

# Build It

INCORPORATING  
**SELF BUILD**  
& DESIGN

**MEDIA PACK 2025** 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**



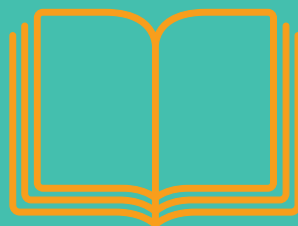
Build It's Education House.  
See the house in 3D [here](#).

**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**



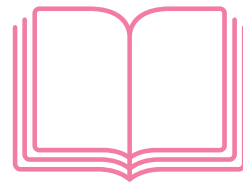


#### WHAT IS THE ABC?



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 2025 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 (13,387 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](http://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:

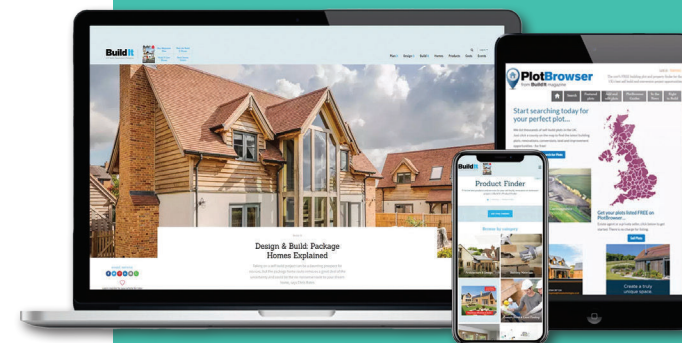
- ▶ SELF BUILDERS WITH A PLOT OF LAND, READY TO BUILD
- ▶ SELF BUILDERS WITH A PLOT OF LAND AND LOOKING TO UNDERSTAND THEIR OPTIONS
- ▶ PEOPLE LOOKING FOR A PLOT AND AT THE START OF THEIR SELF BUILD JOURNEY
- ▶ COUPLES EXTENDING THEIR FAMILY HOME
- ▶ PEOPLE RENOVATING AN OLD PROPERTY



## 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.

**Nick Gillam** Sales Director  
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