

# SELF BUILD & DESIGN

MEDIA INFORMATION





# EDITOR'S VIEW



**T**his is an exciting time for selfbuilders. The idea of building your own home has never been more popular, with many keen to take on a project. A recent Mori poll found that one in eight Britons expects to research how to build their own home in the next 12 months. The survey also found that one in 50 expects to buy a building plot, obtain planning consent, or start or complete construction work on their new home in the coming year.

The government is encouraging this trend with new legislation requiring local planning policies to take into account demand for self and custom build plots. It has also set up initiatives to unlock land to supply tens of thousands of new homes a year for small, self, and custom builders. Meanwhile, a growing number of independent schemes are popping up all over the country. It all bodes well for the future of this important sector, especially if it is to help address the chronic national housing shortage.

SelfBuild & Design magazine has been helping readers to realise their own dream home for almost 20 years, and continues to educate, encourage and inspire. I hope that you too will be part of the self build success story.

Ross Stokes, EDITOR

**“Every issue features real people building their dream home.”**

## Advertising

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## [ Self build market ]

An estimated 15-20,000 people build their own homes each year (renovation and conversion projects) – that is approximately 35% of the market for detached houses.

Britain's growing army of selfbuilders is inspired by television programmes and magazines like *SelfBuild & Design*. The term “self build” covers a wide range of different types of project. Perhaps only the minority of selfbuilders undertake all of the building construction work on their house.

All participate in finding a plot, raising finance, choosing the design and specification of the house, and purchasing structural materials, interior fittings and 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 by 2020\*

\*data from NaCSBA

**NaCSBA**  
National Custom & Self Build Association

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 home building in the UK.

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

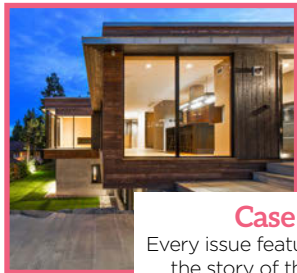


# INSIDE EVERY ISSUE



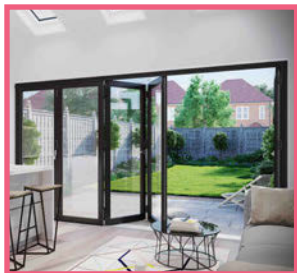
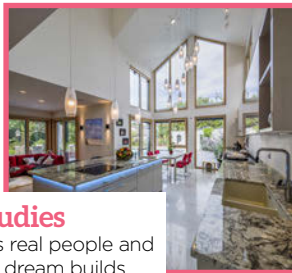
## Expert advice

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



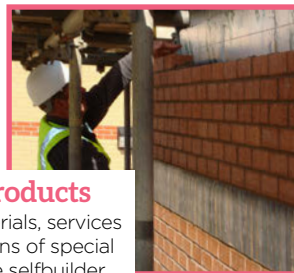
## Case studies

Every issue features real people and the story of their dream builds.



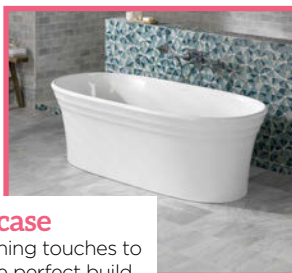
## Latest products

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 of or all of the 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. Every issue showcases an array of beautiful case studies alongside practical guides and insightful expert advice.

Sold through all good newsagents and specialist retail outlets and by postal subscription.



**12**

issues per year

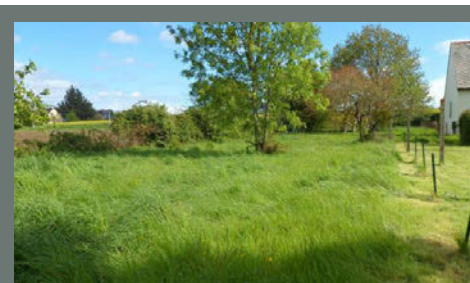
**11,219**

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*. With thousands of plots, conversion and renovation opportunities listed 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.

## Online advertising

Advertising and sponsorship packages are tailored to meet client needs. Please contact Rachael Grignon or David Olver to discuss.



Our *SelfBuild & Design* LinkedIn page keeps followers up to date on the latest industry news, company developments and Show information.

