



MEDIA KIT

AUDIENCE STATISTICS ARE
ABC AUDITED FOR MAGAZINE,
NEWSLETTER & TWITTER



the
selfbuilder

The Selfbuilder is a respected media brand that has been providing UK selfbuilders with a library of resources and guidance for over 20 years. With a host of challenges The Selfbuilder provides selfbuilders & renovators with in-depth, specific and reliable information to enable readers to keep on track to complete their dream home. The Selfbuilder solutions include print, digital, market research, and events.

Inform but also inspire with a range of interesting case studies written by freelancers interviewing selfbuilders about their experience to share knowledge and tips.

Whatever your chosen form of media, The Selfbuilder can provide solutions to help you meet your needs.

Published by netMAGmedia, the magazine's team consists of a small but knowledgeable group who are passionate about delivering a quality product across both print and online for readers and advertisers. The team is always on hand to advise on the best way in which you can meet your marketing objectives and remain 'front of mind' with The Selfbuilder audience.



- 03 **MAGAZINE**
- 04 **INDUSTRY RESEARCH**
- 05 **BESPOKE RESEARCH**
- 06 **DIGITAL MARKETING**
- 09 **PODCASTS**
- 10 **ROUND TABLE EVENTS**
- 11 **RATE CARD**
- 12 **MEET THE TEAM**



MAGAZINE

The Selfbuilder is distributed on a bi-monthly basis to 8,000 ACORN profiled active selfbuilders and agents, featuring a range of content from in-depth case studies to the latest product information.

With a focused readership of genuine selfbuilders, renovators and agents, reaching only the people who already own their land or property, have planning permission and are ready to start work.

The brand has something to offer every selfbuilder, whether they're looking for advice on what build method to use, guidance on specific products or simply inspiration on final finishes.

CIRCULATION IS AS SIMPLE AS 'ABC'

It is important to ensure that your investment in marketing is not wasted and the only way to ensure this is to work with titles who can guarantee they reach who they say they do which is why The Selfbuilder

is independently verified by the Audit Bureau of Circulation (ABC). Not all building industry titles are ABC Audited and are not, therefore, able to confirm that their circulation claims are verified by industry agreed standards.

Remember... 'NO ABC, NO GUARANTEE'

REGULAR CONTENT

- Selfbuilder Diaries
- Ask the expert
- Product Features
- Interior Inspiration
- Home Styling
- Case Studies

"I've used Selfbuilder magazine for several years as a core component of our marketing strategy. Its highly targeted and unique circulation makes it a standout publication—allowing us to reach our desired clients directly at a critical stage in their building journey. Due to the magazine's audience It's an invaluable tool for connecting with serious self-builders at exactly the right moment."

ANDREW JONES – THE VAT MAN

Scan the QR code below to see our Feature List:



INDUSTRY RESEARCH

GATHERING THE THOUGHTS AND OPINIONS OF THE UK HOME OWNERS AND INTERIOR DESIGNERS : INDUSTRY VIEWFINDERS

As part of ne**MAG**media's research offering, The Selfbuilder has been increasingly harnessing the knowledge and views of its focused readership to produce white papers based on its Industry Viewfinder reader surveys. These are documents which contain unique insights and data on a wide range of topics that are currently fuelling debate in the industry, from Building a low Carbon Home to Futureproofing your home. This audience research, providing real-world experience, provides us with the opportunity to better understand the needs of our readers and tailor our content accordingly.



Our Industry Viewfinders are a comprehensive look at key topics and provide an excellent **sponsorship opportunity** for any business wanting to gain additional knowledge, understanding, and competitive edge – this delivers a unique combination of benefits:

- Position themselves as experts – be a 'GO TO' BRAND when selfbuilders are choosing their preferred supplier
- Ensure a more effective marketing and communications strategy based on the findings
- Better serve your existing customers and pinpoint untapped market share and opportunities

If you'd like to find out more about which studies we're hosting this year, how to get involved and become a sponsor then please contact a member of our sales team.

