

# BUILDING DESIGN & CONSTRUCTION

THE CHOICE OF INDUSTRY PROFESSIONALS

# 2024 MEDIA PACK





# The BDC Platform

As one of the leading UK building platforms, the Building Design & Construction brands are 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 guide tailored to executives in every sector of the industry.

Reaching an enormous trade audience of some 150,000+ individuals monthly via the Monthly print/digital Magazine, Mailchimp Newsletter and Website. The BDC Platform 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.

## Enquire

For further information please contact:

**01484 437 312**

**enquiries@bdcmagazine.co.uk**



THE BDC PLATFORM

# The BDC Brands - The Choice of Industry Professionals

The Full BDC Platform is categorised into 8 key Brands to keep BDC at forefront of this fast-moving and dynamic industry. With sound journalism and up-to-date news, company reviews and reactions to the stories that are affecting your industry today, BDC keeps you one step ahead.

## BUILDING DESIGN & **CONSTRUCTION** BUSINESS

BDC Business uncovers & promotes the key issues that change the industry, these include; Finance, Legal, Appointments, Training & Skills, Overseas & International, Business Tools and Software & IT.

BUSINESS →

## BUILDING DESIGN & **CONSTRUCTION** PRODUCTS & MATERIALS

BDC Products & Materials reviews, promotes and aims to let our readers know what's the best to use for all areas of the industry including; Building Products, Tools, Plant & Machinery, Appliances and Systems.

PRODUCTS & MATERIALS →

## BUILDING DESIGN & **CONSTRUCTION** RESIDENTIAL

BDC Residential focuses on the housing sector. With news & reviews from Developers to landlords including; New Builds, Property Management, BTR, Student, Care & Retirement Living and Housing Associations.

RESIDENTIAL →

## BUILDING DESIGN & **CONSTRUCTION** COMMERCIAL

BDC Commercial deals with the business property sectors, these include; Industrial, Manufacturing, Office, Retail & Hospitality and the Private sector. We feature all areas in commercial property; from development to facilities management.

COMMERCIAL →

## BUILDING DESIGN & **CONSTRUCTION** PUBLIC SECTOR

BDC Public Sector focuses on what main government and local authorities are doing with their property & estates. Working with; Healthcare, Education, Town Planning, Government services and Agencies.

PUBLIC SECTOR →

## BUILDING DESIGN & **CONSTRUCTION** UTILITIES & INFRASTRUCTURE

BDC Utilities & Infrastructure is the go to place for updates on all infrastructure for the Transport systems including; Rail, Ports and Highways. Also covering all the Power & Energy Networks, Water Navigations Routes and Off-shore Engineering.

UTILITIES & INFRASTRUCTURE →

## BUILDING DESIGN & **CONSTRUCTION** TRADES

BDC Trades reports on all the trades in the industry including; Building, Interiors, Roofing, Structural, PAFM, Fire Prevention & Security, Civil & Heavy Engineering, M&E and much more...

TRADES →

## BUILDING DESIGN & **CONSTRUCTION** TECHNOLOGY

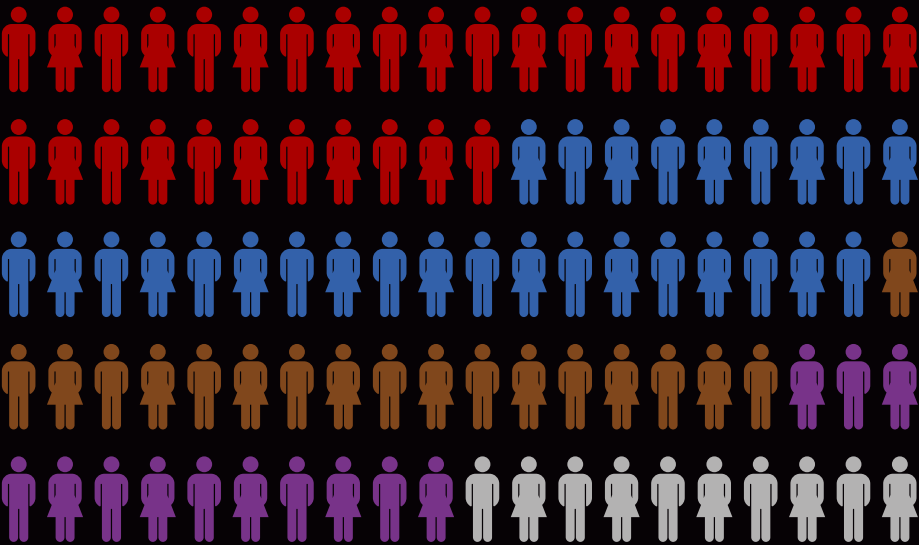
BDC Technology reviews and details what is hot in the modern world - Including; Manufacturing Techniques, IT, New Designs, BIM, Renewables and much more - This Brand will point you to progress and innovation in today's evolving market.

