

# SELF BUILD & DESIGN

MEDIA INFORMATION





# EDITOR'S VIEW



**T**here has never been a more exciting time for the self-build sector. With more opportunities to build individual homes than ever before, thanks largely to Government pressure on local authorities and our planning system, the sector is destined to grow significantly over the next few years.

Research shows a growing demand for this form of housebuilding, with one in eight Britons considering building a home in the next 12 months and one in 50 expecting to buy a plot, obtain planning consent, or start or complete construction work.

This demand is being met by a growing number of independent schemes which are providing opportunities up and down the country, most notably on the well-publicised site at Graven Hill, near Bicester. Up to to 1,900 individual homes will be built here, making it the biggest custom- and self-build site in the country.

*SelfBuild & Design* has helped thousands of people to realise their own dream home over more than 20 years, and continues to inform, encourage and inspire its loyal readers through the magazine and online. Isn't it time that you, too, became part of the self build success story.

Ross Stokes, EDITOR

**“The magazine has helped thousands to realise their own dream home.”**

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## [ Self build market ]

Up to 20,000 people build their own homes each year (including renovations and conversions) – that is around 35% of the market for detached houses.

Britain's growing army of selfbuilders is inspired by television programmes and magazines such as *SelfBuild & Design*. The term 'self build' covers a wide range of projects, with perhaps only a small number of selfbuilders undertaking the construction work themselves.

All, however, take an active role in finding a plot, raising finance, and choosing the design and specification of the house, including the materials, interior finishes, and landscaping.

**18,000**  
self build planning applications (2015)\*

**35%**  
of the market for detached houses

**£4 billion**  
a year combined industry turnover\*

**20,000**  
self build homes a year\*

\*data from NaCSBA

We are a corporate partner of The National Custom & Self Build Association (NaCSBA) [selfbuildportal.org.uk/partners](http://selfbuildportal.org.uk/partners)

NaCSBA was set up by a network of companies and individuals with the common aim of promoting self build and custom build as a form of housing delivery that can make a major contribution to homebuilding in the UK.

NaCSBA brings together developers, architects, planners, financial and warranty providers, manufacturers, selfbuilders, community groups and local authorities to develop, share and promote best practice in self and custom build.



# INSIDE EVERY ISSUE



## Expert advice

The latest building methods, tips and services. Plus, help on all aspects of design.



## Case studies

Every issue features real people and the story behind their dream homes.



## Latest products

Products, materials, services and publications of special interest to the selfbuilder.



## Showcase

The essential finishing touches to help complete the perfect build.



## [ What our readers say ]

# 96%

keep the magazine for future reference

# 91%

read most or all of our advertising pages

# 61%

regard the advertising as an essential source of information

## The magazine

*SelfBuild & Design* is the essential magazine for anyone considering building, renovating or converting their home. Each issue showcases an array of stunning case studies alongside practical guides and insightful expert advice. It is available from all good newsagents and specialist retail outlets and by postal subscription.



# 12

issues per year

# 10,201

average monthly circulation (print & digital)



Member of the Audit Bureau of Circulations

ABC is an industry owned organisation that provides independently audited circulation figures for print and digital publications. Figures are audited to common standards and methods of measurement to provide objective and trustworthy circulation data for advertisers, agencies and others.



## Finding a plot

PlotBrowser.com is the essential online plot service, produced by *SelfBuild & Design*. Access listings of thousands of plots, conversion and renovation opportunities nationwide – all available at the click of a button. This service is free to our readers and attracts thousands of visitors every day.

**PlotBrowser** [www.plotbrowser.com](http://www.plotbrowser.com)

## [ The website ]

Let us promote your business online at [selfbuildanddesign.com](http://selfbuildanddesign.com), where visitors can find information on everything self build, from starting out to topping out. Packed with articles and inspiration to guide visitors through building their dream home, [selfbuildanddesign.com](http://selfbuildanddesign.com) is the ideal place to advertise your products.

## [ eMarketing Campaigns ]

### Online advertising

Advertising and sponsorship packages are tailored to meet client needs. Please contact Rachael Grignon to discuss. We offer two options for advertising your products via email.

### eProduct Newswire

Our eProduct Newswire is sent monthly to current *SelfBuild & Design* magazine subscribers and recent PlotBrowser registrants promoting a maximum of 12 non-conflicting products.

### Solus eNewsletter

A Solus eNewsletter is your opportunity to speak directly to our audience of selfbuilders.

To discuss a personalised eMarketing Campaign, or get a quote for a regular booking, email [r.grignon@sbdonline.co.uk](mailto:r.grignon@sbdonline.co.uk)

# 57,000

recipients of our eProduct Newswire



## Linked in

Our *SelfBuild & Design* LinkedIn page keeps followers up to date on the latest industry news, company developments and Show information. [linkedin.com/company/selfbuild-&-design-magazine](http://linkedin.com/company/selfbuild-&-design-magazine)

# SELF BUILD & DESIGN

## [ 2022 FEATURES LIST ]



Features/content can be subject to change

### Technical information

**Printing:** Perfect bound

**Copy format:** To be supplied as a high-resolution PDF on email, CD or DVD. Mac originated work is also acceptable if produced using the following software: InDesign, Illustrator or Photoshop. In some cases PC originated work can be adapted for use. With the exception of PDFs, advertisers must include all necessary fonts, logos and high resolution (300dpi) images.

### Advertising spec

Ad size (mm)	Width	Height
Double page spread	420*	297*
Full page	210*	297*
*Please add 3mm bleed around all sides		
Half page horizontal	190	130
Half page vertical	91	269
Quarter page	91	130

### 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 **Samantha Furniss: 01283 742974** or email: **s.furniss@wvonline.co.uk**

	Main feature	Showcase	On Trend	Other features	Copy date	On sale
<b>January 2022</b>	Interior design	Wall finishes/coverings	Kids' stuff (bedrooms/playrooms)	Plots & planning	21st September 2021	26th November 2021
<b>February 2022</b>	Smart homes	Front doors	Garage doors	Finance, insurance, warranties	19th October 2021	31st December 2021
<b>March 2022</b>	Doors & windows	Kitchen sinks and taps	Baths	Insulation, project management	21st November 2021	30th January 2022
<b>April 2022</b>	House design	Sun rooms/conservatories	Lamps	Loft/basement conversions	21st December 2021	25th February 2022
<b>May 2022</b>	Landscaping	Garden products	Garden lighting	Outbuildings (sheds garages etc)	18th January 2022	31st March 2022
<b>June 2022</b>	Timber frame	Internal doors	Fencing & garden screens	Groundworks	22nd February 2022	29th April 2022
<b>July 2022</b>	Masonry and ICF	Hard flooring	Kitchen storage	Utilities	21st March 2022	27th May 2022
<b>August 2022</b>	Alternative building methods	Bathroom sinks and taps	Blinds and window dressings	Ventilation/MVHR	19th April 2022	30th June 2022
<b>September 2022</b>	Eco construction (Passivhaus)	Stairs	Eco products	Contracts, Multimedia rooms	24th May 2022	29th July 2022
<b>October 2022</b>	Conversions/renovations	Period products	Pendants & chandeliers	Project management	21st June 2022	26th August 2022
<b>November 2022</b>	Heating: boilers, heat pumps, solar panels, biomass UFH etc	Radiators/wood burners	log stores	First and Second Fix	19th July 2022	30th September 2022
<b>December 2022</b>	Roofing	Showers & wetrooms	Rainwater goods	Home security	23rd August 2022	28th October 2022

\* This list is subject to changes. Please check our website for the most up-to-date listings