[www.linkedin.com/company/selfbuild-&-design-magazine](http://www.linkedin.com/company/selfbuild-&-design-magazine)

# PRINT ADVERTISING

## [ Display ]

	Single	3-series	6-series	12-series
Double page spread.....	£2,856	£2,570	£2,313	£2,082
Full page.....	£1,587	£1,428	£1,285	£1,157
Half page.....	£882	£793	£714	£642
Quarter page.....	£490	£441	£396	£357

## [ Showcase ]

Full page.....	£712
Half page.....	£396
Quarter page.....	£220

## [ Classifieds ]

3cm box.....	£65*
Additional cm.....	£16*
Product Choice.....	£180

### Cover positions

Price on application

### Inserts etc

Insertions, gatefolds, covermounts and reprints on request

### Agency Commission

10% to recognised agencies

(All rates are exclusive of VAT)

## 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. 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.

## 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.

## Contacts

**Advertising & Exhibition Manager**

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**Account Manager David Olver**

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**Advertising Production Samantha Furniss**

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## 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
<b>Classified advertising</b>		
Single column	43	-
Double column	91	-

## Schedule dates

	Copy Date	Publication Date
March 18	29 Nov 17	31 Jan 18
April 18	28 Dec 17	28 Feb 18
May 18	24 Jan 18	28 Mar 18
June 18	26 Feb 18	25 Apr 18
July 18	28 Mar 18	30 May 18
August 18	26 Apr 18	27 Jun 18
September 18	28 May 18	25 Jul 18
October 18	2 Jul 18	29 Aug 18
November 18	30 Jul 18	26 Sep 18
December 18	31 Aug 18	31 Oct 18
January 19	1 Oct 18	28 Nov 18
February 19	29 Oct 18	28 Dec 18
March 19	30 Nov 18	30 Jan 19
April 19	31 Dec 18	27 Feb 19



# eMarketing Campaigns




**Grand Designs Live**

Whether you're renovating or redesigning your home or simply doing some DIY you'll find everything you need to create your own grand design - all under one roof at Grand Designs Live Birmingham from 19 - 23 October.

Claim your FREE tickets now\* To claim your free ticket, simply click here and enter the code SBD2016.

\*T&Cs apply

[Find out more](#)




**Idealcombi**

Idealcombi has evolved the traditional casement window. It has been improved further on durability and thermal performance by adding a core of PUR (polyurethane) to minimise cold bridging.

The combination of external aluminium, a core of PUR and an internal timber frame makes it the perfect high quality composite window for any self-build or restoration project with u-values as low as 0.77 W/m2K!

[Find out more](#)




**Charlton & Jenrick**

Charlton & Jenrick manufacture a wide range of wood-burning stoves, plus gas and electric fires for a range of styles, budgets and design requirements.

Established in 1986 they distribute their fires through an extensive network of showrooms around the UK.

View their full range of fires on their website.


[Find out more](#)



**Flat Roofing Specialist**

The Roof Assured by Sarnafil single ply membrane roofing solution is specified by architects, installed by trained registered installers, aesthetically pleasing, low maintenance and comes with a 40-year product life expectancy.


[Find out more](#)



**Origin Launches Residential Door**

Offering the best for style, security and performance, the new Origin Residential Door is available with 35 panel choices in over 100 RAL shades, ensuring there's a style to suit any home. It can also be used as a front or garage door, enabling a front of house integrated look to be achieved.

[Find out more](#)



**Bisca**

With Bisca, replacing a staircase is as simple as replacing your kitchen or bathroom. This staircase of chunky green oak and forged uprights was part of a farmhouse renovation project.

Hand-finished treads form a sculptured soffit underneath and the balustrade has a leather handrail and signature newel.

[Find out more](#)

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. 60k = £200

### Solus eNewsletter

A Solus eNewsletter is your opportunity to speak directly to our audience of selfbuilders. From £1200

To discuss a personalised eMarketing Campaign, or get a quote for a regular booking, email r.grignon@sbdonline.co.uk

# 60,000

recipients of our eProduct Newswire



# SELFBUILD & DESIGN SHOWS



**SELFBUILD**  
& **DESIGN** IN ASSOCIATION WITH  
EAST Peterborough **klöeber**

[ East ]

9-10 March 2019

Returning in 2019 SelfBuild & Design East builds on the success of last years show and SelfBuild & Design South West - organised by *SelfBuild & Design* magazine for the last 9 years in Exeter it is the south-west's leading show for self builders and renovators.

