

A row of modern, two-story houses with a mix of wood cladding, dark grey panels, and brickwork. The houses have gabled roofs with grey shingles. The scene is set against a bright blue sky with scattered white clouds. In the foreground, there is a paved area with a black metal railing and small green lawns with young trees.

# Building Products

MEDIA PACK 2022

# Building Products

CREATED FOR  
CONSTRUCTION  
ARCHITECTS &  
SPECIFIERS

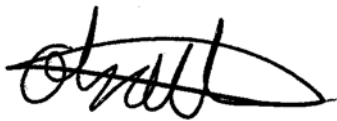
**BuildingProducts** was the first product-focused magazine to launch into the sector in 1977. It aims to inform construction architects and specifiers of new products, innovations and applications that allow them to design and specify better.

**BuildingProducts** is as strong and relevant today as it was more than 40 years ago, as demonstrated by the results of the recent reader survey.

- ◆ **86% of readers have made a specifying decision based on content they have read or seen in BuildingProducts magazine**
- ◆ **79% would choose BuildingProducts if they could only read one sector magazine**

In the highly-competitive building sector, specifiers must stay ahead of the competition. That means sourcing ever more innovative solutions and finding new ways to deliver value for the client. As a result, there is a constant demand for authoritative and up-to-date product and technical information. **BuildingProducts** meets that demand.

The content of **BuildingProducts** is delivered not only through the printed magazine, but also via the digital edition, a content-rich website and a weekly e-newsletter. This gives advertisers a hugely increased range of opportunities to engage with prospective customers, while webinar and round table events provide further means of informing the readership about the latest products and techniques.



**OLI BALLARD** Editor





*I always read **Building Products** with great interest. As an architect, it is vital to stay on top of technical developments, new materials and innovations, and **Building Products** is a great resource to help me do this."*

**THOMAS DENHOF**

Architect and Passive House Designer

# Editorial Quality

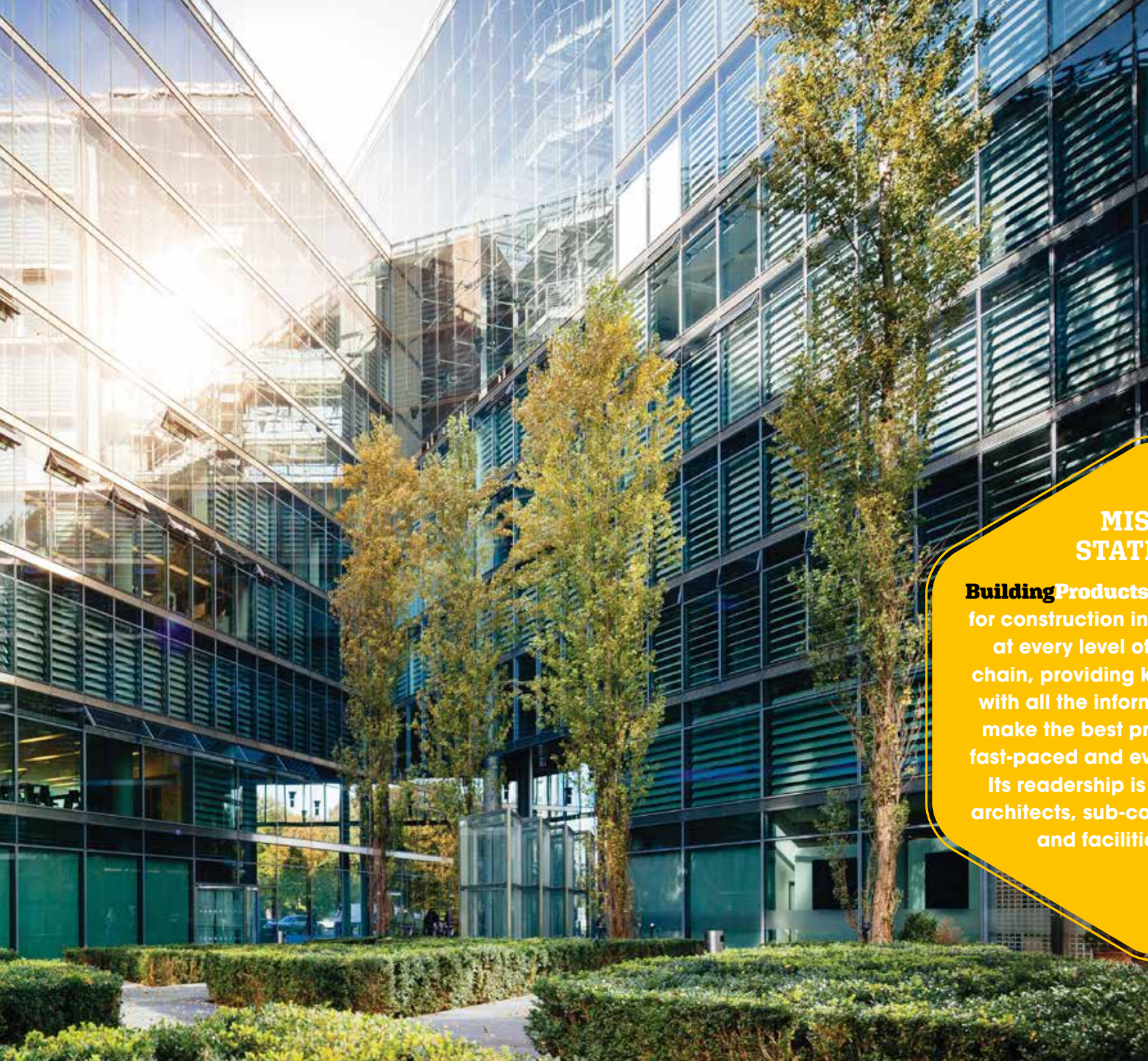
**As the built environment constantly evolves to meet the changing needs of its inhabitants, BuildingProducts plays a vital role in informing key decision-makers and influencers of the latest product innovations and applications.**

