

Builder & Engineer

2010 Mediapack



EXCEL PUBLISHING COMPANY LIMITED

Portland Buildings, 127-129 Portland Street, Manchester M1 4PZ

Telephone: 0161 236 2782 • Fax: 0161 236 2783 • ISDN: 0161 237 9860 • Email: info@excelpublishing.co.uk

Builder & Engineer

Whatever construction service, building product or material you are selling, the key to maximising the response to your advertising budget is by using the right publication that targets the right decision makers – contractors, architects, civil engineers, developers or end-users.

Builder & Engineer is a monthly, editorially driven publication, with a mixture of news, interviews, industry features, product launch information and in-depth coverage of all aspects of the UK construction sector.

The publication is a broad based magazine with a more diverse coverage of the construction marketplace than any publication available and as such offers an indispensable read for the increasingly busy construction professional.

NET CIRCULATION – 13,245 Audit period 1 July 08 - 30 June 09

Main Contractors 4,873

Architects 2,309

Civil Engineers 1,263

Quantity & Building Surveyors 875

Specialist Sub Contractors 1,260

Commercial / Retail Developers 852

Structural Engineers 710

Local Authority / Health & Education 569

House Builder and Housing Associations 534

FORWARD FEATURES 2010

FEBRUARY

SUDS & Flood Alleviation
Top 20 Deals of 2009
HVAC
Building for Health
Legal Update
Diary: Ecobuild (Preview)

MARCH

The Green Revolution: Energy Efficiency and Sustainable Buildings
Precast Concrete
Commercial Vehicles
Formwork and Scaffolding

APRIL

Site Security
Waste Management
Mapping
Contaminated Land and Remediation
Plant Hire

MAY

Off-site Construction
Think Brick
Lifts and Elevators
Top 20 Construction Law Firms
Heat and Air leakage

JUNE

CAD and IT Systems
Retaining Wall Systems
Health & Safety
Retail Property Development
Geotechnical Solutions

JULY

Contaminated Land and Remediation
Alternative Energy
Education and Training
Building Schools for the Future
Steel in Construction

AUGUST

Prisons – new build and refurb
Building Services
Suds and Flood Alleviation
Diary: 100% Detail Preview
Curtain Walling

SEPTEMBER

Interbuild (Preview)
Ready-mixed concrete
Heavy Lifting and Transport
Aluminium
The Building Envelope

OCTOBER

Contaminated Land and Remediation
Construction Archaeology
Foundation Engineering and Piling
Top 10 Green Buildings
Builder & Engineer Awards Review

NOVEMBER

Interbuild (Review)
Insulation and Fire protection
Drainage above and below ground
Building for Health

DECEMBER

Urban Regeneration
Aggregates
Top 50 Contractors of 2010
Nuclear - The Next Generation and Decommissioning

**PLEASE NOTE
ALL FEATURES ARE
SUBJECT TO CHANGE
AND ARE NOT
GUARANTEED FOR
INCLUSION**

Don't Forget... it is only £30 to subscribe to Builder & Engineer

Builder & Engineer



www.builderandengineer.co.uk

Builder and Engineer Online has a completely new look for 2010. With the latest industry news, features on current topics and a new Products & Services Directory, www.builderandengineer.co.uk offers advertisers a range of excellent opportunities to promote their company, products and services.



ADVERTISING OPTIONS

ADVERTISING OPTIONS	PERIOD	PREMIUM	STANDARD
Header Banner	3 months	£1070	£700
	6 months	£2035	£1300
	Annual	£3600	£2350
Wide skyscraper	3 months	£900	£600
	6 months	£1650	£1070
	Annual	£2850	£1860
Square Button	3 months	£550	£360
	6 months	£990	£645
	Annual	£1540	£1000
Button 2 MASTHEAD ONLY	3 months	£1070	

Premium pages are classed as Masthead, Home, News, Features and Products and Services

PRODUCTS AND SERVICES DIRECTORY STANDARD LISTING – JUST £125 FOR THE YEAR

Company name, full contact details, hyperlink direct to your own website, company logo and 50 word description of you company, product or service.

GOLD PACKAGE – JUST £225 FOR THE YEAR

All of the above, plus relevant photograph and an enhanced products description of 100 words.

PLATINUM PACKAGE – £325 ANNUAL FEE

Why not promote your product range with the platinum package, which gives you the gold package but with three entirely different entries.