BESPOKE TOPIC RESEARCH

Brand positioning, competitor awareness, and detailed knowledge of market perception and preferences are vital for success. Drawing on more than 30 years of industry experience, in partnership with established research agency Edge Insight, The Selfbuilder offers a selection of research options: Brand Tracker and Bespoke Topic Research, to assist advertisers in better understanding the self-build market.

BRAND TRACKER

Based on the views of a minimum 100 UK-based professionals completing an online self-completion questionnaire, Brand Tracker has been developed to better understand the perceptions of major players in the market. The Selfbuilder provides a platform to the UK's homebuilding and interior design market which gives us the ability to reach and research their opinions on your behalf to help you:

- Establish awareness and usage of your brand in the industry and how this compares to competitors
- Understand the value that selfbuilders associate with your brand
- Determine the most valued attributes of your product

BESPOKE TOPIC

Our Bespoke Topic research gives you the opportunity to become the sole sponsor of a piece of expert research conducted around a 'hot topic': a pertinent issue of the moment within the self-build industry. The findings from the research will provide editorial content for a feature in a future issue of The Selfbuilder magazine.

HOW WILL THE SELFBUILDER'S RESEARCH SERVICES BENEFIT YOUR BRAND?

- Editorial feature on results branded 'in association with' your brand, including logo
- Links from online coverage to drive traffic to full results hosted on your website
- Your comments included in the feature article
- PDF of coverage and full results, example
- Opportunity to ask additional questions pertaining to your business with the results exclusive to you
- Opt-in leads from UK-based selfbuilders willing to be contacted



DIGITAL MARKETING

WEBSITE

sbhonline.co.uk is designed for people building, retrofitting and completing their perfect home. Content is added daily to the site, enabling the audience to keep up to date with the latest news, legislation, developments, case studies and much much more. Display advertising opportunities are available on the home page and across all site pages within the sidebar. These leaderboard and button spaces can help companies stand out from their competition with eye catching imagery and calls to action, bolstering brand awareness within the site's targeted audience. Editorial advertising opportunities are also available through the publishing of articles either as a sliderbar or product and supplier news.

ADVERT SPECIFICATIONS

File Format .jpg, .png, or .gif
Maximum Size 128MB

HEADER (W500 X H100 PIXELS)

Position A: £1500/one month tenancy

LEADERBOARD (W400 X H80 PIXELS)

Position B: £1000/one month tenancy

Position C: £1000/one month tenancy

Position D: £500/one month tenancy

BUTTONS (W213 X H100 PIXELS)

Sidebar on all site pages, one ad per slot

Position E: (up to 3 slots) £375/one month tenancy

Position F: (up to 10 slots) £275/one month tenancy

ONLINE ARTICLES

Articles are published to www.sbhonline.co.uk and stay on the site for a minimum of one year, unless the advertiser requests otherwise. Twitter promotion is included with every paid article.

Single article: £120

Quarterly (4) articles: £380

Bi-monthly (6) articles: £540

Monthly (12) articles: £820

SLIDER BAR

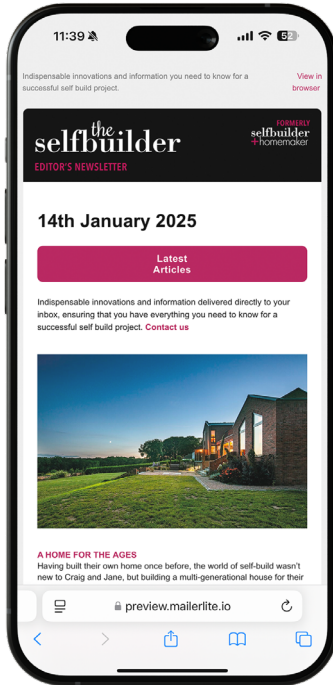
One of five rotating top articles

Position G: £550/one month tenancy

Position G+: £675/one month tenancy. Includes editorial panel on our email newsletter

The screenshot displays the sbhonline.co.uk website interface. At the top, there's a navigation bar with links like Home, News, Products, Events, Case Studies, Magazine, Audio, White Papers, and Product. Below this, the main content area features several articles with images and headlines. On the right sidebar, there's a search bar and a section titled 'Latest Issue' with a list of button ads (213 X 100). At the bottom, there's a 'Slider Bar' section with a large image and text. The website is branded 'the self-builder'.

