

BUILDING DESIGN & **CONSTRUCTION**

THE CHOICE OF INDUSTRY PROFESSIONALS



MEDIA PACK 2022



The Media Brand for the 21st Century

As one of the leading UK building magazines, Building Design & Construction Magazine is one of the premier outlets for the promotion of creatives, content and other marketing material. Now in its second decade, BDC provides an in-depth monthly guide tailored to executives in every sector of the industry. Our significant monthly publication readership is supplemented with a dedicated audience for our fast-moving, 24 hour, news website.

Reaching an enormous trade audience of some 100,000 individuals through a combination of print and online distribution, the magazine reaches a vast array of procurement decision makers to provide the ideal platform for the promotion of product, service, and excellence.

As testament to this notion, the publication is used by marketers of all shapes and sizes to promote products and services relevant to the building sector in a professional manner.

“As BDC’s editor, I’m proud of our team in growing the brand to encompass an enormous variety of construction issues, not least sustainability and Health & Safety. Advances in BDC’s online presence ensures that now, more than ever, we can connect directly with the industry’s decision makers and agenda setters. BDC can directly introduce your brand to the people who matter.”

Editor, Building Design & Construction Magazine



OVER 20 YEARS OF MARKET EXPERIENCE

In excess of 100,000 cross platform reach

Readership by seniority...

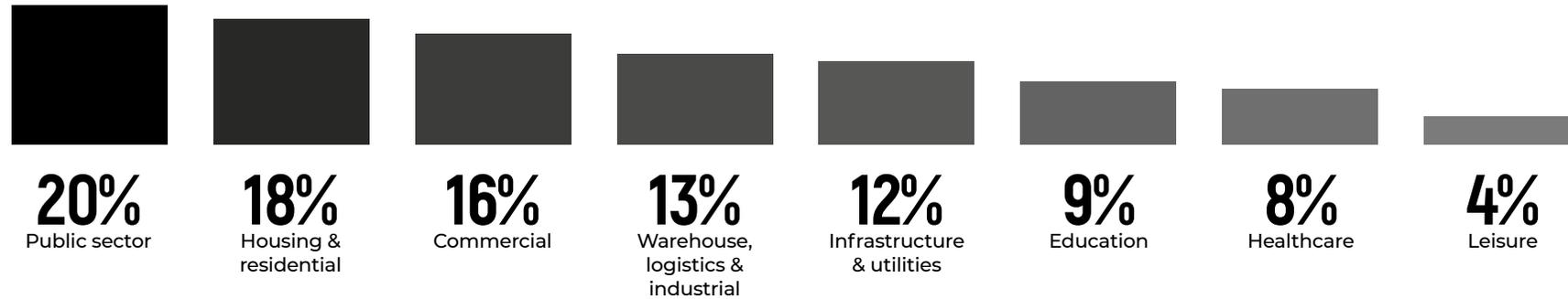
31%
MANAGEMENT
(Site/Estimating/HSE etc)