The East of England is a prime location for self build - our databases of self builders and those searching for land show substantial pent up demand in an area with no self build exhibitions. The population within 40 miles of Peterborough is almost 3 million and our venue has superb connections a few moments from the A1. The marketing and organisation teams behind SelfBuild & Design South West aim to deliver another first class exhibition for the sector in a location previously poorly served.

The show takes place at Peterborough (www.peterborougharena.com) a purpose built exhibition hall with easy access for exhibitors build and break-down. Located just a few minutes drive from the A1 at Peterborough it is easily reached by car with ample free parking for all visitors.

**3 million**

potential visitors within 40 miles of the show

## Delivering you the right audience

Our understanding of the market and extensive databases of current and future self builders means that our shows deliver real self builders with active and planned projects covering new builds, renovations and conversions.

We also actively target trade and building professionals, who are often suppliers to self builders, and our readership and web users are especially well populated with these groups.

### Our marketing and promotional campaigns include:

- 📍 Advertising and editorial coverage in *SelfBuild & Design* magazine
- 📍 Online advertising through [www.selfbuildanddesign.com](http://www.selfbuildanddesign.com), [www.plotbrowser.com](http://www.plotbrowser.com) and [www.selfbuildanddesignshow.com](http://www.selfbuildanddesignshow.com)
- 📍 Directmail marketing to our databases of active self builders in the relevant regions
- 📍 Extensive email campaigns to our databases of magazine readers and Plotbrowser registrants
- 📍 Advertising, ticketing and PR campaigns via national, regional and local press, radio and TV
- 📍 Availability of unlimited complimentary tickets for all exhibitors
- 📍 Our own free distribution newspaper with a circulation of over 50,000 copies throughout the show region

### Products and services

Our shows cover the full range of products and services of interest to those building their own home or undertaking a conversion, renovation or extension.

### For more information on exhibiting and sponsorship

Call **David Oliver** on 01283 742952 or email [d.oliver@sbdonline.co.uk](mailto:d.oliver@sbdonline.co.uk)

Call **Rachael Grignon** on 01283 742972 or email [r.grignon@sbdonline.co.uk](mailto:r.grignon@sbdonline.co.uk)



**SELFBUILD**  
& **DESIGN** IN ASSOCIATION WITH  
SOUTH WEST Exeter **RGB Building Supplies**  
A company well built

[ South West ]

8-9 September 2018

The original SelfBuild & Design Show traces its roots back to 1996 and a first event in Exeter. The South West is arguably the strongest region in the country for self build with a particularly high share of the self build market.

Under the ownership of *SelfBuild & Design* magazine for the 9th year, the Show has grown from strength to strength. Renowned for the quality of the visitors to the Show it delivers a proven high quality audience for exhibitors. With almost 5,800 visitors in 2017 the Show delivers a high volume of real selfbuilders making real buying decisions.

The show takes place at Westpoint (westpointexeter.co.uk) a purpose built exhibition hall with easy access for exhibitors build and break-down. Located just a few minutes drive from the M5 at Exeter it is easily reached by car with ample free parking for all visitors.

**5,800**

visitors to the show in 2017

**20 years**

of the show in the South West



## Promotional newspapers

### Self Build South West & Self Build East

As part of our marketing and promotional campaign, 60,000 copies of each of our free publications, Self Build South West and Self Build East, are distributed throughout the region of each show before the event takes place. Self Build South West and Self Build East are exclusive free guides to building, renovating and extending, featuring:

- 📍 Case studies from real self builders
- 📍 Building opportunities and plot finding tips
- 📍 Practical project advice from experts and self builders
- 📍 Answers to some of the most common questions about custom building
- 📍 Industry news
- 📍 Construction methods and options
- 📍 Finance advice
- 📍 Exhibitor advertisements
- 📍 A preview of the next SelfBuild & Design South West or SelfBuild & Design East show