

BMN

BUILDERS' MERCHANTS NEWS

2021 MEDIA INFORMATION

www.buildersmerchantsnews.co.uk



EDITORIAL CONTACT DETAILS

Editor:

Tim Wood

Tel: 07951 742562

t.wood@hgluk.com

Online Deputy Editor:

Nicolas Chinardet

Tel: 020 7973 4692

n.chinardet@hgluk.com

ADVERTISING CONTACT DETAILS

Associate Publisher:

Lucyanne Matthews

Tel: 0207 973 4639

l.matthews@hgluk.com

Commercial Manager:

Ellen Walton

Tel: 07827 243527

e.walton@hgluk.com

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.

BMN's editorial focuses on the top news stories and industry challenges. It looks at the issues merchants face and guides on best practice within the sector. BMN covers a large variety of product areas from lightside to heavyside, transport to green energy efficiency and always keeps readers up to date of new legislation and regulations.

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 2021 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 20th year.

BMN also partners with h&b and The IPG on special projects such as the IPG Supplement this February.

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, CEO
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

8,390

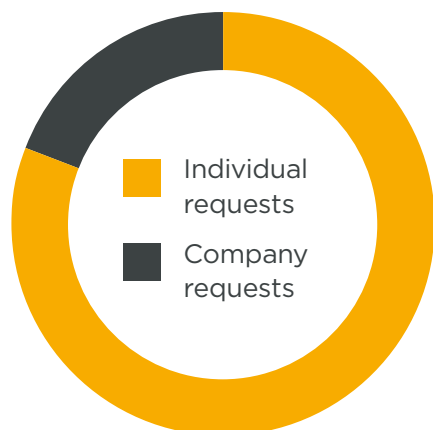
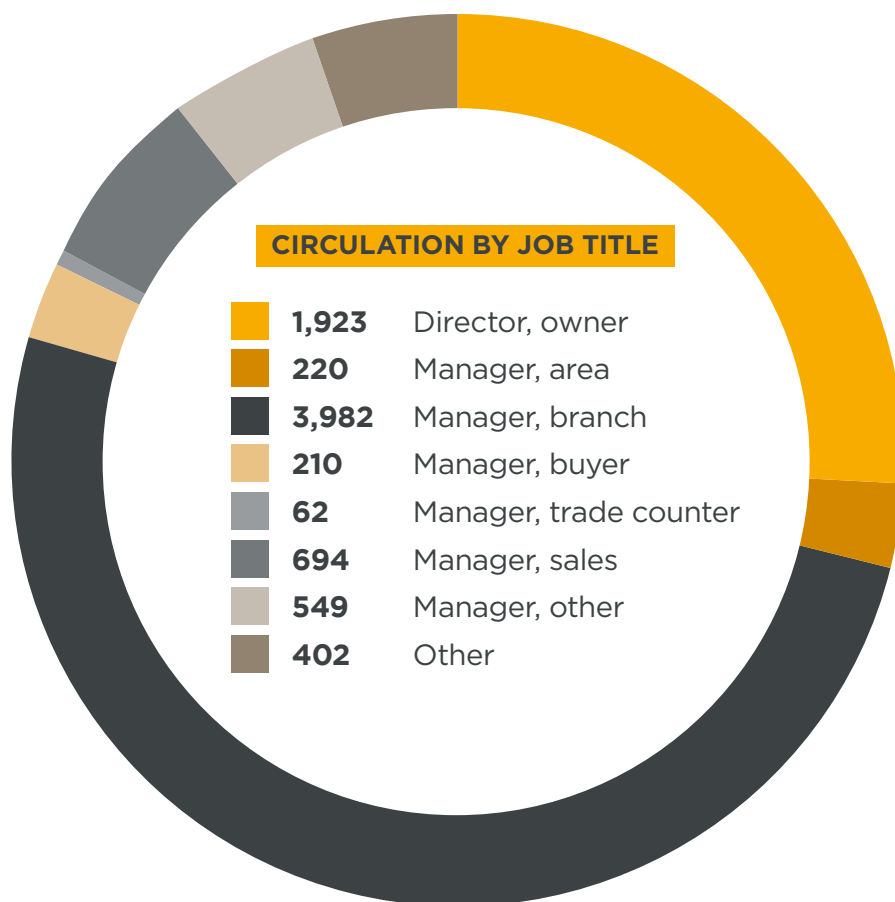
CIRCULATION
(average per issue)