Keeping up to date with the big issues impacting the construction supply chain, from legislation to sustainability and everything in between, the **BuildingProducts** editorial team works with manufacturers and organisations on the frontline to deliver all the information specifiers need to select the best products for their projects.

With an unrivalled mix of news, technical articles, practical installation and application advice, hard-hitting opinion and in-depth analysis of the main factors affecting the construction product sector, **BuildingProducts** offers engaging and exclusive content that will bridge knowledge gaps and help its readers make better-informed buying decisions.

A highly-respected multi-platform brand, **BuildingProducts** tailors content to the needs of its audience, delivering information in print, online and also at live events.





© lena\_serdtiova - stock.adobe.com

## MISSION STATEMENT

**Building Products** is the essential read for construction industry professionals at every level of the specification chain, providing key decision-makers with all the information they need to make the best product choices in a fast-paced and ever-changing sector. Its readership is diverse, including architects, sub-contractors, surveyors and facilities managers.

# Readers with Purchasing Power

**The BuildingProducts reader survey, carried out by Benchmark Research, demonstrates that BuildingProducts readers have the authority to make purchases and that BuildingProducts influences how and where their budget is spent. Can you afford not to reach this audience?**

**BUILDING PRODUCTS READERS WILL BE BUYING THE FOLLOWING PRODUCTS AND SERVICES OVER THE NEXT 12 MONTHS:**

<b>71%</b>	DOORS/WINDOWS
<b>56%</b>	BATHROOMS/KITCHENS/CLOAKROOMS
<b>64%</b>	BRICKS/BLOCKS/PAVERS
<b>62%</b>	CEILING/PARTITIONS/BUILDING BOARDS
<b>30%</b>	CURTAIN WALLING
<b>41%</b>	LIFTS/ESCALATORS/STAIRS
<b>43%</b>	LIGHTING/ELECTRICAL EQUIPMENT
<b>59%</b>	GLASS/GLAZING
<b>69%</b>	PAINTS/COATINGS/FINISHES
<b>63%</b>	DAMP PROOFING/SEALANTS/ADHESIVES
<b>57%</b>	TIMBER/TIMBER TREATMENTS
<b>68%</b>	INSULATION/ACOUSTICS
<b>61%</b>	ROOFING/CLADDING
<b>39%</b>	RENEWABLES
<b>33%</b>	HEATING/VENTILATION/AIR CONDITIONING
<b>59%</b>	FLOORS/FLOOR COVERINGS
<b>47%</b>	DRAINAGE/PLUMBING/WATER SUPPLY
<b>47%</b>	PAINTS/COATINGS/FINISHES

