

# The **essential** magazine for homebuilders and renovators...



"40% OF OUR READERS ALREADY OWN A BUILDING PLOT AND 50% PLAN TO COMPLETE THEIR PROJECT WITHIN 6-24 MONTHS MEANING THAT THEY ARE MAKING REAL PURCHASING DECISIONS NOW AND IN THE IMMEDIATE FUTURE"

"SELFBUILD & DESIGN SHOWCASES REAL SELFBUILDERS MAKING REAL PURCHASING DECISIONS, NOT JUST DREAMERS"



"THE SELF BUILD MARKET IS WORTH AN ESTIMATED £3.8 BILLION PLUS PER YEAR"

"READ BY LARGE NUMBERS OF HOME IMPROVERS AND THOSE EXTENDING OR RENOVATING THEIR HOMES – SELFBUILD & DESIGN COVERS TOPICS OF INTEREST TO THESE GROUPS (AS WELL) AND PROVIDES INFORMATION AND INSPIRATION TO A LARGE GROUP OF PEOPLE FOR WHOM A COMPLETE BUILD IS A PROJECT FOR THE FUTURE"

# SelfBuild & design

## MEDIA PACK 2011

[www.sbdonline.co.uk](http://www.sbdonline.co.uk) [www.plotbrowser.com](http://www.plotbrowser.com)

# SelfBuild & design

THE ESSENTIAL MAGAZINE FOR HOMEBUILDERS AND RENOVATORS



## Editor's view

Every year thousands of ordinary people embark on one of life's great adventures - building the house of their dreams. Whether this is a two bedroom bungalow, converted barn or palatial mansion in the country, selfbuilders all have at least one thing in common; they all want to know how to go about it. After all, there is more than one path to realising your dream home. And with over 10,000 component

parts, a house is a complex structure where plenty of things can and do go wrong. Each month *SelfBuild & Design* magazine guides readers through the practicalities of realising their dream – from finding a plot to planning their kitchen; from getting a mortgage to making mortar. We also share the experiences of other selfbuilders and offer expert advice from our team of technical writers. For all this, plus news

of the latest building products, house designs and websites, don't miss *SelfBuild & Design* - the magazine that can make dreams a reality.

Ross Stokes, Editor

## The SelfBuild & Design SHOW

The *SelfBuild & Design Show* is the premier event in the South-West of England for anyone contemplating a self build, renovation, conversion or extension.

WESTPOINT EXHIBITION CENTRE, EXETER  
10TH-11TH SEPTEMBER 2011

The one-stop self-build show...everything you need to know under one roof.

- Free seminar programme.

- Exhibitors covering all aspects - finance, land finding, timber frame, heating systems, caravan hire, renewable energy, books, kitchens.
- Meet the *SelfBuild & Design* team and get your questions answered.
- See four part build houses using four different building techniques.
- Practical demonstrations with industry experts.

Visit: [www.selfbuildanddesignshow.com](http://www.selfbuildanddesignshow.com)

FOR MORE INFORMATION PLEASE CONTACT  
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# SelfBuild & design

## Advertising rates

DISPLAY				
ISSUES	1	3	6	12
<b>DPS</b>	£2885	£2535	£2315	£2090
<b>FULL PAGE</b>	£1610	£1410	£1280	£1140
<b>1/2 PAGE</b>	£940	£850	£740	£650
<b>1/4 PAGE</b>	£510	£455	£400	£360
CLASSIFIEDS				
<b>3CM BOX</b>	£85	£80	£70	£65
<b>ADDITIONAL CM</b>	£22	£20	£19	£16

### COVER POSITIONS

Price on application

### PRODUCT CHOICE ADVERTISING

£180 per insertion

### INSERTS ETC

Insertions, gatefolds, covermounts and reprints on request

### WEBSITE ADVERTISING

Price on application

### AGENCY COMMISSION

10% to recognised agencies

*All rates are exclusive of VAT*

## Advertising copy dates

### COPY AND PUBLICATION DATES

ISSUE	COPY DATE	ON SALE DATE
<b>Jan 11</b>	19 Oct 10	29 Nov 10
<b>Feb 11</b>	17 Nov 10	31 Dec 10
<b>Mar 11</b>	15 Dec 10	28 Jan 11
<b>Apr 11</b>	12 Jan 11	25 Feb 11
<b>May 11</b>	15 Feb 11	31 Mar 11
<b>Jun 11</b>	16 Mar 11	29 Apr 11
<b>Jul 11</b>	13 Apr 11	27 May 11
<b>Aug 11</b>	17 May 11	30 Jun 11
<b>Sep 11</b>	15 Jun 11	29 Jul 11
<b>Oct 11</b>	19 Jul 11	31 Aug 11
<b>Nov 11</b>	17 Aug 11	30 Sep 11
<b>Dec 11</b>	14 Sep 11	28 Oct 11
<b>Jan 12</b>	18 Oct 11	30 Nov 11
<b>Feb 12</b>	16 Nov 11	30 Dec 11
<b>Mar 12</b>	14 Dec 12	27 Jan 12
<b>Apr 12</b>	17 Jan 12	29 Feb 12
<b>May 12</b>	14 Feb 12	28 Mar 12
<b>Jun 12</b>	14 Mar 12	27 Apr 12
<b>Jul 12</b>	17 Apr 12	31 May 12
<b>Aug 12</b>	16 May 12	29 Jun 12

## Further information

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### TECHNICAL INFORMATION

**PRINTING:** Perfect Bound

**COPY FORMAT:** To be supplied as high-resolution PDF on email, CD or DVD.

Mac originated work is also acceptable if produced using the following software: InDesign, Quark Xpress, Illustrator, Freehand or Photoshop. In some cases PC originated work can be adapted for use however, please contact Production on 01283 742 969 prior to sending. All advertising copy should be accompanied by a colour proof. With the exception of PDFs, advertisers must include all necessary fonts, logos and high resolution (300dpi) images.

### SIZES (mm):

Trim Size:	300 x 230
Whole Page (Full bleed)	306 x 236
Half Page Horizontal	130 x 190
Half Page Vertical	267 x 93
Quarter Page Vertical	130 x 93
Classified Half Page Horizontal	115 x 184
Classified Half Page Vertical	242 x 91
Classified Quarter Page Vertical	115 x 91
Classified Eighth Page Horizontal	55 x 91
Classified Single Column	43
Classified Double Column	91

**DESIGN SERVICE:** Would you like to change your advertising style but don't know how or don't have the time? Let us do it for you! We have a full design studio, our own graphic designers and a wealth of marketing and design skills. This can all work for you - free of charge - please speak to David Melville, or Becki McGrath.

**PRINTERS:** Warners, The Maltings, Manor Lane, Bourne, Lincolnshire PE10 9PH

**DISTRIBUTION:** COMAG, Tavistock Road, West Drayton, Middlesex UB7 7QE