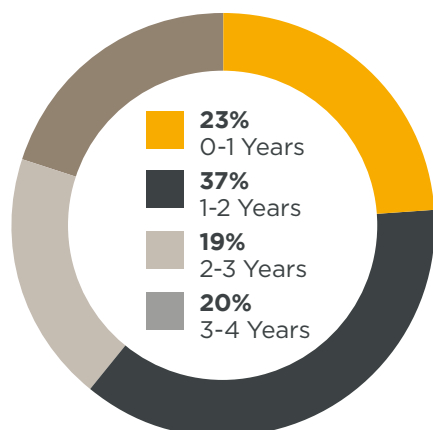
Builders' Merchants News is audited by the Audit Bureau of Circulation (ABC). Its strictly controlled and daily updated circulation is sent to over 8,000 people involved in the builders' merchant market.

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	8,146	100
Individual Requests	6,665	81.1
Company Requests	1,377	18.9



Age of source controlled requests	Total	
	Qty	%
0-1 Years	1,843	27
1-2 Years	2,965	40
2-3 Years	1,522	21
3-4 Years	1,603	11

*ABC data 1 July 2019 - 30 June 2020

2021 FEATURE LIST

JANUARY

Editorial Copy Deadline: 7 January 2021

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

FEBRUARY

Editorial Copy Deadline: 8 February 2021

- » Floors, Doors & Windows
- » Heating
- » Landscaping & Gardening
- » IPG Supplement

MARCH

Editorial Copy Deadline: 8 March 2021

- » Bricks, Blocks, Lintels, Cement & Aggregates
- » Sustainability
- » Timber
- » Transport, Storage & Display
- » Water Management (including Drainage)
- » Builders' Merchants Awards Finalists Brochure

APRIL

Editorial Copy Deadline: 6 April 2021

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

MAY

Editorial Copy Deadline: 30 April 2021

- » Bathrooms
- » Fasteners & Fixings
- » Security
- » Builders' Merchants Awards Winners Brochure

JUNE

Editorial Copy Deadline: 21 May 2021

- » Adhesives, Sealants, Paints & Woodcare
- » Bricks, Blocks, Lintels, Cement & Aggregates
- » Health & Safety

JULY/AUGUST

Editorial Copy Deadline: 19 July 2021

- » Drylining & Plasterboard
- » Information Technology
- » Landscaping & Gardening
- » Roofing & Insulation

SEPTEMBER

Editorial Copy Deadline: 20 August 2021

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

OCTOBER

Editorial Copy Deadline: 20 September 2021

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

NOVEMBER/DECEMBER

Editorial Copy Deadline: 8 November 2021

- » Bathrooms
- » Fasteners & Fixings
- » Security
- » NMBS Special: Strengthening Independents
- » 2021 BMF Conference Review
- » 2022 Calendar

DISPLAY RATES & MECHANICAL DATA

All measurements height x width (mm)

DOUBLE PAGE SPREAD £4,727

Type 318 x 470
Trim 340 x 490
Bleed 346 x 496

FULL PAGE £2,678

Type 318 x 225
Trim 340 x 245
Bleed 346 x 251

HALF PAGE (HORIZONTAL) £1,575

Type 155 x 225
Trim 167 x 245
Bleed 173 x 251

HALF PAGE (VERTICAL) £1,575

Type 318 x 110
Trim 340 x 120
Bleed 346 x 126

QUARTER PAGE (PORTRAIT) £916

Type 150 x 110

QUARTER PAGE (HORIZONTAL) £916

Type 75 x 225
Trim 87 x 245
Bleed 93 x 251

QUARTER PAGE (VERTICAL) £916

Type 318 x 52.5
Trim 340 x 62.5
Bleed 346 x 68.5

FRONT COVER STRIP ADVERT £2,678

Type 30 x 215

FRONT COVER EARPIECE £500

Type 43 x 50

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).



BELLYBAND WITH DPS

£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.



INSERTS

£ PRICE ON REQUEST

Price dependent on size and weight.