TECHNOLOGY →

# Platform Readership & Audience

In excess of 150,000 cross platform reach

## READERSHIP BY SENIORITY



31%

MANAGEMENT  
SITE/ESTIMATING/HSE ETC.

13%

CHAIRMAN/  
CHIEF EXECUTIVE

18%

PURCHASING  
OFFICER

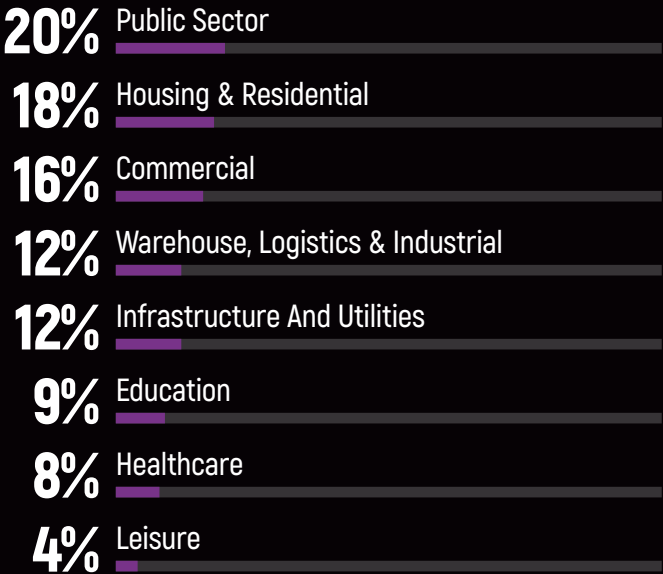
10%

OTHER  
ROLE

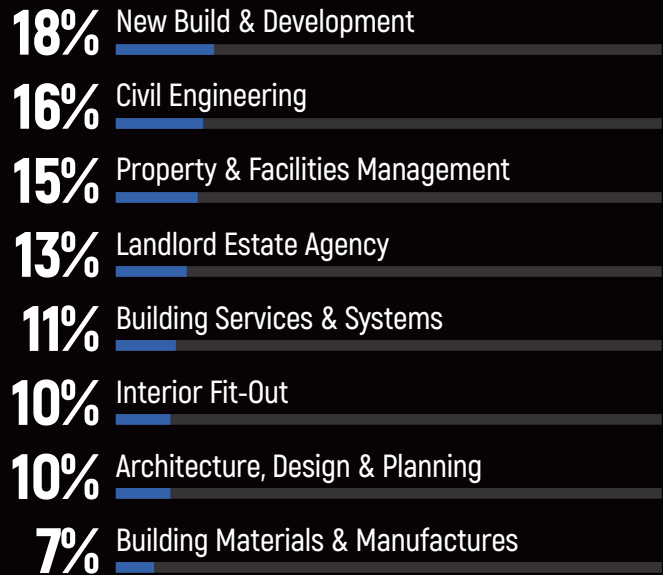
28%

MANAGING  
DIRECTOR

## READERSHIP BY SECTOR



## READERSHIP BY SERVICE



## Platform Readership & Audience

### A ready made audience for your business

**93%**

agree "I'm interested in learning about new developments and products related to my sector."

**87%**

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

**66%** are business owners

**88%** are senior managers

**100k** monthly readership

**79%** 3+ visits per month

**100%** are qualified professionals

**16min** average read time



# BDC Magazine Advertising Information

Building Design & Construction magazine is constantly at the forefront of this fast-moving and dynamic industry. With sound journalism and up-to-date news and reaction to the stories that are affecting your industry today, BDC magazine keeps you one step ahead.