28%
MANAGING
DIRECTOR

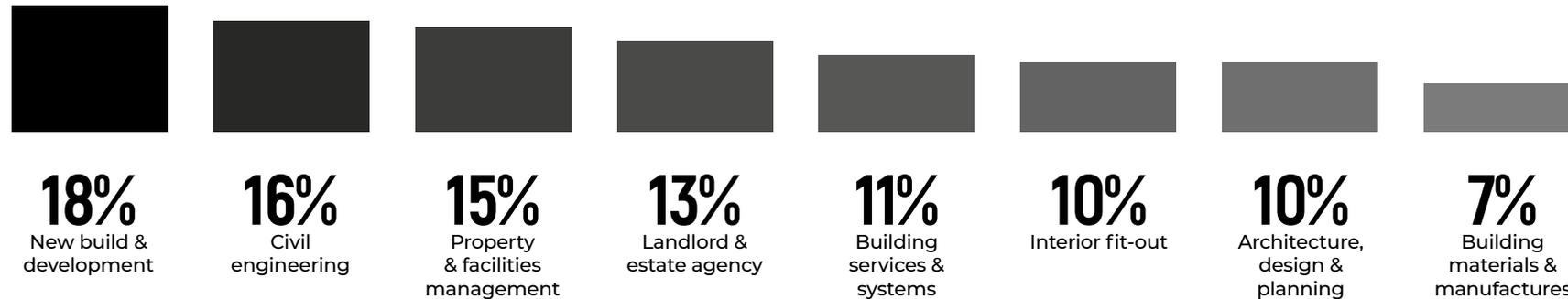
18%
PURCHASING
OFFICER

13%
CHAIRMAN /
CHIEF EXECUTIVE

Readership by sector...



Readership by Service...



Named and targetted professionals

Every month over 100,000 issues of BDC are delivered to our named, targeted database of construction professionals and decision-makers.

With print versions of the magazine delivered through letter boxes, and electronic copies landing in email inboxes, whatever the favoured medium of your target audience, they'll receive a version of BDC magazine that aligns with their preferences.

Moving confidently into a second decade of publication, BDC magazine continues to go from strength to strength.



The Co-operative were pleased to work with Kenneth on his article on our BREEM outstanding building 1 Angel Square as we felt it would appropriately showcase our building in an acknowledged and respected industry publication, read by professional peers within the Estates and Property arena. We felt the final article presented our building in a positive way and would be of interest to readers.

Kate Morris-Bates - Estates Services Programme Director



I thought I should just drop you a line to thank you for your efforts in the production of the article in BDC Magazine about Knight Frank. We thought it came across extremely well and were particularly pleased to have 1000 run on brochures which we have sent to a number of our current and prospective clients.

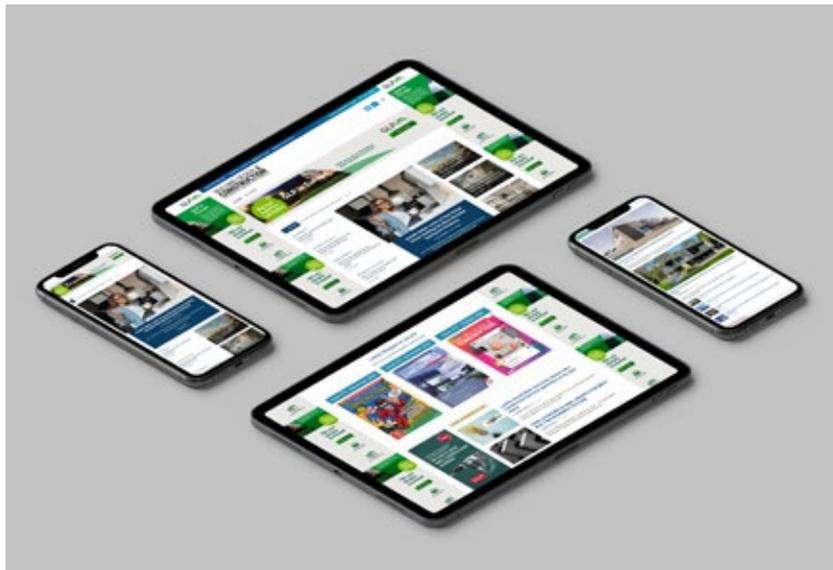
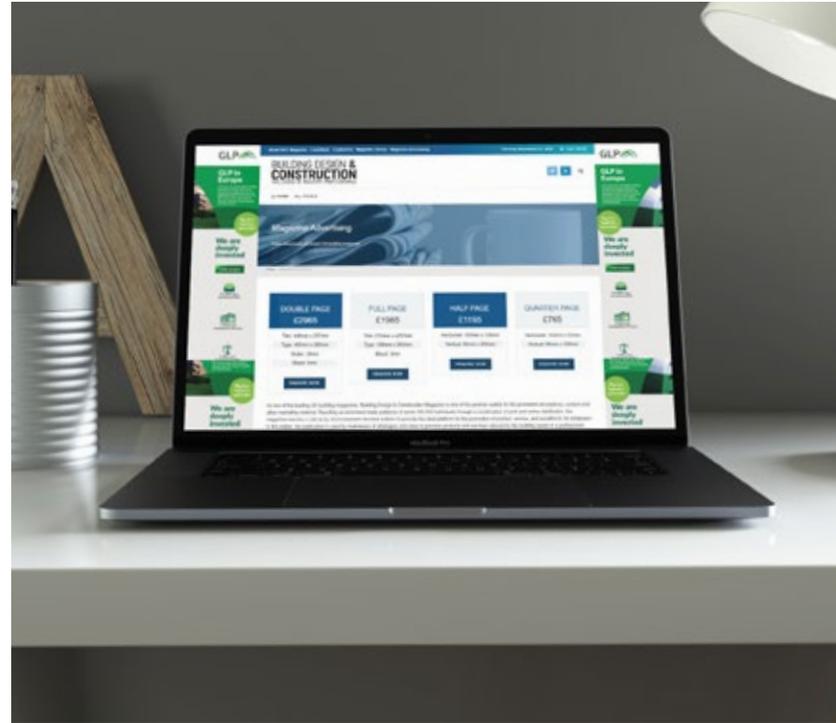
Howard Woollaston - Chairman

