


Build It

INCORPORATING
SELF BUILD
& DESIGN

MEDIA PACK 2024 WEBSITE | PRINT | DIGITAL | EVENTS

* **BRITAIN'S BEST SELLING**

SELF BUILD MAGAZINE

Source 

Build It is the best route to
influence people actively
undertaking major home projects



Over the past three decades, Build It has established itself as the UK's most practical, information-packed magazine for self builders, renovators and home improvers, looking to create a tailor-made, individual home.

We pride ourselves on providing our readers with the tools they need to make a success of their projects, so each issue is full of advice-led articles written by leading industry experts, no-nonsense design guides and inspirational readers' homes - complete with learning points. Far from being just a glossy magazine with pretty pictures, Build It ensures all key topics are covered, from choosing the right build system to identifying viable plots, achieving planning permission and glazing options, so our readers can find the answers to their queries and the best possible products for their dream home.

The ultimate proof that Build It is different to other less-detailed magazines is that we have gone as far as investing in building the award-winning Self Build Education House to further educate and inspire our readers.



CHRIS BATESMITH CONTENT DIRECTOR



INVALUABLE PRODUCTS FOR EVERY STEP OF A HOME-BUILDERS JOURNEY

FIND IT ► DESIGN IT ► PLAN IT ► SPECIFY IT ► BUILD IT



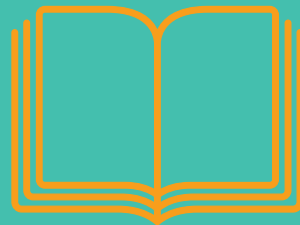
Build It's Education House.
See the house in 3D [here](#).

**From finding land to completing a dream home,
Build It's suite of products help with every step of the journey**

FIND IT ► DESIGN IT ► PLAN IT ► SPECIFY IT ► BUILD IT



**The best tool to
finding a building
plot or major
renovation project**



**The UK's best
selling self build
magazine and most
relevant & inciteful
website**



**The industry's most
prestigious awards
helping self builders
identify the very
best products**



**The most focused
and most effective
self build & renovation
exhibitions**



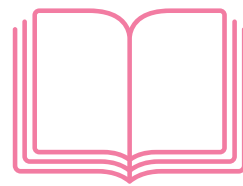


WHAT IS THE ABC?



The Audit Bureau of Circulation is the independent auditor for UK magazines & all major UK publishers are members. It creates a level playing field to compare titles and to give confidence so media buyers know they are being told the truth.

Source: [abc.org.uk](https://www.abc.org.uk). Audit of Build It incorporating SelfBuild & Design February 2024 compared with latest ABC audits of other self build magazines. See more info [here](#).



Best magazine for reaching UK self builders...

Build It Magazine officially has the highest circulation of any UK self-build and renovation title (14,080 copies /month source: ABC*)

Build It has
39%
more
 print copies than
 its nearest rival

Build It has
26%
more
 UK copies (print
 & digital) than its
 nearest rival

Build It has
21%
more
 people directly
 buying the printed
 magazine than its
 nearest rival

Build It is the official media partner of the National Self Build & Renovation Centre, giving it a unique and targeted distribution advantage

Who reads Build It?



People who want to choose the best suppliers for their dream home. They appreciate the practical, information-packed advice offered by the UK's most focused self build and renovation magazine and are predominantly:



Kevin & Christine



Carl & Beata

- * **High net worth individuals**
- * **Families looking to extend**
- * **Empty-nesters building a forever home**

READERSHIP RESEARCH* REVEALS:

94%

use the adverts to help specify products

62%

have purchased products in response to an advert

59%

don't read any other self build magazine

97%

of readers believe Build It is essential reading



NACSBA RESEARCH* AMONGST SELF-BUILDERS CONFIRMS YOU NEED TO ADVERTISE DIRECT TO THE HOMEOWNER:

Self-build magazines were voted the most valuable information source

83% said choosing finishing/visible materials was "Totally my decision" with **only 1%** leaving totally up to their builder/architect

64% said choosing bulk building materials was "Totally my decision" with **only 17%** leaving it totally up to the builder/architect.

* Research conducted by Build It in 2023 and by the National Custom & Self Build Association in 2022



Our shows are held in 3 great locations where high-value self build and renovation is most prevalent and delivers **c.15,000 visitors**

**BICESTER,
OXFORDSHIRE**

**SOUTH WEST:
EXETER, DEVON**

**SOUTH EAST:
KENT EVENT CENTRE**



THE ESSENTIAL
EVENT FOR
CREATING AN
INDIVIDUAL HOME

www.builditlive.co.uk

Build It INCORPORATING
SELF BUILD
DESIGN



Face-to-face with serious self builders and renovators



MEET THE RIGHT CLIENTS

At Build It Live we are dedicated to focusing on our self build roots, to make sure our shows only target serious self builders, renovators and home extenders. We're passionate about remaining as practical and tailored to self build as possible – so when you exhibit at Build It Live, you'll be sure that you're meeting the right people in the right area – and having the best quality face-to-face conversations with potential new customers.

Don't just take our word for it,
click here to hear for our
exhibitors think of Build It Live
or **scan this QR code**



Join us at Build It Live to meet:

- ▶ SELF BUILDERS WITH A PLOT OF LAND, READY TO BUILD
- ▶ SELF BUILDERS WITH A PLOT OF LAND AND LOOKING TO UNDERSTAND THEIR OPTIONS
- ▶ PEOPLE LOOKING FOR A PLOT AND AT THE START OF THEIR SELF BUILD JOURNEY
- ▶ COUPLES EXTENDING THEIR FAMILY HOME
- ▶ PEOPLE RENOVATING AN OLD PROPERTY



The most focused digital platforms

Build It has 2 main content websites which deliver over 150,000 relevant visitors a month:

- 01 Plotbrowser.com** The UK's best site to find a real plot/project.
- 02 Self-Build.co.uk** The perfect research tool for planning and delivering a self build or major renovation.



TARGET VISITORS TO OUR WEBSITES

Advertising on the sites gives you the opportunity to promote your business to thousands of relevant online users, with a targeted campaign designed to build brand and product awareness, plus generate significant traffic direct to your website.



E-MARKETING TO OUR DATABASES

Build It and PlotBrowser's databases include over 120,000 opt-in subscribers, magazine readers, website users and visitors to our shows. There are advertising opportunities on our monthly newswires as well as the option of sending a dedicated broadcast all about your company.



Both sites offer a curated advertising environment - meaning readers only see relevant ads alongside the valuable editorial.

More focus means a better experience for engaged readers and a better ROI for advertisers.



Get in touch

For a tailored marketing solution that cost-effectively delivers your objectives through our suite of market-leading channels contact me today.

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