## READER LOYALTY

**79%**

Only read Building Products magazine, even if they receive others

**75%**

Don't read ABC+D magazine

**66%**

Don't read specification magazine

**87%**

Don't read FC&A magazine

# Targeted Readership Profile

**With its quality editorial content and circulation of highly relevant potential customers, BuildingProducts is THE publication for construction specifiers.**

Companies who want to reach, engage and influence this audience can do so with monthly print and online versions of the magazine, combined with the weekly e-newsletter, **BuildingProducts LIVE!**, ensuring we talk to this audience in many different ways, but with the same authority.

Readers only qualify for a copy of the magazine if they meet our strict terms of control. This tightly-controlled circulation ensures minimum wastage and that your advertising message is reaching and influencing your key prospective customers that are engaged in reading and learning from **BuildingProducts** content.



Circulation independently managed and verified by Insight Data, the UK's leading construction data company.

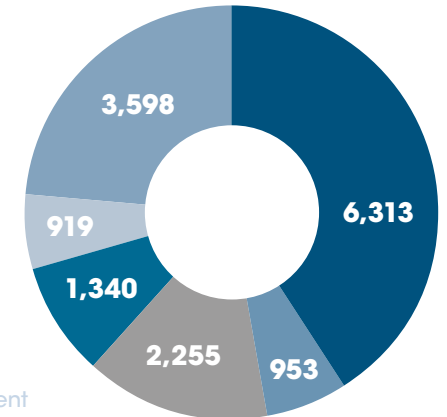
## CIRCULATION

Total magazine circulation

# 15,378

100% requested

6,313	Architects/Technologists
953	Building Surveyors
2,255	Estate/Facility Managers
1,340	Quality Surveyors
919	House Building/Property Development
3,598	Contract/Project Managers



 \* **38,868**

Pass on magazine readership

 **6** Issues per year

 **2K** Social media community

 **16,511** Building Products Live e-newsletter readers

 **160,000** Page views a year

# Multi-platform Marketing



[www.buildingproducts.co.uk](http://www.buildingproducts.co.uk)

**Whether you want to educate potential customers about your products, raise the profile of your company, nurture prospects, generate leads to feed through to your sales team, or gain ground on your competitors, Building Products provides the most effective route to your future customers, whatever your objectives.**

As every campaign is different, we welcome the opportunity to discuss and understand your needs in more detail.



Magazine



Solus E-Shots



Research



Live Streaming Events



Special Supplements



Webinars



Direct Marketing



Regional Events



E-Newsletter



Round Tables



Competitions



Social Media



Technical Guides



Online

100%

Requested

15,102

Controlled  
magazine  
circulation

87,600

Unique  
website  
visitors  
a year



# Rate Card

Prices shown exclude VAT

## MAGAZINE

### INSERTIONS

Double page spread	£4,400	Full page	£2,750	Half page	£1,840	Quarter page	£840
<b>COVER RATES</b>							
Front cover package	£5,800						
Gatefold inside front	£5,625	Inside front cover	£2,995	Back cover	£3,400	Inside back cover	£2,995

## PROJECT SHOWCASE

*This will be a DPS or full-page featuring your project and it is an idea space for architects and constructors to showcase your work.*

Double page spread (inclusive of up to four images, contact details and 850 words)	£4,400
Full page (inclusive of up to two images, contact details and 400 words)	£2,750

## PRODUCT SHOWCASE

*You can showcase your products in this special part of the magazine, which is read by thousands of architects and specifiers each edition.*

110 word product review inclusive of contact details	£280
240 word product review inclusive of one image and contact details	£695

## PRINT TECHNICAL SPECIFICATIONS

SIZE	TYPE AREA (W x H)	TRIM SIZE (W x H)	BLEED SIZE (W x H)
DPS	396mm x 273mm	420mm x 297mm	426mm x 303mm
Full page	186mm x 273mm	210mm x 297mm	216mm x 303mm
Half page vertical	80mm x 250mm	86mm x 262mm	92mm x 268mm
Half page horizontal	176mm x 120mm	182mm x 126mm	188mm x 132mm
Quarter page vertical	80mm x 120mm	86mm x 126mm	n/a
Quarter page horizontal	176mm x 53mm	182mm x 59mm	n/a