For over 20 years, BDC has been the go-to resource for business professionals in the industry. With its contemporary design, a news section packed with current events, interviews with the trade's top professionals, and in-depth case studies on leading businesses, the magazine puts you in touch with the developments of your industry. It's our business to help your business.

With a fresh and current approach, the magazine has attracted an engaged readership with subscribers including Management Level Executives and Key Decision Makers.

**When you pick up a copy of BDC magazine, you're in good company.**



MYEBOOK SOFTWARE

## BDC Digital Magazine

Over the last 5 years, the digital version of BDC has really taken off. Distributed through the Mailchimp Newsletter to over 100k industry professionals each month and also promoted through the home page of the BDC website for 3 months. Each digital issue of BDC has amazing OTS value.

The digital magazine uses the **MYEBOOK** publishing software for a seamless browsing experience. MYEBOOK is fully transparent to every visitor in the number of unique views each publication receives. When visiting each issue of the BDC Digital Magazine, you can check yourself.

## BDC Print Magazine

With a current circulation of over 6000 industry professionals, the print version of the magazine is where it all started. We are proud of continuing to print the magazine. To take a 12-month subscription of the print magazine, please email [enquiries@bdcmagazine.co.uk](mailto:enquiries@bdcmagazine.co.uk) with your request. We charge £120 for 12 issues.

# Magazine Advertising Spaces

## Get your business seen!

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

## The Technical Bits

All advert content and 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.

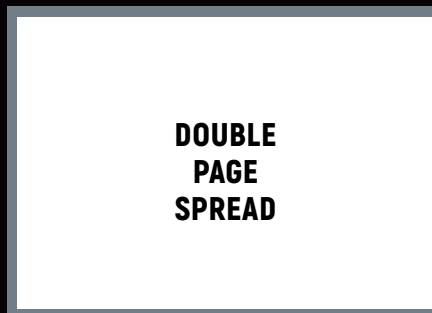
Images and logos should be sent digitally via email as high-resolution JPEGs (300dpi). We will not accept anything else lower than this.

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

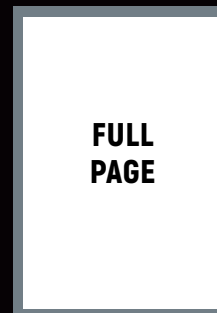
All adverts VAT not included.

\*Prime position adverts +20%.

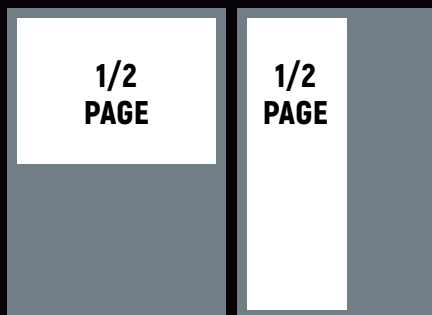
DOUBLE PAGE ADVERT



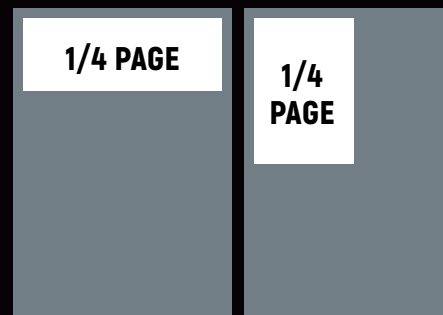
FULL PAGE ADVERT



1/2 PAGE ADVERT



1/4 PAGE ADVERT



TYPE	SIZE	SPEC	PRICE
Double Page Spread	Trim: 440 x 297mm Type: 400 x 260mm	Gutter: 20mm Bleed: 5mm	£3350
Full Page	Trim: 210 x 297mm Type: 185 x 260mm	Gutter: 20mm Bleed: 5mm	£2250
1/2 Page Horizontal	183mm x 128mm	-	£1350
1/2 Page Vertical	90mm x 260mm	-	£1350
1/4 Page Horizontal	183mm x 62mm	-	£850
1/4 Page Vertical	90mm x 128mm	-	£850

# Magazine Advertorials

## Advertorials/Edit

All editorial, high resolution images and logos provided by yourselves.

