



# MEDIA KIT

AUDIENCE STATISTICS ARE  
ABC AUDITED FOR MAGAZINE,  
NEWSLETTER & TWITTER



selfbuilder  
+homemaker

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



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

Whatever your chosen form of media, SBH 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 SBH audience.

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**EXTERIOR INSPIRATION: Outdoor Living**

1. This beautifully presented straight Vantage Outdoor Kitchen from Gella has everything you need to get the grill started. From a built-in fridge and sink to the shelves to hold the drinks, the styling features have been designed for the most social gathering even the dog agreed. Price: £950. [www.gellafab.com](http://www.gellafab.com)

2. The Charlie Owen in Homeworth by Chubby Charlie Owen Company Ltd is a BBQ, a smoker, a charcoal oven, and a pizza oven. It is an offering better way to cook outdoors, with proper grills to cook outdoors, with proper grills to cook outdoors, the oven is built for cat and dog in which case, or alone. Price: £220. [www.chubbycharlie.com](http://www.chubbycharlie.com)

3. The Langley Corner Set by Dera (Reading) Ltd has been designed to add some drama to any large patio. Created using a chunky 10 mm ruffle mesh and finished with a powder coated, stainless steel finish, this furniture set is perfect for entertaining family and friends. Price: £395. [www.dera-cane.co.uk](http://www.dera-cane.co.uk)

4. Made from high-quality wood and dark metal metal, the Sawyer Safety Sevens 3. Willow will feature a plush seat and backrest guaranteed in your choice of lounge fabric. In the summer months, lean on the sun and spend your days enjoying the good weather outdoors. Price: £220. [www.sawyersevens.co.uk](http://www.sawyersevens.co.uk)

5. Add a touch of style and luxury to your outdoor entertaining area with the Haveli Wase 2000 W Free Standing Patio Heater from Laveo Ltd. The heater has a rigid, circular design that is ideal for ensuring 360° focused heat coverage which guarantees to keep your guests toasty warm. Price: £650. [www.laveo.co.uk](http://www.laveo.co.uk)

6. The Adesi Corner Steel Gas Firepit by Garden House Design is gas fired and stores the gas bottle neatly away. Starting out as 'Silver' steel, once corrosion is removed the elements is well naturally weather over time and develops a protective layer of rust, producing a distinctive orange colour. Price: £254. [www.gardenhousedesign.co.uk](http://www.gardenhousedesign.co.uk)

# MAGAZINE

Selfbuilder & Homemaker is distributed on a bi-monthly basis to 10,000 ACORN profiled active self-builders and agents, featuring a range of content from in-depth case studies to the latest product information.

With a focused readership of genuine self-builders, 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 self-builder, 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 SBH 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.....'NO ABC, NO GUARANTEE'...

## REGULAR CONTENT

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





# MARKET RESEARCH

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

As part of netMAGmedia's research offering, SBH 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 white papers comprise a comprehensive summary of each project and provide an excellent **SPONSORSHIP OPPORTUNITY** for any business wanting to gain additional knowledge, understanding, and competitive edge - all of which would prepare each sponsor for the following:

- Position themselves as experts — be a 'GO TO' BRAND when architects 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 Anthony Parker on 07787 192812 or by emailing [aparker@netmagmedia.co.uk](mailto:aparker@netmagmedia.co.uk).



# 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 (possibly [hyperlink to edge](#))?, SBH offers a selection of research options- Brand Tracker and Bespoke Topic Research, to assist advertisers in better understanding the architectural 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. SBH 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 architects 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 architecture and construction industry. The findings from the research will provide editorial content for a feature in a future issue of SBH magazine.