↖ Please note: These dimensions are only a guide

# Live stream panel debates

- 4-6-week pre-event marketing campaign
- Live stream 45-minute debate featuring up to 6 guests
- 4-week post-event marketing including up to 6 highlight videos
- Option of two page event write up in Building Products
- You receive all event registrations (GDPR compliant)
- You select the topic and guests or leave it to us

## WHAT EXPERIENCE DO WE HAVE?

Building Products is part of the Ascot Group – which owns Business Leader, the UK’s leading B2B media group. Business Leader and Building Products have produced over 100 events, both live and digital, working with some of the UK’s leading B2B and B2C brands.

We will deliver the results you want. We also have our own fully-equipped video and multimedia team and studio.

## What return on investment can I expect?

**51k**

pre-event impressions  
(based on all events avg)

**223**

leads generated/  
event registrations

**8,654**

views of the video  
showcasing the event

**2,664**

views of the event  
write up

## LEAD GENERATION WITH LIVE INTERVIEWS

### WHY?

- Proven to be the most cost-effective way of generating leads
- No travel costs of time away from the office for your best sales staff

### ONLINE VIDEO INTERVIEW STATISTICS

**79%**

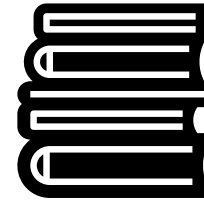
Of people watch online  
videos every week

**82%**

Say internet video traffic  
is more engaging,  
more memorable and  
more popular among  
consumers than any other  
type of content

# In-person roundtable

# or panel debates



**All organisation,  
production and  
AV managed**

by Building Products



**Building products  
will source**

your guests/panel  
(against your targets)



Building products will  
**compere and  
create content**

alongside you



Post event write up to be  
**published in  
print and online**

# Pre-recorded or live stream interviews

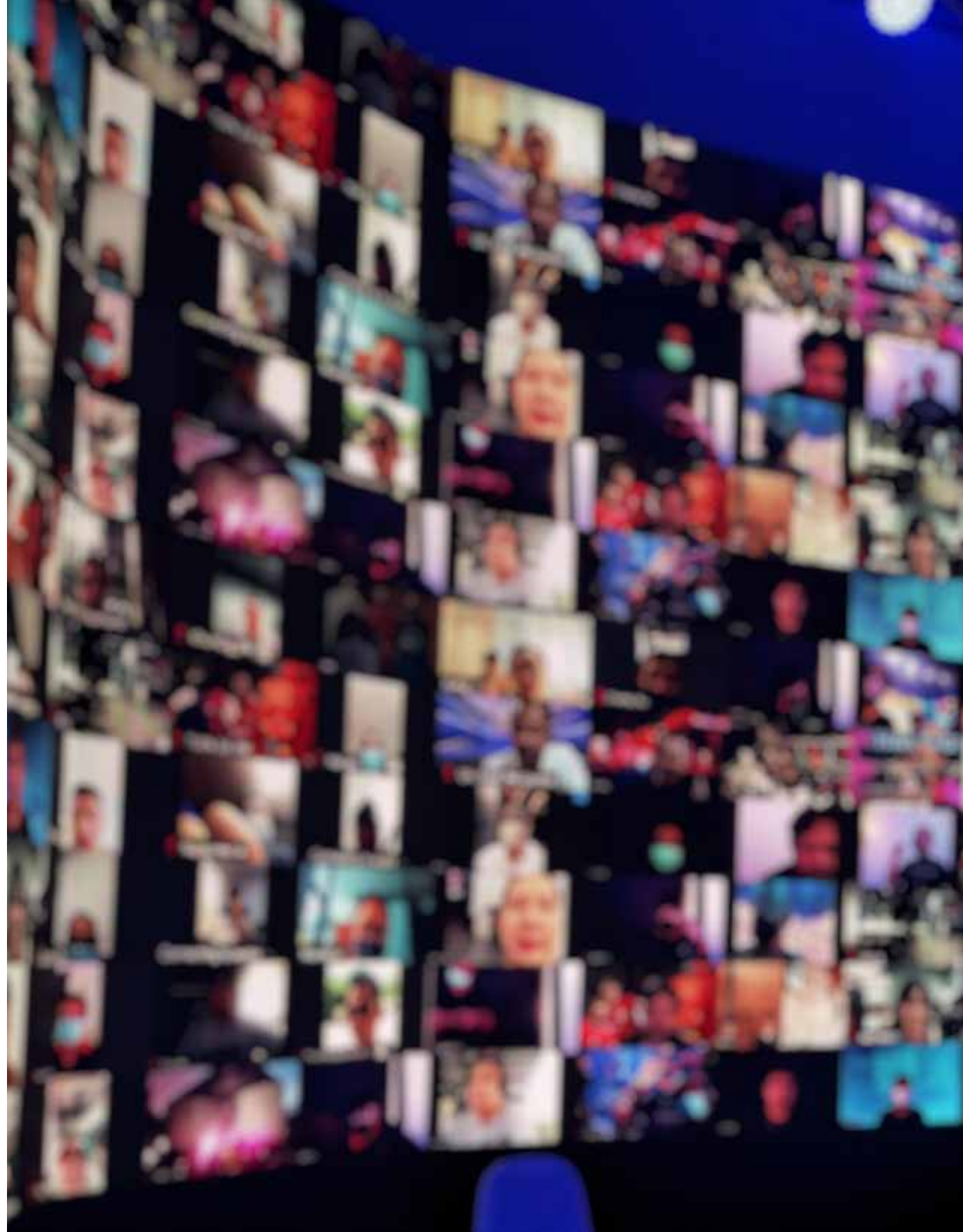
## **THIS OPTION SEES OUR MULTIMEDIA TEAM PRODUCE A ONE-ON-ONE PRE-RECORDED OR LIVE INTERVIEW.**