DIGITAL ADVERTISING OPTIONS

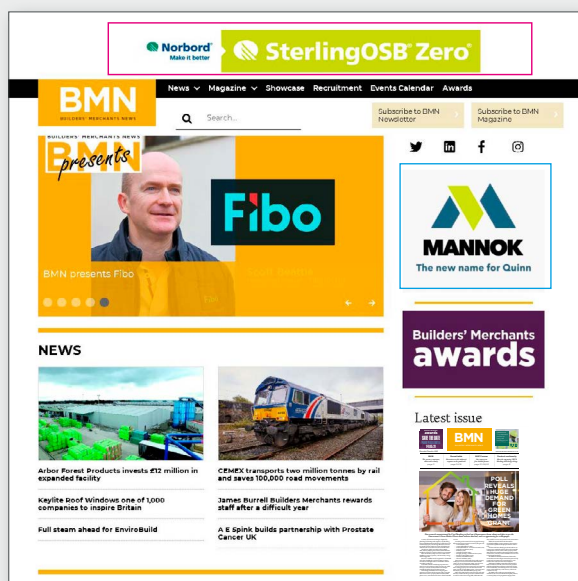
BMN WEBSITE

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
£1,500 per month

MPU: 300 (w) x 250 (h) pixels
£1,250 per month



WEBSITE SKIN



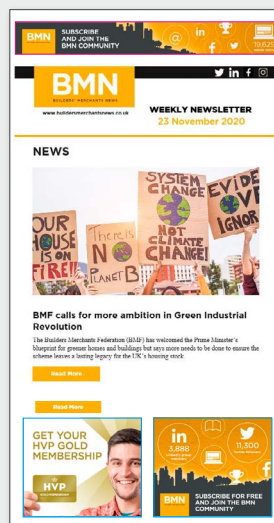
Skin: Run of site — advertising to appear on the sides of BMN website and leaderboard position.
£2,200 per month

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:
£1,500 per month

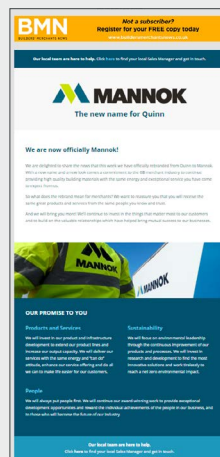
MPU: 300 (w) x 250 (h) pixels:
£1,250 per month



SOLUS E-SHOTS

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

£1,500



CLASSIFIED & RECRUITMENT ADVERTISING

SHOWCASE

The classified Showcase section is for the promotion of products and promotional literature. Each panel consists of 100 words, image and contact details. A longer entry also appears online under the Showcase tab on the BMN website.

Cost: £175

(Online only: £100)



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



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 newsletter with a link to the job listing.



2022 BMN CALENDAR

The BMN Calendar format allows twelve advertisers (one per month) an exclusive opportunity to be in front of merchants. The A4 sized Wall Calendar has a month to view and is sold on a first come first served basis.

Cost for one month: £1,750



BMN Presents Is a perfect way to get a unique message out to the industry across all formats, print, online and via social media. Each *BMN presents* video is an interview with Tim Wood, via a virtual platform that is then embedded into the digital version of BMN, within your print or advertorial page. The interview with Tim Wood is a brilliant way to introduce a new product, or big event such as a name change or new company launch. The package includes a 5 question edited video, two short teasers to use across social media, a full page print advertisement, full coverage on the BMN website, and coverage across all of BMN's social media platforms.

Cost: £2,995

ROUND TABLE DEBATES

■ Builders' Merchants News/Britain round table

November/December 2020

"The key to our whole industry is talking to each other"

Builders' Merchants News and Britain, the UK's largest supplier of showers, taps and bathroom accessories, jointly hosted a virtual round table on 10 November 2020 to discuss the ongoing issues faced by builders' merchants and construction materials suppliers as they strive to keep the UK merchant sector on track throughout the Coronavirus pandemic. BMN editor, Tim Wood, who chaired the event, reports.

When Britain's construction sector was hit by the coronavirus pandemic, it was a disaster for many in the industry. But for the suppliers of the industry, it was a challenge. The industry has been hit hard, but it is not all doom and gloom. There are still opportunities for growth, and the industry is resilient. The key to our whole industry is talking to each other. We need to work together to overcome the challenges we are facing. We need to share our experiences and learn from each other. We need to be transparent and honest. We need to be open to change and innovation. We need to be flexible and adaptable. We need to be resilient and strong. We need to be united and powerful. We need to be the best. We need to be the future. We need to be the winners. We need to be the champions. We need to be the leaders. We need to be the best. We need to be the future. We need to be the winners. We need to be the champions. We need to be the leaders.