DIGITAL MARKETING



SOLUS NEWSLETTERS

Make your brand stand out to selfbuilders interested in residential construction projects via sponsored email. Solus newsletters promote your brand/product directly to our readers via our GDPR compliant database.

SOCIAL MEDIA CHANNELS

The Selfbuilder content can also be accessed via our social media platforms, LinkedIn, Instagram and Twitter. Follow us today to regularly receive the latest industry updates and news.

SPONSORED EMAILS

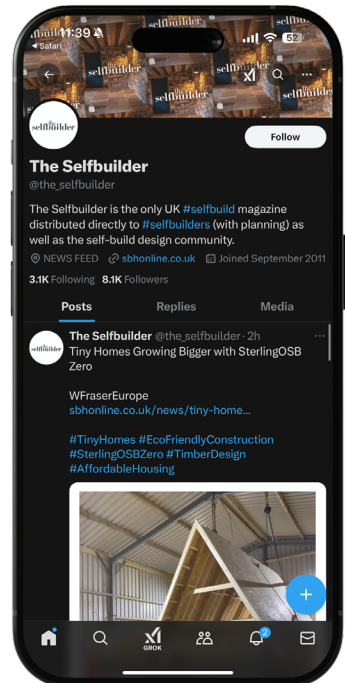
Using a multi-media advertising approach is growing in popularity. The Selfbuilder has diversified to enable advertisers to promote their brand and message to a continually growing, engaged audience. Digital marketing opportunities are available in editorial or advert format. We have a range of options to suit all advertising budgets.

EMAIL NEWSLETTERS

Published fortnightly, the The Selfbuilder Newsletter offers the latest news and promotions for the self-build community. Banners, buttons, and editorial panels are available.

DUPLEX NEWSLETTERS

Duplex Newsletters enables you to promote yourselves alongside one other 'non-competing' manufacturer, thereby sharing the cost.



DIGITAL COPY SPECIFICATIONS

SOLUS NEWSLETTERS

Solus newsletters are created in our own templates using our email builder and distributor Mailerlite, keeping our email newsletters uniform and within our house style. Therefore, **we do not accept HTML files**. For content that is compatible with our templates, we ask for the copy to be supplied in the following format. Examples can be provided upon request.

TEXT

- To be sent in a text document e.g. .doc, .tif, .rtf, .txt
- Subject line (Maximum 10 words)
- Preheader (Maximum 20 words). Our default is typically "In association with..." but you can supply an alternative
- Headline (Maximum 10 words)
- Intro (Maximum 30 words)
- Body text (Maximum 350 words)
- Links and/or CTAs (Will be in our brand colour)
- Company contact details (e.g tel, email, website, postal address), to appear in the sponsor section in the footer of the email
- Social media links, to appear in the sponsor section in the footer of the email

IMAGES

- (.jpg, .png, or .gif format, maximum 2MB)
- You can specify links on the images.
- Main image: We suggest 540px x 300px but you don't need to strictly keep to these dimensions depending on the preferred layout.
- Company logo: To appear in the sponsor section, in the footer of the email
- Optional: Additional images, also in .jpg, .png or .gif format

DUPLEX NEWSLETTERS

Duplex newsletters are created in our own templates using our email builder and distributor Mailerlite, keeping our email newsletters uniform and within our house style. Therefore, **we do not accept HTML files**. For content that is compatible with our templates, we ask for the copy to be supplied in the following format. Examples can be provided upon request.