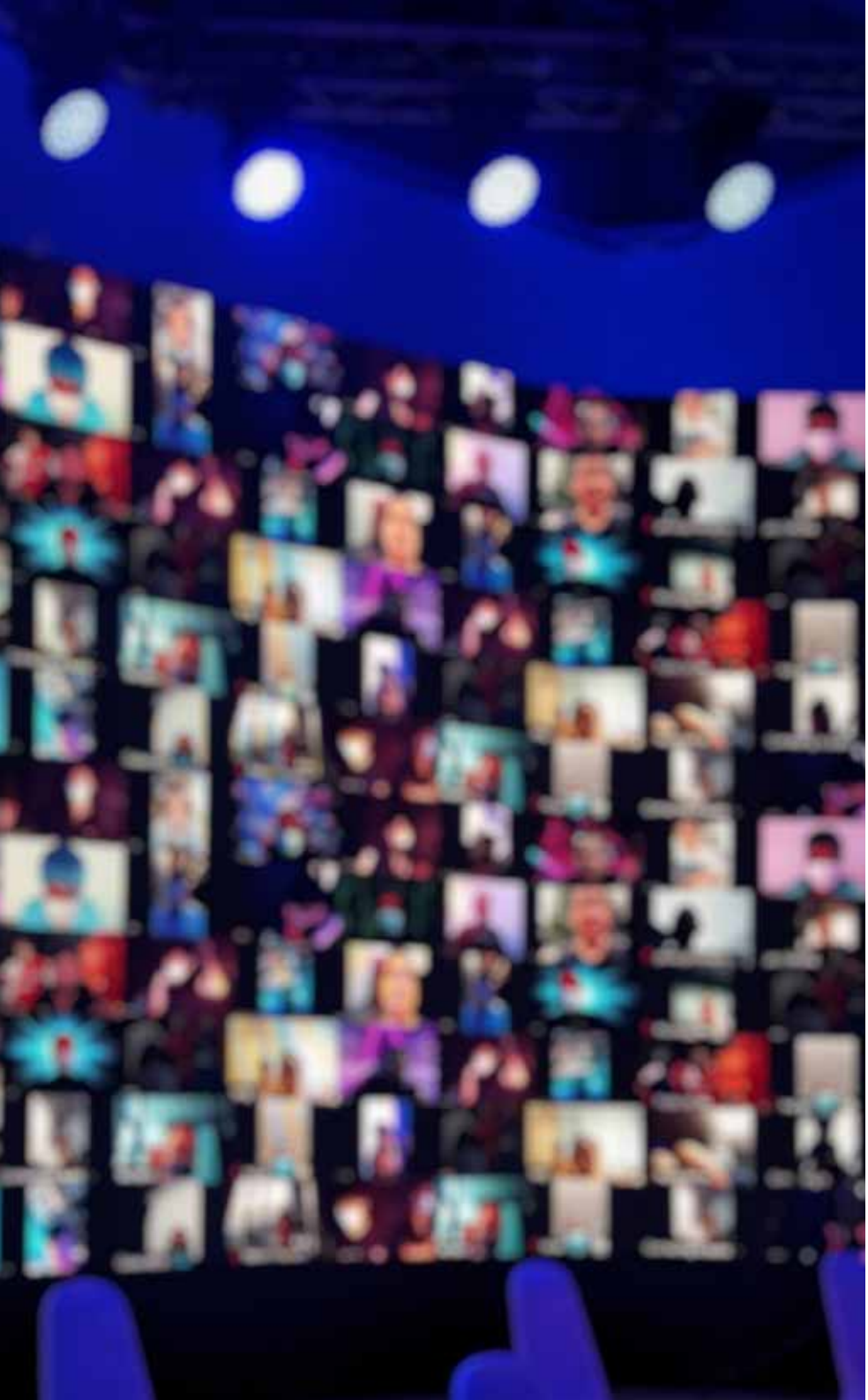
- 15–30-minute interview talking about subject of your choice
- Full video and highlights edited and packaged for you
- Optimised so you can publish on your website, in all Comms and on social media
- Option to publish as a print and online feature