The panel:

- Ian Hurrell, Vice President of Builders' Merchants
- Gareth Griffiths, Sales Director, Builders' Merchants
- John Newman, CEO, Builders' Merchants
- Robin Brad, Chairman, Builders' Merchants
- Andrew Roberts, CEO, Builders' Merchants
- Simon Blyth, Managing Director, Builders' Merchants
- Paul Roberts, Managing Director, Builders' Merchants
- Tim Wood, Editor, Builders' Merchants

Hosted by Tim Wood, Editor, Builders' Merchants News

November/December 2020

Builders' Merchants News/Britain round table

Regular engagement with customers

Tim Wood: "The key to our whole industry is talking to each other. We need to work together to overcome the challenges we are facing. We need to share our experiences and learn from each other. We need to be transparent and honest. We need to be open to change and innovation. We need to be flexible and adaptable. We need to be resilient and strong. We need to be united and powerful. We need to be the best. We need to be the future. We need to be the winners. We need to be the champions. We need to be the leaders."

John Newman: "We need to be transparent and honest. We need to be open to change and innovation. We need to be flexible and adaptable. We need to be resilient and strong. We need to be united and powerful. We need to be the best. We need to be the future. We need to be the winners. We need to be the champions. We need to be the leaders."

Simon Blyth: "We need to be transparent and honest. We need to be open to change and innovation. We need to be flexible and adaptable. We need to be resilient and strong. We need to be united and powerful. We need to be the best. We need to be the future. We need to be the winners. We need to be the champions. We need to be the leaders."

Paul Roberts: "We need to be transparent and honest. We need to be open to change and innovation. We need to be flexible and adaptable. We need to be resilient and strong. We need to be united and powerful. We need to be the best. We need to be the future. We need to be the winners. We need to be the champions. We need to be the leaders."

Gareth Griffiths: "We need to be transparent and honest. We need to be open to change and innovation. We need to be flexible and adaptable. We need to be resilient and strong. We need to be united and powerful. We need to be the best. We need to be the future. We need to be the winners. We need to be the champions. We need to be the leaders."

Ian Hurrell: "We need to be transparent and honest. We need to be open to change and innovation. We need to be flexible and adaptable. We need to be resilient and strong. We need to be united and powerful. We need to be the best. We need to be the future. We need to be the winners. We need to be the champions. We need to be the leaders."

Andrew Roberts: "We need to be transparent and honest. We need to be open to change and innovation. We need to be flexible and adaptable. We need to be resilient and strong. We need to be united and powerful. We need to be the best. We need to be the future. We need to be the winners. We need to be the champions. We need to be the leaders."

Round Table Debates are an unrivalled opportunity to sit down with your customers (and potential customers) to talk about a variety of topics and gain knowledge of views in the industry. A Round Table Debate can cover any relevant topic such as IT, Heavyside, COVID or Brexit, for example. BMN will work with each sponsor to hand pick the right selection of industry people that will encourage a good debate. Delegates are invited to the debate by BMN. The debate is hosted by Tim Wood (BMN Editor) and can be either a live event with lunch and networking, or a virtual event. The debate is written up on a double page spread within BMN and it is promoted via the BMN website and social media channels.

Cost: £4,500

Builders' Merchants awards



The Builders' Merchants Awards are the key all-industry event of the year gathering merchants and suppliers together to celebrate their hard work and achievement throughout the year.

The Awards are seen as the pinnacle event of the merchant year, where winning an award is highly coveted and the diverse range of award categories reflects the dynamic nature of our industry. The Builders' Merchants Awards are judged by a panel of independent industry experts who have vast experience and extensive knowledge of the builders' merchants sector and the wider construction industry.

The Builders' Merchants Awards are THE industry Awards so get involved with the celebration of your industry.

Sponsorship opportunities are available and include full category sponsorship, or support sponsorship options.