- Headline and link (Maximum 10 words)
- Intro and link (Maximum 30 words)
- Main image and link W560 x H300 pixels
- Body text and links (Maximum 200 words)
- Company logo with link
- Company contact details (telephone, email, website, postal address)

PODCASTS

In a constantly changing environment in which content is consumed in many different ways, our collection of podcasts enable The Selfbuilder readers to hear informed opinions and keep up-to-date with changing trends and topical issues.

Published via netMAGmedia's Building Insights brand, our portfolio of podcasts are available through sbhonline.co.uk and through most podcast hosting platforms.

We can host a series of three '15-minute Q&A' episodes based around topics subjects pertinent to your business and solutions you provide. These are promoted across The Selfbuilder magazine, newsletters and social media.

Please visit www.netmagmedia.co.uk/home/podcast to listen to our podcasts.



ROUND TABLE EVENTS

Always looking for new ways to engage with our audience, The Selfbuilder now hosts round table events. With constant updates to building regulations, round tables are an ideal way to gauge industry concerns and problems, to future-proof your marketing strategy. Hosted by our Managing Editor, James Parker, we bring together specifiers and suppliers, providing us with insights across the full spectrum of our audience. Sponsoring a round table enables you to position your brand or company as a voice of authority within the industry.

Our round table events are both informative and entertaining and are designed to give selfbuilders and suppliers the opportunity to discuss challenges and solutions across various topics – fundamentally, those issues that are currently fuelling debate within the Built Environment.

AS A SPONSOR, THIS IS YOUR OPPORTUNITY TO...

- Champion specific subjects, demonstrate thought leadership, and become a trusted partner and network with key industry contacts.
- Align yourselves to our discussion – enabling you to position yourselves as a knowledgeable and authoritative source and a preferred supplier.
- Gain access to each speaker – an opportunity to network with other attendees, opening doors to new fruitful relationships.
- Ensure coverage and exposure via the resulting magazine and online article – providing a great branding opportunity.

Each round-table will normally consist of around ten attendees and are hosted at a notable venue and chaired by our Managing Editor James Parker.

On completion, the highlights of our discussions are made available through The Selfbuilder magazine, via the website and through our social media channels.

To find out more about our forthcoming events please contact our sales team.



RATE CARD

BASIC REQUIREMENTS

All display adverts should be supplied as:

- CMYK, 300DPI .PDF *
- CMYK, 300DPI .JPG
- CMYK, 300DPI .EPS *
- CMYK, 300DPI .TIF

Please ensure all spot colours and images are converted to CMYK.

*These files must be supplied with all fonts embedded into the document or sent with the file.

ADVERT DESIGN SERVICE

A design service is offered for display advertising. Please supply:

- CMYK, 300DPI .JPG, .TIF or .EPS images
- Text and contact details in .DOC or .RTF format

Please note that we are unable to retrieve images from any company website unless they are of high-resolution.



FULL PAGE

Type Area: W190 x H277mm
 Trim Size: W210 x H297mm
 Bleed Size: W216 x H303mm
 Rate Card: £2,135
 Cover Position: £2,410

SUPPLEMENT FRONT COVER

Type Area: W190 x H215mm
 Trim Size: W210 x H235mm
 Bleed Size: W216 x H241mm
 Rate Card: £2,410

Scan the QR code below to see our Features List:



HALF PAGE

Trim Size: W185 x H129mm
 Rate Card: £1,280

HALF PAGE VERTICAL

Trim Size: W88 x H262mm
 Rate Card: £1,280



QUARTER PAGE

Trim Size: W90 x H129mm
 Rate Card: £750

QUARTER PAGE HORIZONTAL

Trim Size: W185 x H62mm
 Rate Card: £750



DOUBLE PAGE SPREAD

Type Area: W400 x H277mm
 Trim Size: W420 x H297mm
 Bleed Size: W426 x H303mm
 Rate Card: £3,850



HALF PAGE DOUBLE SPREAD

Type Area: W400 x H129mm
 Trim Size: W420 x H149mm
 Bleed Size: W426 x H155mm
 Rate Card: £2,135

MEET THE TEAM



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