

BMN

BUILDERS' MERCHANTS NEWS

2020 MEDIA INFORMATION

www.buildersmerchantsnews.co.uk



THE MAGAZINE

Builders' Merchants News is the leading business and marketing publication for UK builders' merchants. With over 40 years' experience bringing the industry the latest news, views and opinions, BMN helps enable merchants to grow and develop their businesses.

Each month BMN has focused editorial on the top news stories and industry challenges. It looks at the issues that are key to merchants such as best practice, how to increase profit and how to maximise their business. BMN also features company profiles and step-by-step guides to ensure that merchants have all the news and information that they need.

OUR READERS

BMN is read by the UK merchant sector, from Owners, Chairmen and Managing Directors through to branch management level, covering all of the key decision makers. BMN is read by independent and national UK merchants who want to keep abreast of issues, whether that be in print, online or via the BMN weekly e-newsletter. BMN's regularly updated social media platforms mean that all channels of information are covered providing a full package for merchants.

INDUSTRY PARTNERS

BMN is the 2020 Media Partner for the NMBS, the publication for the Worshipful Company of Builders Merchants and will once again work closely with the BMF (of which BMN are members) producing a number of exclusive supplements on their behalf. The BMF will continue to partner in the industry's long standing Awards produced by BMN; the Builders' Merchants Awards, now in their 19th year.

The close association that BMN has with these partners shows that BMN is the key publication for the industry.



"I don't do a lot of reading however one thing I do read cover to cover is the BMN. Its breadth of news and articles covering the building industry is excellent. Many people believe the building industry to be traditional and slow moving however after reading any publication of the BMN it is clear it is far from this. The BMN manage to showcase the industry and all that is good, moving, changing and innovative. The BMN provides useful and thought provoking articles that help me challenge the way I operate and run Bradfords."

David Young, Managing Director
Bradfords



"The BMN publication delivers a great monthly snapshot of the current market place with very readable content. It provides a good balance over the construction supply chain and offers a beneficial mix on current trending material within the industry."

Paul Bence, Managing Director
George Bence Group



CIRCULATION

7,977

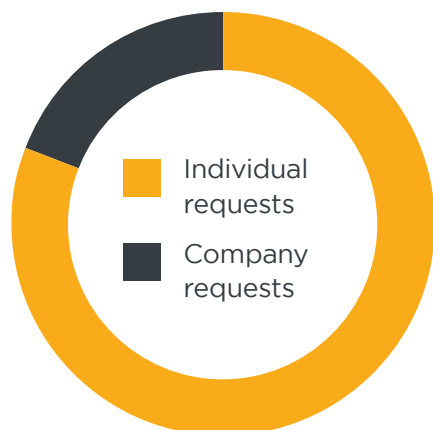
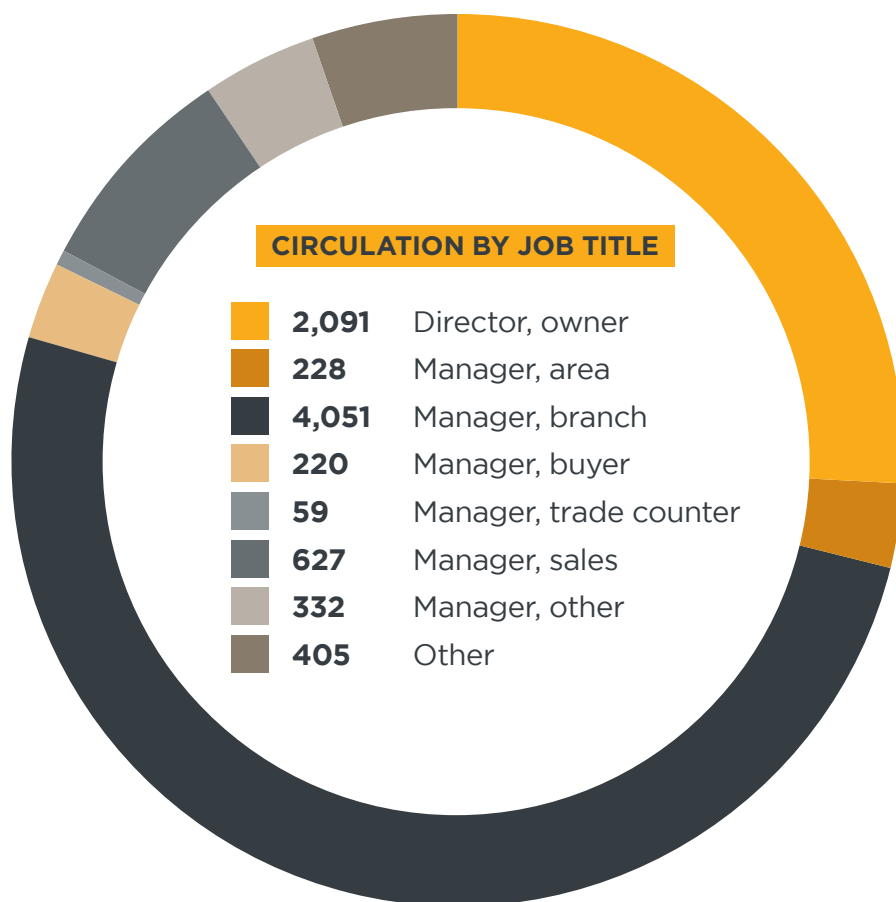
CIRCULATION
(average per issue)



