

SELF BUILD & DESIGN

MEDIA INFORMATION





EDITOR'S VIEW



This is an exciting time for selfbuilders. The idea of building your own home has never been more popular, with many keen to take on a project. A recent Mori poll found that one in eight Britons expects to research how to build their own home in the next 12 months. The survey also found that one in 50 expects to buy a building plot, obtain planning consent, or start or complete construction work on their new home in the coming year.

The government is encouraging this trend with new legislation requiring local planning policies to take into account demand for self and custom build plots. It has also set up initiatives to unlock land to supply tens of thousands of new homes a year for small, self, and custom builders. Meanwhile, a growing number of independent schemes are popping up all over the country. It all bodes well for the future of this important sector, especially if it is to help address the chronic national housing shortage.

SelfBuild & Design magazine has been helping readers to realise their own dream home for almost 20 years, and continues to educate, encourage and inspire. I hope that you too will be part of the self build success story.

Ross Stokes, EDITOR

“Every issue features real people building their dream home.”

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[Self build market]

An estimated 15-20,000 people build their own homes each year (renovation and conversion projects) – that is approximately 35% of the market for detached houses.

Britain's growing army of selfbuilders is inspired by television programmes and magazines like *SelfBuild & Design*. The term “self build” covers a wide range of different types of project. Perhaps only the minority of selfbuilders undertake all of the building construction work on their house.

All participate in finding a plot, raising finance, choosing the design and specification of the house, and purchasing structural materials, interior fittings and finishes, and landscaping.

18,000
self build planning applications (2015)*

35 %
of the market for detached houses

£4 billion
a year combined industry turnover*

20,000
self build homes a year by 2020*

*data from NaCSBA

We are a corporate partner of The National Custom & Self Build Association (NaCSBA) selfbuildportal.org.uk/partners

NaCSBA was set up by a network of companies and individuals with the common aim of promoting self build and custom build as a form of housing delivery that can make a major contribution to home building in the UK.

NaCSBA brings together developers, architects, planners, financial and warranty providers, manufacturers, self builders, community groups and local authorities to develop, share and promote best practice in self and custom build.

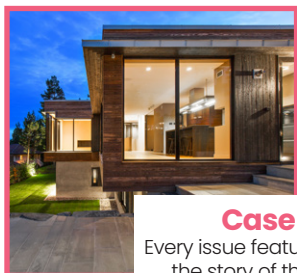


INSIDE EVERY ISSUE



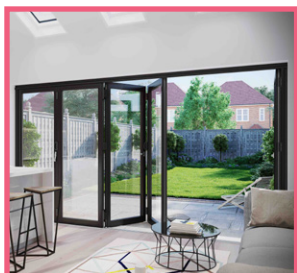
Expert advice

On the latest building methods, tips and services. Plus help on all aspects of design.



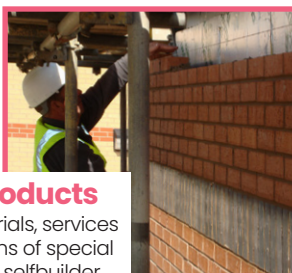
Case studies

Every issue features real people and the story of their dream builds.



Latest products

Products, materials, services and publications of special interest to the selfbuilder.



Showcase

The essential finishing touches to help complete the perfect build.



[What our readers say]

96%

keep the magazine for future reference

91%

read most of or all of the advertising pages

61%

regard the advertising as an essential source of information

The magazine

SelfBuild & Design is the essential magazine for anyone considering building, renovating or converting their home. Every issue showcases an array of beautiful case studies alongside practical guides and insightful expert advice.

Sold through all good newsagents and specialist retail outlets and by postal subscription.



12

issues per year

10,906

average monthly circulation (print & digital)



Member of the Audit Bureau of Circulations

ABC is an industry owned organisation that provides independently audited circulation figures for print and digital publications. Figures are audited to common standards and methods of measurement to provide objective and trustworthy circulation data for advertisers, agencies and others.