Viewed by decision makers

www.BDCmagazine.com is our fast-moving online portal. Online 24 hours a day, you'll find breaking construction news, expert opinion and an e-library containing the last 12 issues of BDC magazine.

The site offers a variety of custom advertising and sponsorship opportunities that link to highly engaging editorial platforms - perfect to reach today's busy executive.

Each day the website is the premier choice for 4000 construction decision-makers to gather their daily briefing on the trends and shifts within our industry. Further, the website continues to demonstrate enormous growth.



If you need to connect quickly, frequently and powerfully to the buyers who matter, the [BDC website](http://www.BDCmagazine.com) is the platform for you.

Given the differences in audience demographic between magazine and website, many companies choose a cross-platform marketing approach. Feature your brand across both magazine and website simultaneously for exponential awareness.

Please email sales@bdcmagazine.co.uk to find out more.

A ready made audience for your business

93%  agree "I am interested in learning about new developments and products related to my sector"

66%
are business owners

79%
spent 3+ days reading

87%  agree "I make / influence construction related purchases at least once a year for my company"

88%
are senior managers

100%
qualified professionals

100k
monthly readership

16
mins average read time

*A combination of hard copy and digitally delivered magazine



Thank you on behalf of Danny, Nigel and myself for all your help and assistance in putting together the recent profile of Foreign and Commonwealth Office Services for the August edition of your magazine. The article looks great and reads really well – overall we're very happy with it. You made the whole process as efficient and painless as possible.

Richard Dennis - Corporate Affairs and Strategic Engagement Manager



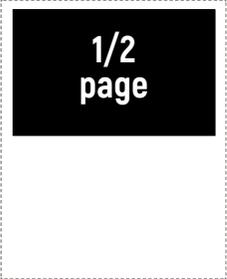
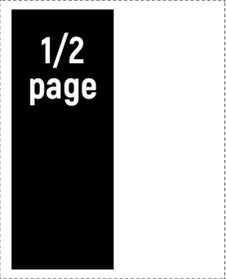
Foreign & Commonwealth Office



Get your business seen!

With a number of print advertising spaces, sizes and placements available, Building Design & Construction Magazine can effectively tailor space in the magazine to your marketing needs. Whether you wish to promote your business in the magazine's UK building news pages, as standalone advertorial, or within existing individual features on leading construction companies, we can provide the space you need to communicate your message. To the right you can find an overview of the standard rates offered by Building Design & Construction Magazine for print advertising in our leading building magazine.