## **WHAT EXPERIENCE DO WE HAVE?**

Building Products is part of the Ascot Group – which owns Business Leader, the UK's leading B2B media group. Business Leader and Building Products have produced over 100 events, both live and digital, working with some of the UK's leading B2B and B2C brands.

We will deliver the results you want. We also have our own fully-equipped video and multimedia team and studio.






**WHAT RETURN ON INVESTMENT CAN I EXPECT?**

**11,321**  
views of the live-stream/pre-recorded interview video 

**4,545**  
views of the interview write up 

You can  
**WHITE LABEL**  
the final production and promote too

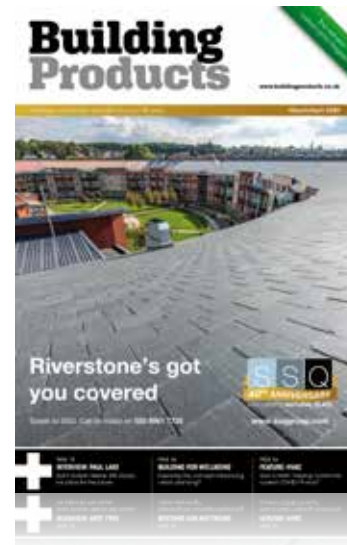
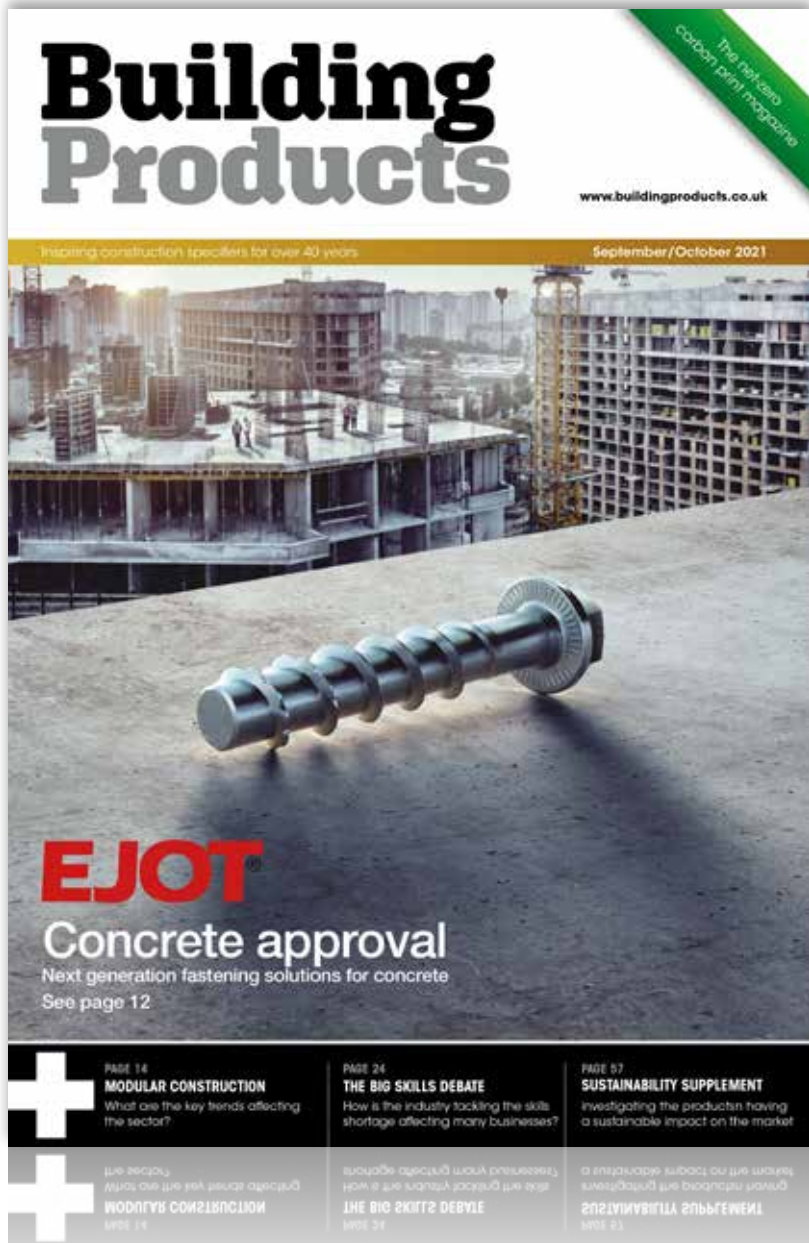
**24,545**  
impressions across social media 

**WHAT EXPERIENCE DO WE HAVE?**

Building Products is part of the Ascot Group - which owns Business Leader, the UK's leading B2B media group. Business Leader and Building Products have produced over 100 events, both live and digital, working with some of the UK's leading B2B and B2C brands.

We will deliver the results you want. We also have our own fully-equipped video and multimedia team and studio.