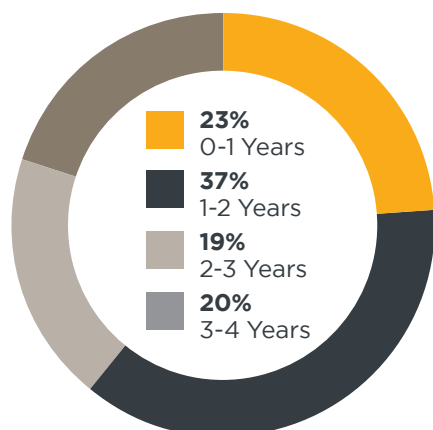
Builders' Merchants News is audited by the Audit Bureau of Circulation (ABC). Its strictly controlled and daily updated circulation is sent to over 8,000 people involved in the builders' merchant market.

BMN is 100% requested, meaning that every copy is guaranteed to go to a reader who works within the industry and has specifically requested the magazine. This means that we — and our advertisers — can be absolutely sure that our message is reaching the right people every single month.

CIRCULATION BY JOB TITLE



Controlled free requests	Total	
	Qty	%
Total	8,013	100
Individual Requests	6,496	81.1
Company Requests	1,517	18.9



Age of source controlled requests	Total	
	Qty	%
0-1 Years	1,843	23
1-2 Years	2,965	37
2-3 Years	1,522	19
3-4 Years	1,603	20

*ABC data 1 July 2018 – 30 June 2019

2020 FEATURE LIST

JANUARY

Editorial Copy Deadline: 26 November 2019

- » Adhesives, Sealants, Paints & Woodcare
- » Information Technology
- » Kitchens
- » Roofing & Insulation
- » Workwear & Tools

FEBRUARY

Editorial Copy Deadline: 3 January 2020

- » Floors, Doors & Windows
- » Heating
- » Landscaping & Gardening
- » NMBS Supplement (Strengthening Independents)

MARCH

Editorial Copy Deadline: 3 February 2020

- » Bricks, Blocks, Lintels, Cement & Aggregates
- » Timber
- » Transport, Storage & Display
- » Water Management (including Drainage)
- » Sustainability Supplement

APRIL

Editorial Copy Deadline: 2 March 2020

- » Plumbing
- » Information Technology
- » Roofing & Insulation
- » Leading Lights Supplement

MAY

Editorial Copy Deadline: 1 April 2020

- » Bathrooms
- » Fasteners & Fixings
- » Security
- » NMBS Supplement (Strengthening Independents)

JUNE

Editorial Copy Deadline: 1 May 2020

- » Adhesives, Sealants, Paints & Woodcare
- » Bricks, Blocks, Lintels, Cement & Aggregates
- » Health and Safety
- » NMBS 2020 Conference Guide

JULY/AUGUST

Editorial Copy Deadline: 1 June 2020

- » Drylining & Plasterboard
- » Information Technology
- » Landscaping & Gardening
- » Roofing & Insulation
- » NMBS 2020 Conference Review

SEPTEMBER

Editorial Copy Deadline: 3 August 2020

- » Floors, Doors & Windows
- » Heating
- » Timber
- » Transport, Storage & Display
- » Water Management (including Drainage)
- » IPG Supplement

OCTOBER

Editorial Copy Deadline: 1 September 2020

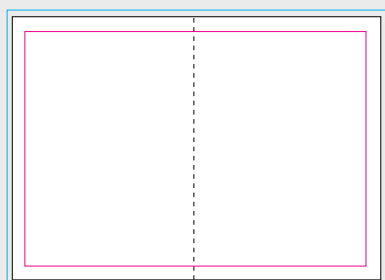
- » Adhesives, Sealants, Paints & Woodcare
- » Information Technology
- » Kitchens
- » Plumbing
- » Security
- » Training Supplement