Finding a plot

PlotBrowser.com is the essential online plot service, produced by *SelfBuild & Design*. With thousands of plots, conversion and renovation opportunities listed nationwide – all available at the click of a button. This service is free to our readers and attracts thousands of visitors every day.

PlotBrowser www.plotbrowser.com

[The website]

Let us promote your business online at selfbuildanddesign.com, where visitors can find information on everything self build, from starting out to topping out. Packed with articles and inspiration to guide visitors through building their dream home, selfbuildanddesign.com is the ideal place to advertise your products.

[eMarketing Campaigns]

Online advertising

Advertising and sponsorship packages are tailored to meet client needs. Please contact Rachael Grignon to discuss. We offer two options for advertising your products via email.

eProduct Newswire

Our eProduct Newswire is sent monthly to current *SelfBuild & Design* magazine subscribers and recent PlotBrowser registrants promoting a maximum of 12 non-conflicting products.

Solus eNewsletter

A Solus eNewsletter is your opportunity to speak directly to our audience of selfbuilders.

To discuss a personalised eMarketing Campaign, or get a quote for a regular booking, email r.grignon@sbdonline.co.uk

57,000

recipients of our eProduct Newswire



Linked in

Our *SelfBuild & Design* **LinkedIn** page keeps followers up to date on the latest industry news, company developments and Show information. linkedin.com/company/selfbuild-&-design-magazine

SELF BUILD & DESIGN

[2021 FEATURES LIST]

Features/content can be subject to change



Technical information

Printing: Perfect bound

Copy format: To be supplied as a high-resolution PDF on email, CD or DVD. Mac originated work is also acceptable if produced using the following software: InDesign, Illustrator or Photoshop. In some cases PC originated work can be adapted for use. With the exception of PDFs, advertisers must include all necessary fonts, logos and high resolution (300dpi) images.

Advertising spec

Ad size (mm)	Width	Height
Double page spread	420*	297*
Full page	210*	297*
*Please add 3mm bleed around all sides		
Half page horizontal	190	130
Half page vertical	91	269
Quarter page	91	130

Design Service

Would you like to change your advertising style but don't know how or don't have the time? Let us do it for you! We have a full design studio, our own graphic designers and a wealth of marketing and design skills. This can all work for you – free of charge – please speak to Samantha Furniss: 01283 742974 or email: s.furniss@wwwonline.co.uk.

	Main feature	Focus	On Trend	Other features	Copy date	On sale
January 2021	Budgeting	Range cookers	Hallways	Building Regs	23rd September 2020	26th November 2020
February 2021	House design	External doors	Garages and sheds	Smart homes	22nd October 2020	30th December 2020
March 2021	Groundworks	Bath tubs	Walk-in wardrobes	Glazing	25th November 2020	28th January 2021
April 2021	Timber frame	Kitchen taps	Galleried landings	Steel frame	23rd December 2020	25th February 2021
May 2021	Masonry and ICFs	Fitted furniture	Bedroom features	Stair construction	21st January 2021	26th March 2021
June 2021	Eco building	Cooker hoods	Feature windows	Garages & sheds	25th February 2021	30th April 2021
July 2021	Landscaping	Garden lighting	Kitchen larders	Selfbuild – 1st steps	25th March 2021	28th May 2021
August 2021	Builders	Wall tiles	Balconies	Floor construction	21st April 2021	30th June 2021
September 2021	Conversions	Stairs	Vaulted spaces	MVHR	27th May 2021	30th July 2021
October 2021	Kitchen design	Kitchen lighting	Rooflines	Project management	24th June 2021	27th August 2021
November 2021	Heating (UFH, heat pumps, biomass etc)	Stoves & radiators,	Wet rooms	Loft conversions	28th July 2021	30th September 2021
December 2021	Roofing	Wooden floors	Home offices	Underfloor heating	26th August 2021	29th October 2021