Please note that we do provide a free design service for all print advertisements.

 <p>Double Page Spread</p>	 <p>Full page</p>	 <p>1/2 page</p>	 <p>1/2 page</p>	 <p>1/4 page</p>	 <p>1/4 page</p>
<p>Double Page Spread Rate: £2965* Trim: 440mm x 297mm Type: 400mm x 260mm Gutter: 20 mm / Bleed: 5mm</p>	<p>Full Page Rate: £1965* Trim 210mm x 297mm Type: 185mm x 260mm Bleed: 3mm</p>	<p>Half Page Horizontal Rate: £1195 183mm x 128mm</p>	<p>Half Page Vertical Rate: £1195 90mm x 260mm</p>	<p>Quarter page Horizontal Rate: £765 183mm x 62mm</p>	<p>Quarter Page Vertical Rate: £765 90mm x 128mm</p>

The Technical Bits

Advert Content

All text should be sent digitally via email, either as a word doc or embedded in the email. If the text is provided as hard copy then we do not accept responsibility for any errors occurring during re-typing.

Images & Logos

- Sent digitally via email as high resolution JPEGs (300dpi).
- Letterheads are only accepted if nothing else is available.
- Using letterheads may reduce quality and colour reproduction

Complete Adverts

All complete adverts must be provided as print-ready PDFs with embedded fonts and high resolution images, or alternatively as high resolution JPEGs (300dpi).

All adverts VAT not included *Prime position adverts +20%

A constant stream of viewers for your business

36  younger decision makers: 36 average age

83%  of users prefer to receive news online

41%  access the BDC site via a smartphone

10k
unique visitors per week

100k
page views per month

1.30
mins average time on site

5%
bounce rate

A global audience

As affiliated partners of both Google News, MEDIATEL and NewsNow. BDC has potential to leverage this reach and take your sponsorship to a global audience of millions.

To discuss placed content options - including webinars, white papers and premium, paid-for content - contact your BDC account manager.

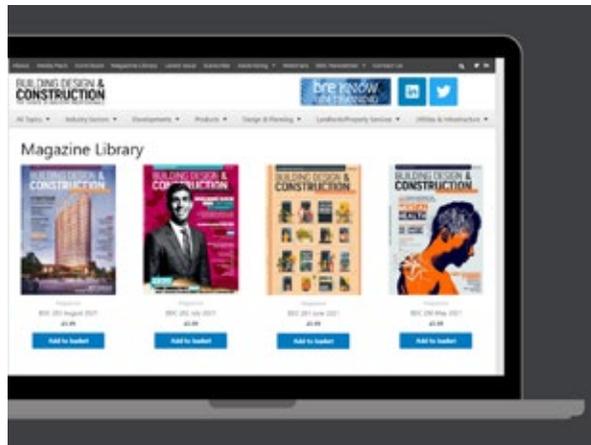
*A combination of hard copy and digitally delivered magazine



Great rates for great returns

Opportunities on the Building Design & Construction Magazine website vary considerably in size, scope, and type. Our website maintains an open-door policy for industry professionals and organisations to utilise our platform for the purpose of marketing and accessing the vast expanse of our construction industry readership online – this including both established professionals and those taking an interest in opportunities within the construction sphere.

Supporting organisations in accessing the construction readership, Building Design & Construction Magazine offers a consultancy-founded service to discuss marketing goals and propose the best means through which to access the audience. Offering flexibility in advertising composition and design, our in-house design and digital teams ensure all advertising on the platform receives the best reception.



