Build It
magazine ■ online ■ live events

Online

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.

self-build.co.uk

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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

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