## HOW WILL SBH'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/supplier news.

## ADVERT SPECIFICATIONS

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

## ADVERTISING RATES

### HEADER

(W600 X H80 PIXELS)

Position A: £1500/one month tenancy

### LEADERBOARD

(W600 X H80 PIXELS)

Position B: £950/one month tenancy

Position C: £950/one month tenancy

Position D: £450/one month tenancy

### BUTTONS (W213 X H100 PIXELS)

Sidebar on all site pages, one ad per slot

Position E: (up to 3 slots) £350/one month tenancy

## BUTTONS (W213 X H100 PIXELS)

Position F: (up to 10 slots) £250/one month tenancy

## ONLINE ARTICLES

Articles are published to 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: £90

Quarterly (4) articles: £320

Bi-monthly (6) articles: £420

Monthly (12) articles: £720

## SLIDER BAR

One of five rotating top articles

Position G: £500/one month tenancy



# DIGITAL MARKETING



## SPONSORED EMAILS

Using a multi-media advertising approach is growing in popularity. SBH 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 SBH Newsletter offers the latest news and promotions for the architectural community. Banners, buttons, and editorial panels are available.

## DUPLEX NEWSLETTERS

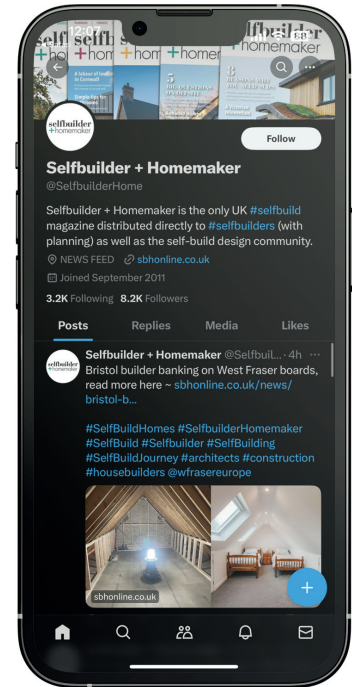
Duplex Newsletters enables you to promote yourselves alongside one other 'non-competing' manufacturer, thereby sharing the cost.

## 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

SBH 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.



# 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.

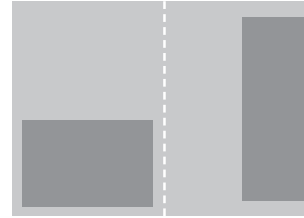


### FULL PAGE

Type Area: W190 x H277mm  
Trim Size: W210 x H297mm  
Bleed Size: W216 x H303mm  
Rate Card: £1,995  
Cover Position: £2,250

### SUPPLEMENT FRONT COVER

Type Area: W190 x H215mm  
Trim Size: W210 x H235mm  
Bleed Size: W216 x H241mm  
Rate Card: £2,250

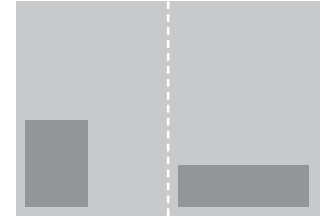


### HALF PAGE

Trim Size: W185 x H129mm  
Rate Card: £1,195

### HALF PAGE VERTICAL

Trim Size: W88 x H262mm  
Rate Card: £1,195

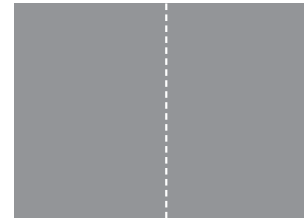


### QUARTER PAGE

Trim Size: W90 x H129mm  
Rate Card: £695

### QUARTER PAGE HORIZONTAL

Trim Size: W185 x H62mm  
Rate Card: £695



### DOUBLE PAGE SPREAD

Type Area: W400 x H277mm  
Trim Size: W420 x H297mm  
Bleed Size: W426 x H303mm  
Rate Card: £3,595



### HALF PAGE DOUBLE SPREAD

Type Area: W400 x H129mm  
Trim Size: W420 x H149mm  
Bleed Size: W426 x H155mm  
Rate Card: £1,995



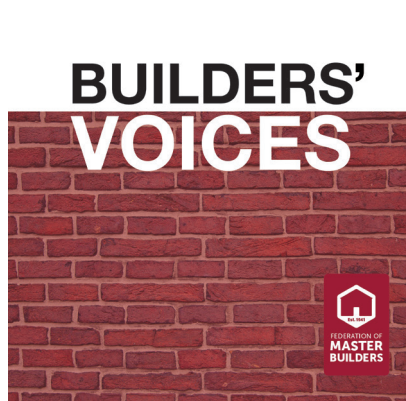
# PODCASTS

Launched in 2021, our Building Insights podcast series has interviewed key figures from the architecture and construction world on the topics that matter.