ADVERTORIALS	PRICE
<b>2 Page</b> 700-950 words	<b>£1950</b>
<b>2 Page Premium</b> 700-950 words Also includes newsletter exposure	<b>£2500</b>
<b>2 Page Super Premium</b> 700-950 words Also includes front cover logo & strapline and newsletter exposure	<b>£3000</b>
<b>4 Page</b> 1400-1900 words Also includes contents page logo	<b>£3250</b>
<b>4 Page Super Premium</b> 1400-1900 words Also includes front cover logo & strapline and newsletter exposure	<b>£4000</b>
<b>6 Page</b> 2000-2500 words with 300 word case study Also includes front cover & newsletter exposure	<b>£4500</b>
<b>6 Page Super Premium</b> 2000-2500 words with 300 word case study Also includes front cover logo & strapline and newsletter exposure	<b>£4750</b>



2 PAGE  
ADVERTORIAL



FRONT COVER  
EXPOSURE

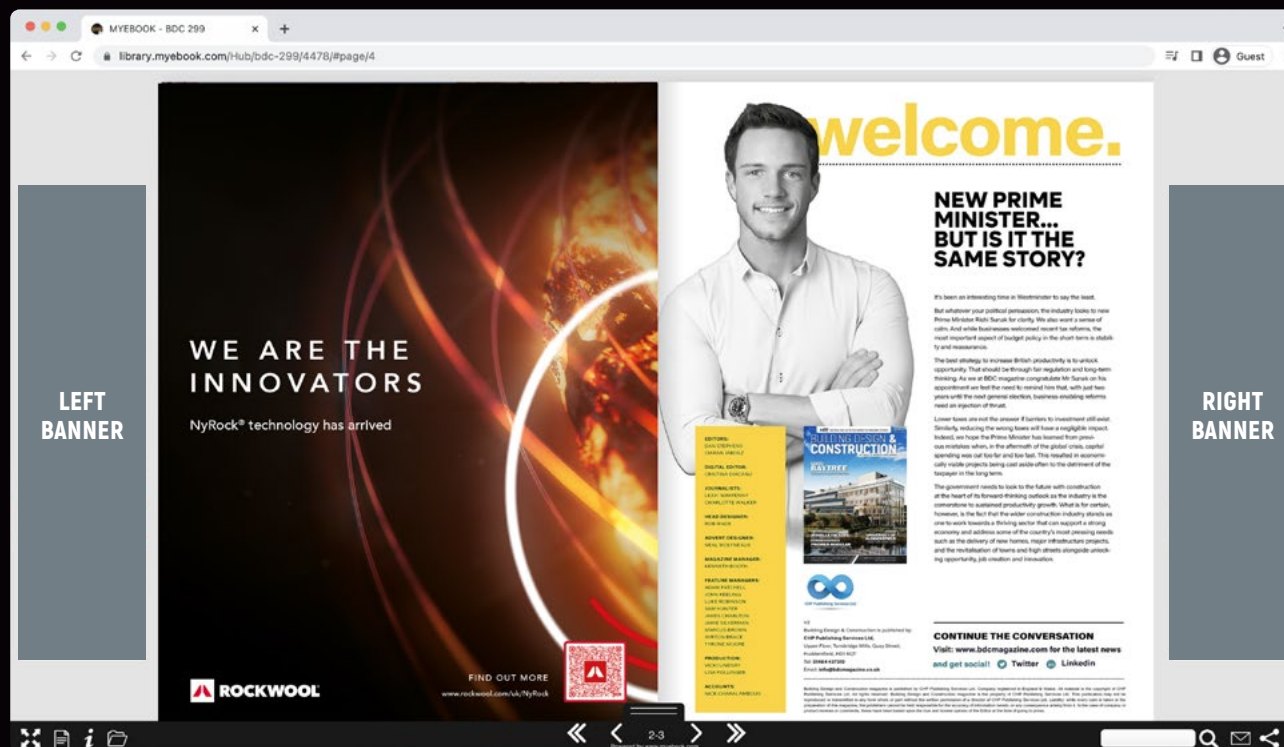
ADVERTORIALS



# Digital Magazine Adverts

## MYEBOOK Premium Banners (Digital Magazine only)

Hosted by MyEbook viewer, we have a greater display of digital functions for our entire digital magazine readership. Your banner will be seen by all readers who see every page.



