablet.

Cameras & control

Although you can use an audio entry system or even a standard telephone handset to control an integrated security system, many homeowners now choose to include a video entry and CCTV setup as standard. This enables you to see who's at the front door simply by looking at your television screen, which can be tuned directly into the CCTV channel without the use of any additional hardware – appearing as a pop-up when activated.

But while viewing security cameras on a TV screen is handy, it's even more useful to be able to control them online.

Network cameras can be moved around at the touch of a button to focus in on different parts of the property. Audio and video footage starts to automatically record onto a large capacity hard disk drive as soon as its infra-red sensor detects movement.

What's certain is that individual homeowners will have different

PRODUCTS IN PRACTICE

This grade II listed former rectory is based in an area where petty crime is relatively high. CEDIA member, SMC (www.smc-uk.com) was brought in to protect the property and its surroundings by installing CCTV and access control. The company also provided a high spec intruder alarm and entertainment systems.

The CCTV setup consists of 43 cameras, which includes static, PTZ (pan-tilt-zoom) and dome units. The owners can view recordings on their smartphone or tablet, even when they aren't at the house. Contact and vibration detectors are embedded in every accessible window and door and PIR motion detection is used throughout the property as both perimeter and trap protection.

Access to the main driveway is controlled with automated gates and the cameras track any vehicle entering the estate as it approaches the property.



priorities and particular requirements for their security system. So the first step is for you to speak to your local CEDIA member company for advice on an automation solution that's tailored to your project, budget and lifestyle.



Matt Nimmons is managing director at CEDIA, an international trade organisation dedicated to advancing the home technology industry. From designers and manufacturers to integrators, CEDIA members gain access to high-quality training and certification, which ultimately goes into your project. Visit www.cedia.org for more information and to find professionals in your area.

www.self-build.co.uk

Woodburning Stoves FAQ

View | 2011 | Independence | Drive

Martin Bridges gives his expert view on common stove queries



Whether you are creating a modern, open-plan living space or looking to replicate a more traditional snug-style area within your home, the warmth and aesthetic appeal of a woodburning stove could be ideal for providing practical heating as well as adding a striking focal point to the room.

What's the advantage of a stove versus a traditional fire?

Beyond style, it really comes down to performance. Open fires are only around 15% efficient in burning logs, whilst the latest stoves incorporate clean-burn technology for a higher heat output and minimal emissions.

Worcester's new *Hanbury* and *Draxley* appliances, for example, are between 74% and 80% efficient depending on the output and model you choose, which is amongst the highest levels possible for a woodburner. Worcester's stoves are also DEFRA exempt, so you can install one anywhere in the country – even in smoke-control zones.

Who can fit it?

Stove installations should really be carried out by approved, competent professionals – as this is the best way to ensure you get a safe, efficient result. In the case of woodburners, use a HETAS or OFTEC registered fitter, as both operate competent persons schemes for solid fuel appliances. Your installers will advise on elements such as getting the right output, plus any other requirements for ventilation, combustion and compliance with Building Regulations.

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This is THE book for all Self-Builders.
 THE SELF-BUILDER'S GUIDE TO PROJECT MANAGEMENT
 The Self-Builders Guide to Project Management explains the process step by step, with a straight forward easy to follow approach.
 Click here

Most read

- How to Convert a Loft**
 Want to add space and value? Then consider a loft conversion, says Paul Hynes
- Self-Build Routes II**
 Discover how your project management role will impact your self-build budget
- Cost Guide: Garages**
 How much will it cost to build a garage and lay a driveway? Price the job with Build It's in-depth guide

Online Advertorial

Advertising on *Build It's* website and targeting Build It's digital database

Build It's website

www.self-build.co.uk currently attracts over 150,000 unique visitors per month. Advertising on the site is an extremely effective way of presenting your brand to tens of thousands of self builders, renovators and major home improvers, as well as generating significant traffic direct to your website.



Email database

Our digital database has over 121,000 recipients, made up from readers of the magazine, visitors to the NSBRC and visitors to our *Build It Live* shows. The list is 100% opt in and is a very targeted and focused database which provides great measurable results.

We offer two options to reach the database:

Solus email

The solus email is a dedicated broadcast to the full database and costs £1600 + VAT per broadcast.