Subjects covered have included Passivhaus, offsite construction, tall buildings, fire safety, sustainability and wellness in housing and commercial buildings, stormwater management, and new Building Regulations updates.

Sponsoring a podcast or becoming an interviewee positions you/your company as technical experts in your field, strengthening your brand and commercial messaging with our listeners.

Please visit [www.netmagmedia.co.uk/home/podcast](http://www.netmagmedia.co.uk/home/podcast) to listen to our podcasts.



# ROUND TABLE EVENTS

Always looking for new ways to engage with our audience, SBH now hosts round table events. With constant updates to building regulations, round tables are an ideal way to gauge industry concerns/problems, to future-proof your marketing strategy. Hosted by our Editor, James Parker, we ask a diverse selection of our readers to attend, providing us with insights across the full spectrum of our audience. Sponsoring a round table enables you to position your brand/company as a voice of authority within the industry.

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

## THIS IS YOUR OPPORTUNITY TO...

- Champion specific subjects, demonstrate thought-leadership, and become a trusted partner and network with.
- 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/online article — providing a great branding opportunity.

Each round-table will normally consist of ten to twelve attendees and are hosted at a notable venue and chaired by a member of the SBH Editorial Team.

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

To find out more about our forthcoming events please contact our Publisher, Anthony Parker on 07787 192812.



# 2024 FEATURES LIST

## JANUARY/FEBRUARY

- STRUCTURAL COMPONENTS: BRICKS & BLOCKS
- HEATING, VENTILATION & AIR CONDITIONING: FIRES & FIREPLACES
- OUTDOOR LIVING
- INSULATION
- INTERIOR INSPIRATION: HOME OFFICE
- ASK THE EXPERT: STRUCTURAL FLOORING
- HOME STYLING

## MARCH/APRIL

- INTERIORS: BATHROOMS
- INTERIORS: STAIRS & STAIRCASES
- OUTDOOR LIVING
- SMART HOME TECHNOLOGY
- INTERIOR INSPIRATION: LIGHTING
- ASK THE EXPERT: KIT HOMES/ MODULAR SOLUTIONS
- HOME STYLING

## MAY/JUNE

- INDOOR AIR QUALITY
- OUTDOOR LIVING
- BUILDING ENVELOPE: NATURAL LIGHT
- DOORS & WINDOWS FOCUS
- SELFUILDER SURVEY: FUTUREPROOFING YOUR HOME FOR A LIFETIME
- INTERIOR INSPIRATION: KITCHENS/ DINING ROOMS
- ASK THE EXPERT: UNDERFLOOR HEATING
- HOME STYLING

## JULY/AUGUST

- BUILDING ENVELOPE: ROOFING
- FUTUREPROOFING YOUR HOME
- SITE PREPARATION: MANAGING WASTE WATER
- SAFETY, SECURITY & SMART HOMES: CONNECTED HOMES
- TIMBER
- INTERIOR INSPIRATION: LIVING ROOMS
- ASK THE EXPERT: FINANCE & INSURANCE
- HOME STYLING

## SEPTEMBER/OCTOBER

- BUILDING ENVELOPE: DOORS & WINDOWS
- INTERIORS: BATHROOMS
- BASEMENTS & FOUNDATIONS
- HEATING, VENTILATION & AIR CONDITIONING FOCUS
- INTERIOR INSPIRATION: BEDROOMS
- ASK THE EXPERT: PAINTING/FINISHES
- HOME STYLING

## NOVEMBER/DECEMBER

- FUTUREPROOFING YOUR HOME
- BUILDING ENVELOPE: NATURAL LIGHT
- INTERIORS: FLOORING
- HEATING, VENTILATION & AIR CONDITIONING: THERMAL COMFORT
- BUILDING ENVELOPE: SPOTLIGHT ON CLADDING
- INTERIOR INSPIRATION: OUTDOOR LIVING
- ASK THE EXPERT: ROOF DESIGN
- HOME STYLING

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