LOCATION	SIZE	SPECIFICATION	PRICE
Left Hand Side Banner	160px W x 600px H	File type: jpg, gif, png. Links: dofollow	£1995 per issue (monthly)
Right Hand Side Banner	160px W x 600px H	File type: jpg, gif, png. Links: dofollow	£1995 per issue (monthly)
Both Banners (Left & Right)	160px W x 600px H	File type: jpg, gif, png. Links: dofollow	£3495 per issue (monthly)
Video/Youtube Page Display	-	Half page video. Youtube/Vimeo URL required	£995 per issue (monthly)
Full Page Website Display	-	Full webpage. URL required	£995 per issue (monthly)

# Magazine Scheduling

## 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 advertising and advertorial requests to [enquiries@bdc magazine.co.uk](mailto:enquiries@bdc magazine.co.uk).

### Issue Booking Deadline

**January** 09 Nov 2023  
**February** 07 Dec 2023  
**March** 09 Jan 2024  
**April** 09 Feb 2024  
**May** 08 Mar 2024  
**June** 09 Apr 2024  
**July** 09 May 2024  
**August** 10 Jun 2024  
**September** 09 Jul 2024  
**October** 08 Aug 2024  
**November** 09 Sept 2024  
**December** 09 Oct 2024

### Issue Copy Deadline

**January** 21 Nov 2023  
**February** 15 Dec 2023  
**March** 19 Jan 2024  
**April** 19 Feb 2024  
**May** 20 Mar 2024  
**June** 19 Apr 2024  
**July** 20 May 2024  
**August** 21 Jun 2024  
**September** 19 Jul 2024  
**October** 20 Aug 2024  
**November** 20 Sept 2024  
**December** 21 Oct 2024

### Magazine Issue Release Dates

**January** 19 Dec 2023  
**February** 22 Jan 2024  
**March** 19 Feb 2024  
**April** 20 Mar 2024  
**May** 18 Apr 2024  
**June** 21 May 2024  
**July** 18 Jun 2024  
**August** 22 Jul 2024  
**September** 20 Aug 2024  
**October** 23 Sept 2024  
**November** 18 Oct 2024  
**December** 21 Nov 2024

## BDC Forward Features

BDC is a monthly broadcast magazine, so as well as all our features, we keep up to date with the latest news & reviews with all our regular sections & BDC Brands. We work with many governing bodies & associations through the whole industry and publish many articles for them in BDC.

For further email [enquiries@bdc magazine.co.uk](mailto:enquiries@bdc magazine.co.uk).

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BUSINESS

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PRODUCTS & MATERIALS

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COMMERCIAL

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PUBLIC SECTOR

BUILDING DESIGN &  
**CONSTRUCTION**  
UTILITIES & INFRASTRUCTURE

BUILDING DESIGN &  
**CONSTRUCTION**  
TRADES

BUILDING DESIGN &  
**CONSTRUCTION**  
TECHNOLOGY

Check out our Forward Features Information for 2024.

**FORWARD FEATURES** →



## BDC Social Media - Get your Web post 'BOOSTED'

BDC Magazine places all news stories and magazine issues through our LinkedIn page. Please click to follow BDC for shared daily news. Buy a Web post on the BDC Website and get it 'BOOST' shared through LinkedIn all for £750. Guaranteeing a minimum of 200 clicks. Just choose your audience type, industry and location.



## Newsletters

In addition to traditional advertising opportunities, Building Design & Construction Magazine works with a number of leading organisations on a content marketing basis. The BDC Newsletter plays a major part in the BDC Platforms. With over 100k industry professionals on our mailing list, the BDC Newsletter covers a large part of our readership for the magazine. This ensures that editorial and promotional messages receive the return on the investment required and that, simultaneously, our readers find the content interesting, engaging and educational from a personal perspective – a best of both worlds scenario.

Using the technology of **MAILCHIMP** the #1 email marketing and automations brand, this BDC platform is optimized with amazing AI & Analytic reports. Also as the BDC Newsletter has been sent using Mailchimp for the last few years, we have a hardened distribution with 99% successful deliveries to inboxes.