Visit www.builderandengineer.co.uk to see for yourself.

For advertising opportunities call the Builder and Engineer online sales team on 0161 236 2782



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2010 ADVERTISING RATES

All prices are exclusive of VAT

FREQUENCY		COPY DATE		
Monthly		1st of month prior to month of publication		

NATIONAL SPACE	DIMENSIONS (Depth x Width)			COST PER INSERTION	
	Type Area	Bleed	Trim	Full Colour	
Double Page	256 H x 396mm W	284 H x 426mm W	278 H x 420mm W	£ 3685	
Full Page	256 H x 178 mm W	284 H x 216mm W	278 H x 210mm W	£1995	
Half Page (Vertical)	256 H x 87 mm W			£1100	
Half Page (Horizontal)	126 H x 178 mm W			£1100	
Third Page (Horizontal)	82 H x 178 mm W			£850	
Quarter Page (Horizontal)	61 H x 178mm W			£650	
Quarter Page (Vertical)	126 H x 87mm W			£650	
Series Discount	3 issues - 5%		6 issues - 10%	12 issues - 15%	

H= height W= width

SPECIAL POSITIONS (Subject to availability)	
Outside Back Cover	£2750
Inside Front Cover	£2750
Inside Back Cover	£2500

INSERTS	REPRINTS
An economical way to distribute your literature.	Printed on 130gsm paper.
under 18gm	£85 per 1,000
Over 18gm	price on application
Minimum Charge	£500
Maximum Size	A4 (297x210mm)
Bound	Rates on application
	1 page reprint
	2 page reprint
	4 page reprint
	6 page reprint
	8 page reprint
	12 page reprint
	16 page reprint

All orders subject to Excel's Terms and Conditions

ARTWORK INSTRUCTIONS

Please call the production department on 0161 236 2782 for additional information

ARTWORK SUPPLIED ON DISK

Complete adverts can be supplied on CD using on of the following programs; QuarkXpress, Photoshop, Illustrator or InDesign incorporating the relevant fonts and image files.

ARTWORK SUPPLIED ELECTRONICALLY

We can accept complete files via FTP, please see the link "sending us files" at the bottom of our website www.excelpublishing.co.uk, or by ISDN on 0161 237 9860 or by email (please note files larger than 5mb will not be accepted by the fileserver.)

SUPPORTED FILE FORMATS

TIFF, EPS, JPEG (scanned at 300dpi) and Hi-Res (Press Ready) PDFs.

Please note: the following formats are NOT supported; Powerpoint, Corel Draw, and Publisher.

PREVIOUSLY PRINTED MATERIAL

Brochures, magazines, etc. can in some instances be accepted although there are copyright issues to consider. Please note: Scanning from printed materials tends to give poorer reproduction.

IN-HOUSE ARTWORK PREPARATION

Where no existing artwork exists, a basic in-house advert design service is available. The following list outlines the information that we would require to prepare an advert on your behalf;

- A sample of a previous advertisement with appropriate amendments or...A specific layout which you want us to reproduce. or...A rough draft of your requirements.
- Company logos, name styles and trade logos should ideally be sent to us on disk or bromide, alternatively we can accept letterheads, compliment slips or a corporate brochure.
- Please confirm who should receive the advertisement proof and their facsimile no.
- Indicate any text which requires highlighting either in bold lettering or in colour.
- Where specific colours are requested Pantone colour references must be supplied however due to the constraints of the 4 colour printing process a perfect colour match cannot be guaranteed.
- Please indicate your preferred format either portrait (vertical) or landscape (horizontal).
- Photographs can be provided as either Prints, transparencies, negative or positive colour or black and white.

SIZE - (HEIGHT X WIDTH)	TYPE AREA	BLEED	TRIM
DOUBLE PAGE	256 H x 396mm W	284 H x 426mm W	278 H x 420mm W
FULL PAGE	256 H x 178mm W	284 H x 216mm W	278 H x 210 mm W
HALF PAGE (PORTRAIT)	256 H x 87mm W		
HALF PAGE (LANDSCAPE)	126 H x 178mm W		
THIRD PAGE (LANDSCAPE)	82 H x 178W		
QUARTER PAGE (LANDSCAPE)	61mm H x 178mm W		
QUARTER PAGE (PORTRAIT)	126 H x 87mm W		
PRODUCTS & SERVICES	48mm H x 90mm W		

H= height
W= width