



MEDIA INFORMATION: British Builder & Developer



INSPIRE NEW BUSINESS

British Builder and Developer is a leading commentator on the construction industry, read by top decision makers and specifiers. BBD is the ultimate shop window for innovative products and news. The magazine's team is dedicated to bringing readers the best industry advances combined with topical features and statistics. By partnering with suppliers of products and services to the industry, British Builder and Developer, with its colourful and striking design, ensures products are showcased in the best way to the people who matter, delivering the best in technology, tools, services and trends.

TARGET READERSHIP PROFILE

It takes years to establish a loyal readership and during more than 13 years BBD has earned a quality and influential audience. Aimed at every major developer and house builder in the UK, BBD reaches the biggest buyers of building products in the UK. Ensuring we keep reaching the people who matter to your business, BBD is also sent, free of charge, to the developers behind every major development planning application.

- 36% PRIVATE SECTOR DEVELOPERS
- 26% HOUSEBUILDERS
- 23% PUBLIC SECTOR DEVELOPERS
- 15% ARCHITECTURAL SPECIFIERS



BRITISH BUILDER & DEVELOPER

With a reputation of being the first place to source new products, BBD is perfect for building brand awareness at a company's individual pace. Its fresh approach, in both design and editorial content, provides effective communication in a market that is constantly changing. Advertisers and readers alike can have confidence in our experience to match our product to the needs of the marketplace.



DISPLAY ADVERTISING

As a premier source of product information, BBD develops strong relationships with its advertisers to provide strategic planning for a successful sales campaign, co-ordinating relevant editorial features alongside a sharp sales message. Through our pages, companies large and small can develop a brand profile and reach key decision makers throughout the market place.

EDITORIAL FEATURES LIST

Every issue includes our regular features in addition to the product features in the issue dates listed below. Our regular features include industry news, exhibition show guides and reviews, new products, interviews and much more.

■ Please send your general press releases to bbd@onecoms.co.uk, and feature specific (below) releases to alicia.birnie@onecoms.co.uk

January

- Fire Safety
- Refurbishment and New Builds

February

- Equipment, Plant and Tools
- Bathrooms Accessories

March

- External Works & Landscaping
- Internal Build

April

- Lighting
- Drainage & Water management

May

- Security
- Heating, Ventilation

June

- Kitchens & Bathrooms
- Floors Walls and Ceilings

July

- Building Materials
- Design and Interiors

August

- Windows and Doors
- Environmental awareness, sustainability and energy efficiency

September

- Plumbing and Drainage
- Lighting inside and out

October

- Heating and Ventilation
- Kitchens and Appliances

November

- Flooring
- Commercial Vehicles

December

- Roof, Cladding and Insulation
- Doors and Windows

ADVERTISING RATES (EFFECTIVE AS OF 2011)

| Display | 1 | 3 | 6 |
|------------------|-------|-------|-------|
| Colour DPS | £1300 | £1250 | £1200 |
| Full page colour | £750 | £700 | £650 |
| Full page mono | £720 | £670 | £620 |
| Half page colour | £450 | £420 | £390 |
| Half page mono | £430 | £400 | £380 |
| Quarter page | £290 | £270 | £250 |

Product placement (colour separation charge)

| | |
|-------------------------|------|
| Picture and 50-200 word | £130 |
| + Logo | £30 |

Product showcase directory

| | |
|--|------|
| Picture and 50-200 words (3 issue minimum) | £165 |
|--|------|

| Classified | 1 | 3 | 6 | 12 |
|--------------------------|-----|-----|-----|----|
| Single column centimeter | £15 | £12 | £10 | £8 |

Web guide

| | | |
|-----------|------|---------------|
| 12 Issues | £420 | £35 Per Issue |
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TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications Limited** terms and conditions. A copy is available on request.

| MECHANICAL DATA (mm) | Bleed | Trim | Type |
|----------------------|---------|---------|---------|
| DPS | 303x426 | 297x420 | n/a |
| Full page | 303x216 | 297x210 | 280x190 |
| Half page (L) | n/a | n/a | 130x190 |
| Half page (P) | n/a | n/a | 280x90 |
| Quarter page | n/a | n/a | 130x90 |

ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

CANCELLATION POLICY

■ Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.

■ A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.

■ A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.



With a range of products in the construction and interiors markets, including *British Builder & Developer*, *Architects' Choice*, *Interior Design Today*, *Commercial Interiors*, the *Developer & Housebuilder Yearbook*, the *Interior Design Yearbook*, idtmagazine.co.uk and acmagazine.co.uk, Media One Communications has expanded year-on-year. Its evolution in the publishing sector has led to its wide recognition as an industry leader in the product marketplace with a loyal customer base and dedicated readership.



Media One Communications Limited
 1 Accent Park, Bakewell Road, Orton Southgate, Peterborough, PE2 6XS
 Tel: 01733 385300 | Fax: 01733 233794 | Email: info@onecoms.co.uk | www.onecoms.co.uk