## Enquire

For further information please contact:

**01484 437 312**

**enquiries@bdcmagazine.co.uk**

BANNER	PRICE
<b>Premium Header Position</b> Standard Banner	<b>£2295</b>
<b>Premium Header Position</b> Double Banner	<b>£2695</b>
<b>Lower Header Position</b> Standard Banner	<b>£1995</b>
<b>Lower Header Position</b> Double Banner	<b>£2395</b>
<b>Middle Position</b> Standard Banner	<b>£1795</b>
<b>Middle Position</b> Double Banner	<b>£1995</b>
<b>Footer Position</b> Standard Banner	<b>£995</b>
<b>Footer Position</b> Double Banner	<b>£1295</b>
<b>Takeover</b> includes 4 double banner positions as sole sponsor for the newsletter	<b>£4995</b>

## Banner Specifications

Standard Banners: 600 x 90px

Double Banners: 600 x 180px

Please send as jpg or png only.

**PREMIUM HEADER POSITION**

**BUILDING DESIGN & CONSTRUCTION**  
THE CHOICE OF INDUSTRY PROFESSIONALS

**LOWER HEADER POSITION**

**BDC MAGAZINE COVER**

**BDC NEWS, REVIEWS & FEATURES**

**MIDDLE POSITION**

**BDC NEWS, REVIEWS & FEATURES**

**BDC NEWS, REVIEWS & FEATURES**

**FOOTER POSITION**

# Solus E-shot

BDC has a loyal digital distribution list and we are dedicated to mailing 24 times a year via both our own BDC Newsletter and purchased SOLUS E-Shots. Using Mailchimp as our distribution service for the BDC Newsletter, we can track geo-location, unique open rates, click rates and much more.

BANNER	PRICE
1 Solus E-shot Send	£3750
2 Solus E-shot Send	£6250
3 Solus E-shot Send	£ 7500

## Enquire

For further information please contact:

**01484 437 312**

**enquiries@bdc magazine.co.uk**



**SOLUS E-SHOT**



# Website Advertising

## Great rates for great returns

Opportunities on the Building Design & Construction Magazine website vary significantly in size, scope, and type. Our website maintains an open-door policy for industry professionals and organisations to utilise our platform for marketing and accessing the extensive readership of our construction industry online. This includes both established professionals and those interested in construction opportunities.

To support organisations in reaching the construction readership, Building Design & Construction Magazine offers a consultancy-founded service for discussing marketing goals and proposing the best means to access the audience. We offer flexibility in advertising composition and design, with our in-house design and digital teams ensuring that all advertisements on the platform receive the best reception for the BDC Brands.

## Enquire

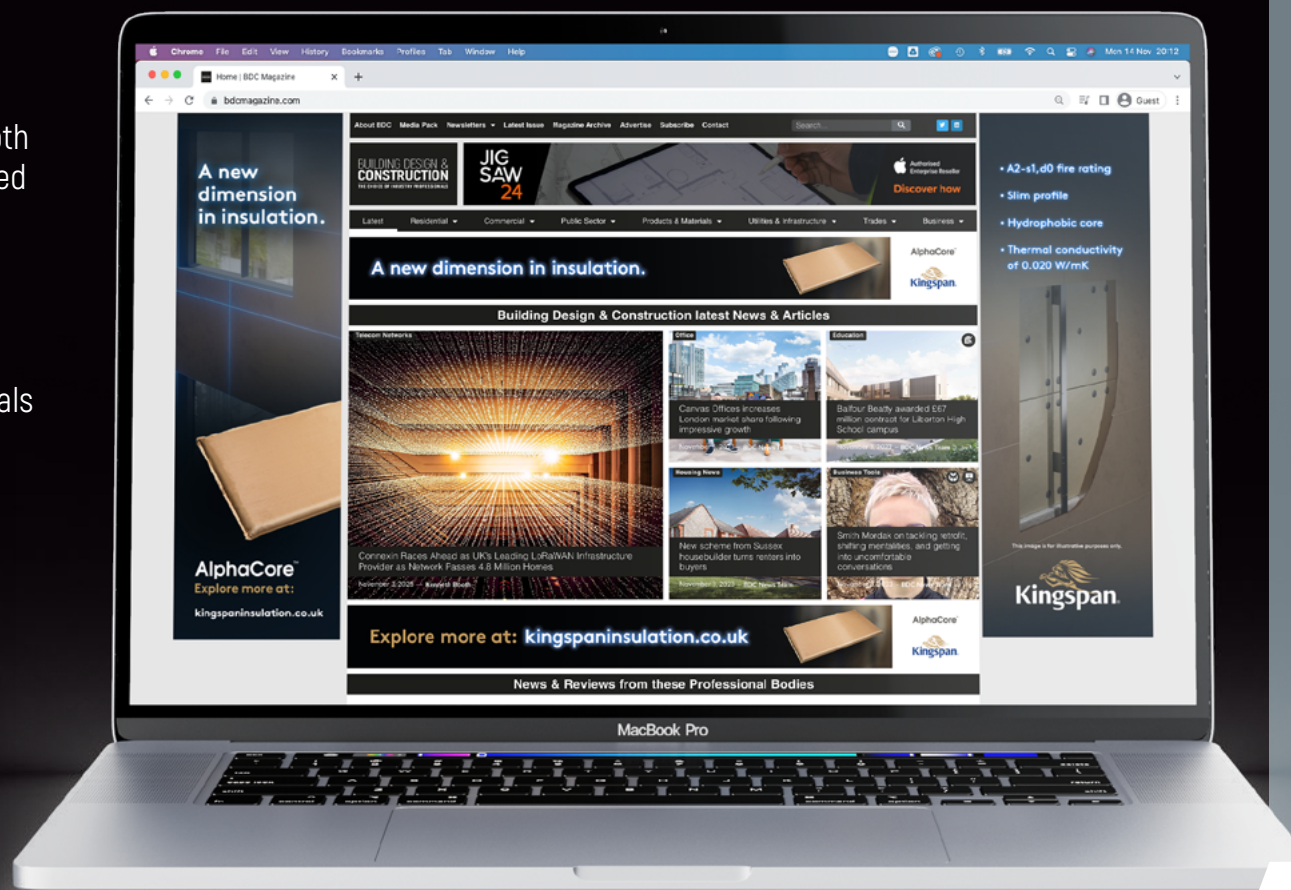
For further information please contact:

**01484 437 312**

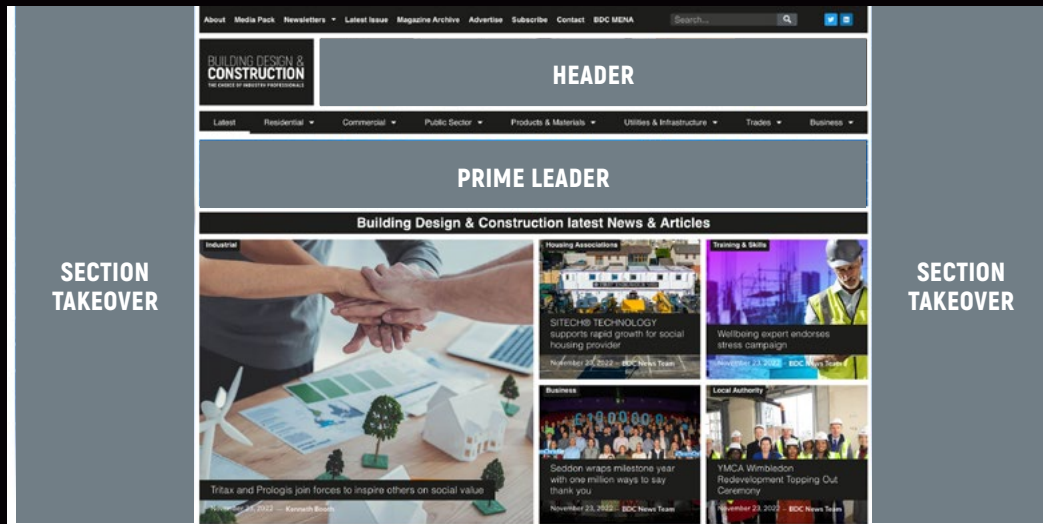
**[enquiries@bdcmagazine.co.uk](mailto:enquiries@bdcmagazine.co.uk)**

## A global audience

As affiliated partners of Google News, MEDIATEL and NewsNow, BDC has potential to leverage this reach and take your sponsorship to a global audience of millions. With targeted placements, you know your advert is in front of the right audience with BDC. With the use of visual images, display advertising helps to create stronger brand awareness. To discuss placed content options - including webinars, white papers and premium, paid-for content - contact your BDC account manager.