NOVEMBER/DECEMBER

Editorial Copy Deadline: 1 October 2020

- » Bathrooms
- » Fasteners & Fixings
- » Security
- » NMBS Special: Strengthening Independents
- » Builders' Merchants Awards Winners Brochure
- » 2021 Year Planner

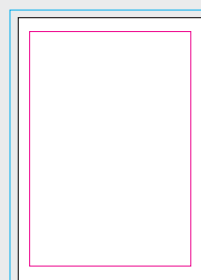
DISPLAY RATES & MECHANICAL DATA



DOUBLE PAGE SPREAD

£4,727

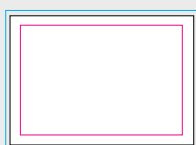
Height x width (mm)
Type 318 x 470
 Trim 340 x 490
 Bleed 346 x 496



FULL PAGE

£2,678

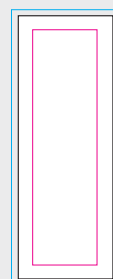
Height x width (mm)
Type 318 x 225
 Trim 340 x 245
 Bleed 346 x 251



HALF PAGE HORIZONTAL

£1,575

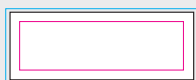
Height x width (mm)
Type 155 x 225
 Trim 167 x 245
 Bleed 173 x 251



HALF PAGE VERTICAL

£1,575

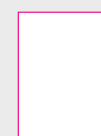
Height x width (mm)
Type 318 x 110
 Trim 340 x 120
 Bleed 346 x 126



QUARTER PAGE HORIZONTAL

£916

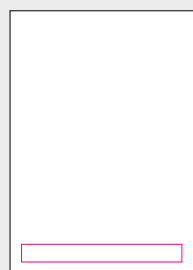
Height x width (mm)
Type 75 x 225
 Trim 87 x 245
 Bleed 93 x 251



QUARTER PAGE PORTRAIT

£916

Height x width (mm)
Type 150 x 110



FRONT COVER ADVERT

£2,126

Height x width (mm)
Type 30 x 215



QUARTER PAGE STRIP VERTICAL

£916

Height x width (mm)
Type 318 x 52.5
 Trim 340 x 62.5
 Bleed 346 x 68.5

ADVERTISING OPTIONS

SPECIAL POSITIONS: **PRINT**



WRAPAROUND COVER

£6,000

Printed on heavier grade paper than the usual pages of BMN, advertising space includes the front cover, inside front cover, inside back cover and outside back cover.*



INSIDE FRONT GATEFOLD

£5,500

Advertising space includes the inside front cover opening to a double page spread (3 pp in total).



DPS BELLYBAND

£5,050

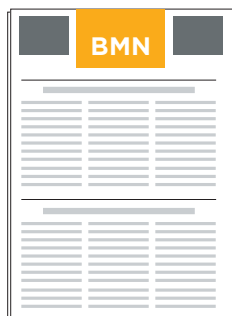
Bellyband stuck to a double page spread in the centre of BMN. This allows the magazine to open to the DPS without removing the bellyband.



BELLYBAND AROUND BMN

£2,095

A self-stuck bellyband around the whole issue.



EARPIECES ADVERTISING

£500 PER MONTH

Dimensions:
Height x width (mm)
40 x 50



POSTCARD ON FULL PAGE AD

£3,750

Postcard attached to a full page advert within BMN. Client to supply the postcard.



3 CONSECUTIVE HP ADS

£6,240

Three half page vertical strip ads to run on consecutive outside pages of the magazine.



3 CONSECUTIVE QP ADS

£4,050

Three quarter page vertical strip ads to run on consecutive outside pages of the magazine.

* BMN Header to appear in situ at the top of the cover page as per brand requirements.

ADVERTISING OPTIONS

SPECIAL POSITIONS: **PRINT**



**BOOKENDS:
2 X HP
VERTICAL
ADVERTS**

£4,160

Bookend Adverts across a double page spread — two vertical half page adverts.



**BOOKENDS:
2 X QP
VERTICAL
ADVERTS**

£2,700

Bookend Adverts across a double page spread — two vertical quarter page adverts.



INSERTS IN BMN

£ PRICE ON REQUEST

Price dependent on size and weight of the insert you would look to place in the magazine.



**SPONSORSHIP OF THE
BMN POLYBAG**

£3,900/6 MONTHS

Minimum of six months, two colours — black plus one Pantone.

Large strip advert that runs across the whole length of the polybag.