Advertising rates

TOP LEADER BOARD BANNER
ALL PAGES SITE WIDE
£1995 Monthly

Size: 1800 x 285 px
Format: .jpg .gif .png
Links: dofollow

HOME PAGE TAKE OVER (HPTO)
£3495 Monthly

Size: Please ask – Leader board & Mantles
Format: .jpg .gif .png
Links: dofollow

ARTICLE BANNER
(BASE OF NEWS POST)
EVERY SECTION / SUBSECTION
£1295 / £695

Size: 650 x 130px
Format: .jpg .gif .png
Links: dofollow

VERTICAL RECTANGLE
HOMEPAGE / SUBSECTION
£895 / £595 Monthly

Size: 300 x 430px
Format: .jpg .gif .png
Links: dofollow

SKYSCRAPER BOX
HOMEPAGE / SUBSECTION
£1295 / £895

300 x 600px
Format: .jpg .gif .png
Links: dofollow

WEBSITE FOOTER ADVERTISEMENT
£595 Monthly

Size: 330 x 520px
Format: .jpg .gif .png
Links: dofollow



I write to thank you for producing the Feature Article on Nationwide Property Services department in your September issue. Your Feature Manager Kenneth Booth was very helpful and professional in the preparation of the article and I was very pleased with the quality, look and feel of both the finished magazine article and the separate brochure that was produced. Whilst the initial intention was to focus on maintenance the skills employed to include the wider cross section of activities that Property Services and other departments in Nationwide are heavily involved in, I feel resulted in a very informative and well produced document. The brochure will provide a useful tool in the departments' ongoing communications strategy with both its Contractor base and Internal Customers.

Richard Henman - Supply Chain Manager

Advertising

In addition to traditional advertising opportunities, Building Design & Construction Magazine works with a number of leading organisations on a content marketing basis. Offering editorial support and search engine optimisation features, we provide a degree of access to the construction readership with content creation, distribution, and marketing optimisation. This ensures that editorial and promotional messages receive the return on investment required and that, simultaneously, our readers find content interesting, engaging and educational from a personal perspective – a best of both worlds scenario.

Our bi-monthly e-newsletter plays a major part in the BDC Platforms. With 104k industry professionals on our mailing list, the e-newsletter covers a large part of our readership for the magazine.

***Please note, we have stopped selling the SOLUS Email format as we wish to keep our readers with only BDC content.

E-Newsletter Banner Advertising

NEWSLETTER BANNER
(Top Position)

Cost per newsletter £2395

Size: 1200 x 250px
Jpg format only

NEWSLETTER BANNER
(Middle Position)

Cost per newsletter £1995

Size: 1200 x 250px
Jpg format only

NEWSLETTER BANNER
(Bottom Position)

Cost per newsletter £1795

Size: 1200 x 250px
Jpg format only

NEWSLETTER STORY LINKS

Cost per newsletter £750

Image, title & tag link to homepage
Link to your URL choice. Great for new
product reviews or industry stories

We offer various bespoke sizes and locations on the newsletter for; Key stories, Product reviews, Post links, Newsletter Take-Overs – Please email sales@bdcmagazine.co.uk to find out more options.

Digital Magazine Advertising

With the Launch of our new MyEbook viewer, we have a greater display of digital functions for our entire online readership of 104k industry professionals. Your banner will be seen by all readers who see every page.

Left Hand Side Banner

£1995 per Issue (monthly)

160px W x 600px H
Format: .jpg .gif .png
Links: dofollow

Right Hand Side Banner

£1995 per Issue (monthly)

160px W x 600px H
Format: .jpg .gif .png
Links: dofollow

Both Banners

£3495 per Issue (monthly)

160px W x 600px H
Format: .jpg .gif .png
Links: dofollow

Digital Magazine Extras (not
in print magazine)

Video/Youtube Page
£995 per issue (for 1 page)
Display a full page for a video
to promote
URL Required

Full page displayed as your
website

£750 per issue (for 1 page)
Display a page of your site
URL Required

Bespoke Services

In addition to advertising opportunities directly available through Building Design & Construction Magazine's existing print and digital assets, our team of highly skilled designers and writers can produce custom-made marketing content for your very own, in-house needs.

