

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

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%

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 2017
Average monthly circulation 12,269

Estimated readership 31,899

Committed subscribers 39%

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

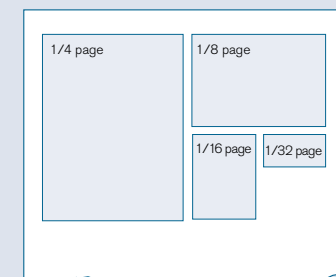
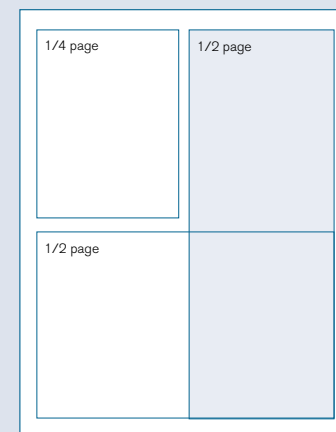
SPECIFY	Standard	XL	Premium
Single	£180	£340	£640
4 Series	£160	£310	£580
6 Series	£140	£270	£505
12 Series	£120	£250	£465

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



Prices are excluding VAT

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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

The screenshot shows a webpage with a header for 'Build It' and navigation links. The main content area features a large image of a modern house at dusk. Below the image is the title 'Design & Build Homes: The Turnkey Route' and a sub-headline 'The turnkey route to creating your ideal home, but if you want a stress-free journey, turnkey could be the way to go. Also Only 30,000 from 100,000 Design & Build Solutions'. The text describes the benefits of turnkey homes, from design to completion, and mentions that the service is supported by design and build specialists. It concludes with the question 'How does the turnkey route work?' and a brief explanation that it's a finished home ready to move into.

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 100,000 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 95,000 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 £1,950 + VAT per broadcast.

Products & Services email

This email is a round up of around 8 – 10 ad slots for various products and costs £320 + vat

Web Sponsorship Packages

Becoming a website sponsor is the best way to build your brand into a household name in the self-build & renovation sector, whilst delivering high quality traffic to your website. Our website sponsorship packages start at just £599 + vat and include:

These packages include:

- A full run of site display advert serving 40,000 impressions per month.
- Your logo will appear on every page of the site in the sponsor's footer, generating thousands of impressions per week
- Your logo will appear on all of Build It's editorial newsletters and newswires, promoting your brand to our full email database.
- Your business will receive a Content Hub within our online Company Directory

MPU & Leaderboard Banners

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.

Square MPU banner

(300 pixels wide x 250 pixels tall)

Leaderboard banner

Leaderboard banner (728 pixels wide x 90 pixels tall)

Mobile leaderboard

Leaderboard banner (320 pixels wide x 50 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.

Online Content Hub

Our online company directory is an invaluable resource for anyone undertaking a major self-build, renovation, extension or conversion. By taking a content hub, your company will have a profile page on our website that includes your logo, a 100 word company description, 6 high res images and a link to your website. Companies can now also upload editorial "product specs" and "project case studies" to the directory too, giving your business a platform to show off your specific products, or case studies of recent projects. Prices start at just £560 + vat per year for the content hub.

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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
9 - 10 FEBRUARY 2019

BUILD IT LIVE NORTH EAST
EVENT CITY, MANCHESTER
23 - 24 FEBRUARY 2019

BUILD IT LIVE BICESTER
OXFORDSHIRE
9 - 10 JUNE 2018

GIVE US A CALL TO 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

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Over 400 people across the industry attended our prestigious Build It Awards 2017 dinner presented by comedian Marcus Brigstocke at the Hilton Bankside, London.