# Previous Magazine Editions



To request a past edition of Building Products Magazine, contact the team today on: **0203 096 2861**

**Coming Soon!**  
**CONSTRUCTION,  
IMPACT AND  
SUSTAINABILITY  
(CIS) AWARDS**

Enquire today

Call: **0203 096 2861** or email  
**[team@buildingproducts.co.uk](mailto:team@buildingproducts.co.uk)**



# KEY CONTACTS

## **OLI BALLARD**

EDITOR

Email: oli.ballard@buildingproducts.co.uk

## **BARNEY COTTON**

DIGITAL EDITOR

Email: barney.cotton@buildingproducts.co.uk

## **JAMES MORGAN**

BUSINESS DEVELOPMENT MANAGER

Email: james.morgan@buildingproducts.co.uk

## **ADRIAN WARBURTON**

CIRCULATION

Email: adrian.warburton@buildingproducts.co.uk

## **ADAM WHITTAKER**

DESIGN/PRODUCTION

Email: adam.whittaker@buildingproducts.co.uk

## **JO MEREDITH**

ACCOUNTS

Email: jo.meredith@buildingproducts.co.uk

# Building Products

*The magazine for construction specifiers*

Call: 0203 096 2861

[www.buildingproducts.co.uk](http://www.buildingproducts.co.uk)

E&OE. Building Products Magazine is published by Business Leader Ltd which acquired the publication in April 2020. The information contained in this document was provided by the previous owners and publishers, and we believe it to be true and accurate.

Taylor Lane Timber Frame/Freeman Homes