Incorporating everything from producing digital white papers through to printed company brochures, promotional material, press release copywriting and more, Building Design & Construction Magazine can support your marketing agenda farther than ever before. For the most part, custom-made marketing materials such as these are subject to negotiation on pricing, arrangement, timing and composition, however an overview of the prospective rates, charges and possibilities can be found below.

We would, however, urge you to get in touch to discuss your needs, requirements and how we can support these effectively. This is done best via email for ease of planning and discussion.

Brochures & More

We can fully, design, host and print your companies brochure, Supplement or Yearbook. The following rates are for 1500 printed copies delivered, URL Hosting, full design service and full rights to the final work.

12 page - £6500 16 page - £8000 20 page - £9250 24 page+ quoted

Your Branding Renewed

We also offer Logo designs, website building, advert designs and full corporate branding available on request.

Webinar Services

Webinars are a great way to get your services to the industry and BDC has the platform for you to be seen. Promote & Host your webinar with the BDC Platforms. We invite our growing database of over 104k industry professionals. Prices for packages start from £5000

Digital White Papers

8 page - £1000	12 page - £1200	16 page - £1400	VAT not included
Word Count: 1,500 – 2,000	Word Count: 2,000 – 2,500	Word Count: 2,000 – 2,500	
Image Count: 15 – 20	Image Count: 20 – 25	Image Count: 25 – 30	



A wealth of information

BDC Magazine is a monthly broadcast magazine, so as well as all our features, we will keep up to date news & reviews with all our regular sections. These include; H&S, Property & Facilities Management (Soft & Hard), Civils, Developers, Sustainability, Supplying the Industry/Merchants, Interior Fit-Out, Energy, Infrastructure. We cover all areas of the industry as well, including; residential, commercial, retail, public sector and industrial. We work with many governing bodies & associations through the whole industry and publish many articles for them in BDC.

Specials - Every Month BDC Magazine will have a Special which is determined up to 3 months before issue date.

Web Posts

Our website always needs news articles, reviews, videos and content for our readers. Please send your posts to editorial@bdcmagazine.co.uk for consideration.



Paid for Posts

If you wish for your post to go live on the website within 24hrs, please email Kenneth.booth@bdcmail.co.uk with the information. We charge £250 per post and 5 posts for £1000. There are also options to promote your post further on our newsletter. This is to be paid via Paypal as soon as the post is live.

What we Need

The size of your post should be between 250-1000 words. An image is also required. We accept do-follow links.

Talk to us today

Building Design & Construction Magazine is released twelve times a year.

We have schedules when we need to book space, get copy in and also when the magazine is released.

Please send all sales requests copy to:
kenneth.booth@bdcmail.co.uk



Booking Deadline

January – 09 November 2021
 February – 07 December 2021
 March – 07 January 2022
 April – 09 February 2022
 May – 09 March 2022
 June – 07 April 2022
 July – 10 May 2022
 August – 08 June 2022
 September – 08 July 2022
 October – 08 August 2022
 November – 07 September 2022
 December – 07 October 2022

Copy Deadline

January – 19 November 2021
 February – 17 December 2021
 March – 21 January 2022
 April – 22 February 2022
 May – 22 March 2022
 June – 21 April 2022
 July – 20 May 2022
 August – 21 June 2022
 September – 21 July 2022
 October – 19 August 2022
 November – 21 September 2022
 December – 21 October 2022

Print & Digital Release Date

January – 14 December 2021
 February – 17 January 2022
 March – 16 February 2022
 April – 16 March 2022
 May – 19 April 2022
 June – 16 May 2022
 July – 16 June 2022
 August – 18 July 2022
 September – 18 August 2022
 October – 19 September 2022
 November – 17 October 2022
 December – 16 November 2022

*** Please note we do allow up to 3 days extension if file is coming in complete.

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