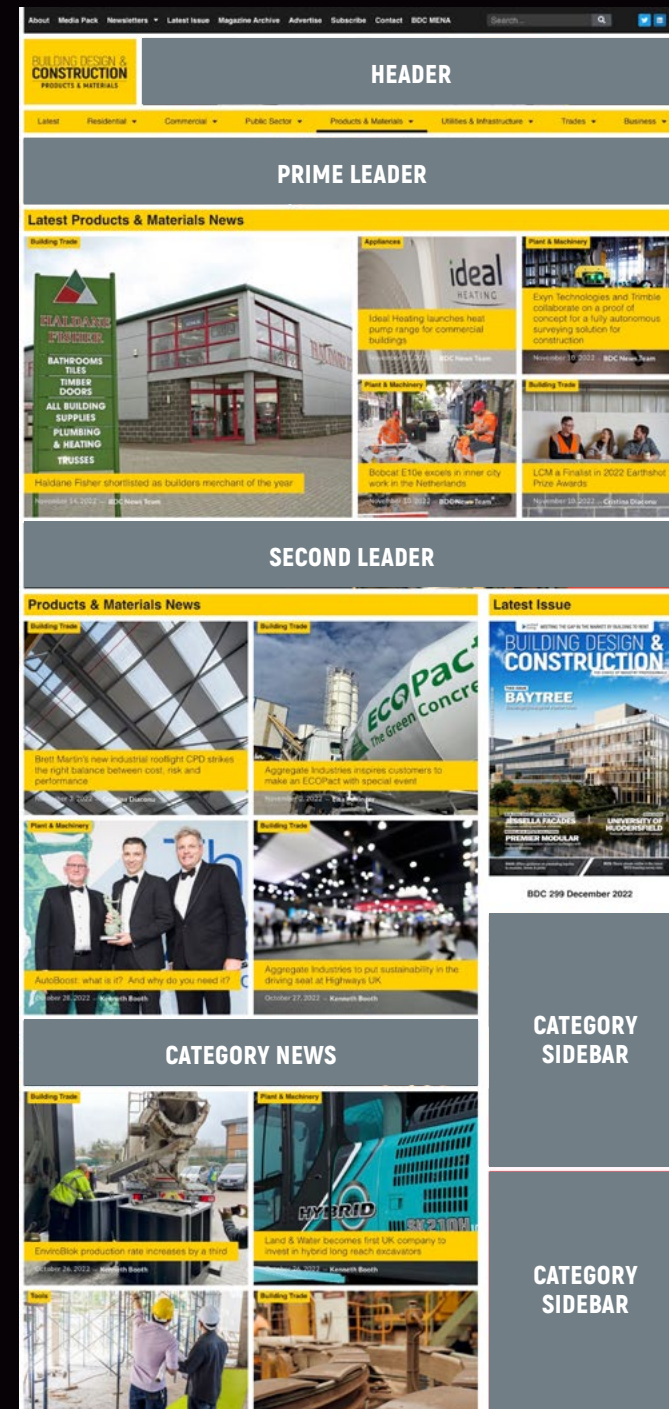


# Website Advertising Specifications



BANNER	SIZE	PRICE
Home Page Take Over (inc. Prime & Both Leader banners – 5 different banners)	On request	£3495
Home Page Category MPU	380 x 410px	£595
Home Page Super Category MPU (all 7 MPU banners)	380 x 410px	£2495
Header (Site wide)	960 x 117px	£1995
BDC Brand Category Takeover (All 9 Brand category banners)	On request	£2450
Category Prime Leader	1170 x 117px	£995
Category Secondary Leader	1170 x 117px	£795
Category News - 2x Banners	870 x 117px	£595
Category Sidebar	345 x 550px	£595
Category - Web Story Header & Footer Banners	825 x 100px	£995
Category Prime & Secondary Leaders	1170 x 117px	£1295
BLOCK DISCOUNTS AVAILABLE		
x3 Months = 25%	x6+ Months = 35%	

\*\*\* All prices are based for the term of one calendar month.



WEBSITE SPECIFICATIONS



THE CHOICE OF INDUSTRY PROFESSIONALS

# Kenneth Booth

# Magazine Manager

+44 (0)1484 437 312

kenneth.booth@bdcmail.co.uk

## Sales

[sales@bdc magazine.co.uk](mailto:sales@bdc magazine.co.uk)

## Editorial & Advertising Enquiries

enquiries@bdcmagazine.co.uk

## Accounts

+44 (0)1484 437 313



**www.bdc magazine.com**