Products & Services email

This email is a round up of around 8 ad slots for various products.

Web Sponsorship Packages

Our website sponsorship packages incorporate many of the above options as a package at just £599 + vat per month.

These packages include:

- A full run of site banner. 50,000 impressions a month.
- Logo appears on every page of the site in our sponsors footer
- Logo appears on all our digital newsletters in our sponsors footer
- Enhanced Directory Listing

Web banners

The website is divided into 10 zones, and banners are priced depending on how many zones they appear on.

Zones include:

- How to self build ● Plots & Planning ● House Plans & Homes ● Design Advice
- Building Routes ● Products & Materials ● Costs & Finance ● News & Events
- Home Page ● Cost Calculator

The best exposure we can offer is the "Full site" option, meaning the banner will appear on all 8 zones of the site. There are lower cost options to appear in less zones which we have outlined below.

MPU & Leaderboard Banners

Square MPU banner

(300 pixels wide, 250 pixels tall)

MPU and Leaderboard banner adverts are can be purchased across self-build.co.uk and can be targeted on your chosen zones.

Packages start at just £11 + vat per thousand impressions. We recommend running 30-50K impressions per month to create good visibility across the site, which would cost £330 + vat - £550 + vat per month respectively.

Leaderboard banner

Leaderboard banner (980 pixels wide, 62 pixels tall)

Leaderboard Banner example



Square MPU banner example



Online Advertorials

Our online advertorials are listed on our website amongst our editorial articles to give them the maximum impact. Content must be agreed with our editorial team who can assist in the writing and design. Prices upon request.

Enhanced Product Directory Listing

Our online product directory is an invaluable resource for anyone undertaking a major self build or renovation. This directory is an alphabetical list of all the products and services that are offered in the sector. An enhanced product directory listing provides a profile page where companies can feature their logo, 100 words of text, 6 high res images and any digital pdf brochures. Site visitors can fill out enquiry forms from the enhanced listing which are sent directly through to the company. Listings also include a live link to your website.

The cost of an enhanced listing is just £480 + vat per year or £320 + vat for 6 months.

FOR DIGITAL SALES CONTACT

Nick Gillam on Tel: 0203 627 3245 nick.gillam@castlemedia.co.uk

Jonny Hart on Tel: 0203 553 2378 jonny.hart@castlemedia.co.uk

Delivering passionate self builders right for your business



The gap between general homes shows and self build shows has become hazy over the years. Many self build events have added soft furnishings, homeware and other non-core products in their quest

to boost the size of their floorplan and increase footfall – albeit with the wrong types of visitor. Here at Build It Live, we are standing firm - remaining true to our self build roots with undiluted passion – because that's what we believe will work best for your business. Build It Live continues to remain totally reflective of Build It magazine – focused, practical and bursting with expert advice, inspiration and product guidance for self builders and home renovators.

Build It Live delivers over 16,000 visitors each year, meeting the needs of self builders in three great locations:

BUILD IT LIVE SOUTH EAST
KENT EVENT CENTRE
3 - 4 FEBRUARY 2018

BUILD IT LIVE NORTH EAST
EVENT CITY, MANCHESTER
17 - 18 FEBRUARY 2018

BUILD IT LIVE BICESTER
OXFORDSHIRE
9 - 10 JUNE 2018

TO START 2018 OFF WITH SOME SERIOUS LEADS, GIVE US A CALL AND RESERVE YOUR SPACE ..

Call Sarah Wilcock on 0203 627 3247
or email sarah.wilcock@castlemedia.co.uk

builditlive.co.uk

Celebrating self build & renovation excellence



The *Build It* Awards celebrate all aspects of self build and renovation including completed projects, products, services and suppliers. The Awards bring together architects,

manufacturers and key industry figures in recognition of innovation and excellence in the custom home sector.

Award winners will inspire and influence a nation of prospective self builders, so get the recognition you deserve by entering. Sponsorship opportunities also available.



FOR MORE INFORMATION ON SPONSORING THE AWARDS CONTACT

Nick Gillam

0203 627 3245

nick.gillam@castlemedia.co.uk

www.builditawards.co.uk



Over 400 people across the industry attended our prestigious Build It Awards 2016 dinner presented by TV actor and comedian Tim Vine at the Hilton Bankside, London.