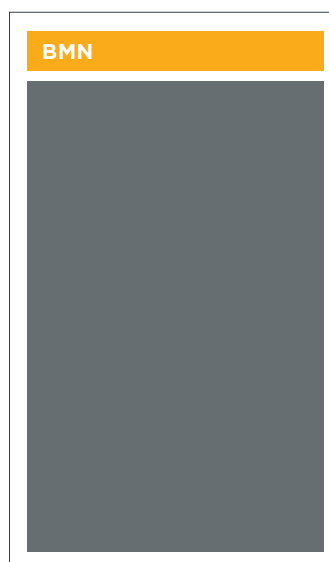
SPECIAL POSITIONS: **DIGITAL**



SKIN HOMEPAGE TAKE OVER

£ 2,200/PCM

Run of site — advertising to appear on the sides of BMN website and leaderboard position.



SOLUS E-SHOTS

£ 1,500

A solus branded e-shot (BMN logo embedded in copy) sent to the BMN weekly newsletter data list.

DIGITAL ADVERTISING

For 2020 we've re-designed our website and e-newsletter so that readers can get easier access to all our content at the click of a button, making it more mobile-friendly and even easier to navigate, at the office or on the go. We've also optimised our ad sizes, giving advertisers more visibility across our digital platforms.

BMN WEBSITE

www.buildersmerchantsnews.co.uk is the key website for finding up-to-date information on the builders' merchant sector. The website is an excellent tool for breaking news, to launch new products and promoting sales messages to the merchant sector.

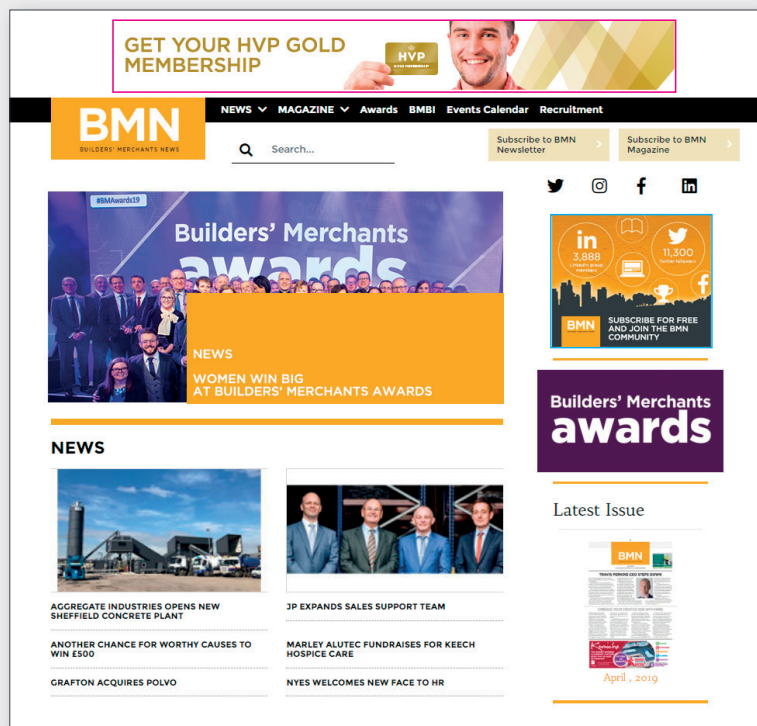
Rollover the rectangles below to see them in situ:

Leaderboard: 728 (w) x 90 (h) pixels

£1500 per month

MPU: 300 (w) x 250 (h) pixels

£1250 per month



E-NEWSLETTER ADVERTISING

Every week Builders' Merchants News produces a weekly e-newsletter delivering up-to-date news and information straight to registered recipients' inboxes. There are advertising options available providing a great way to reach merchants while they are reading their weekly update.

Leaderboard: 650 (w) x 80 (h) px:

£1500 per month

MPU: 300 (w) x 250 (h) pixels:

£1250 per month



CLASSIFIED & RECRUITMENT ADVERTISING

RECRUITMENT PRINT ADVERTS

The recruitment section of BMN is the perfect place to recruit new staff as they are reading the magazine. The online Recruitment page of the BMN website is perfect to catch those who are actively looking for a new role.

Full Page: £2,500

Half Page: £1,400

Quarter Page: £750

Online: £250

Full job description, company logo
and hyperlinked contact information.

SHOWCASE

The **Showcase** section is dedicated to promoting products and promotional literature. Each panel consists of approximately 100 words, full image and contact details.

Cost: £175 per entry — includes FREE online listing.



All roles included in print adverts will be listed on the recruitment page of the BMN website.

For an additional £150 your vacancy can be featured on the weekly enewsletter with a link to the job listing.



2021 YEAR PLANNER

The **BMN Year Planner** provides the perfect opportunity to have your sales message in front of merchants all-year-round.

Cost: £730 per panel,
£2 per day!

BMN

BUILDERS' MERCHANTS NEWS

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Builders' Merchants
awards

BMN is the host of the
Builders' Merchants Awards

Builders' Merchants News

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