Visit the awards website at
www.merchants-awards.co.uk

“

“The Builders' Merchants Awards are the must-attend event each year, as not only is it an important opportunity for the industry to celebrate the success of our industry but it is also a fantastic networking event.”

Andy Williamson
SIG

”

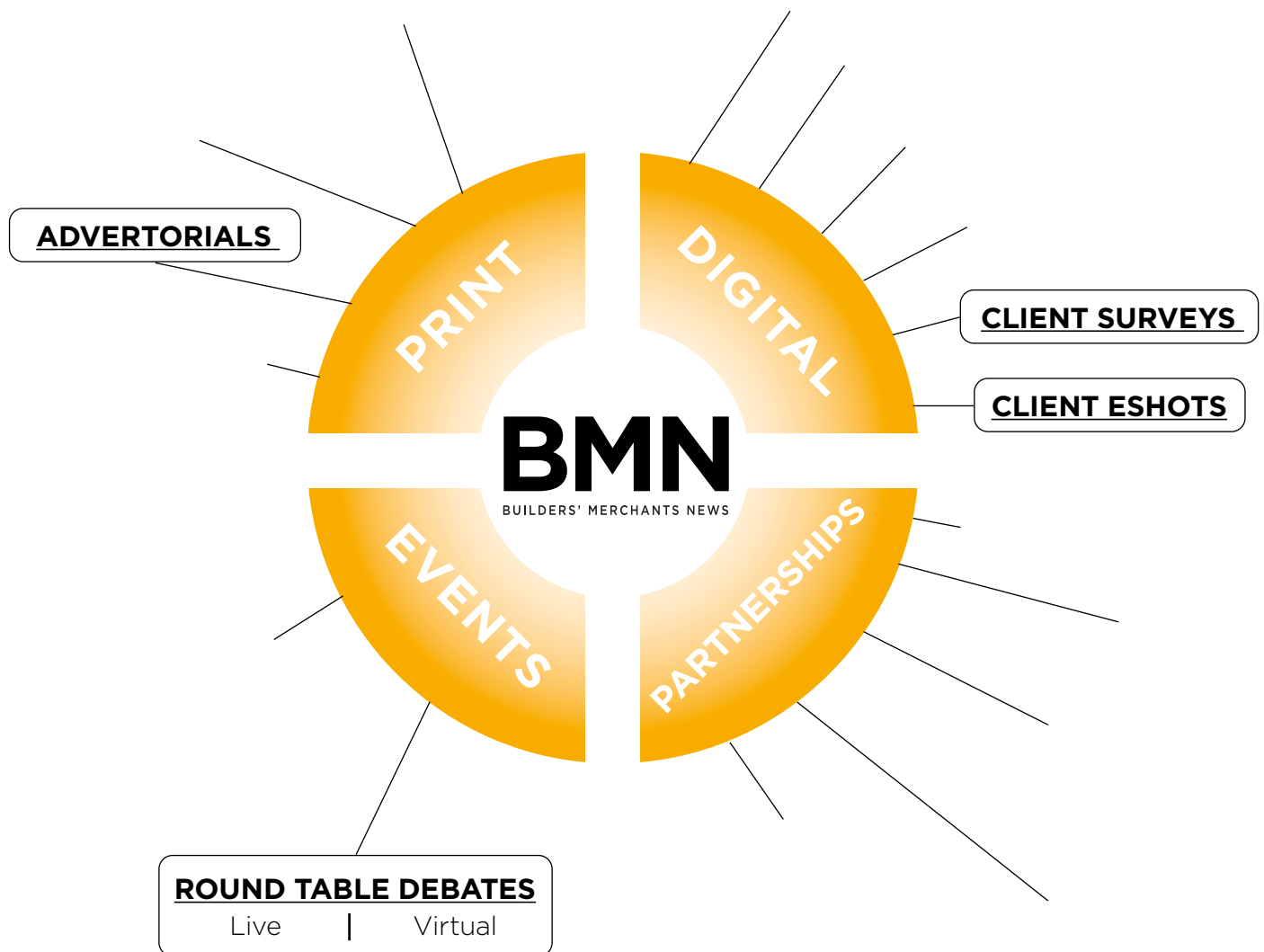
“

“We are delighted to be able to sponsor a category that rewards individuals for their efforts with the award going to a very worthy winner. The awards are well organised and well attended with the BMN team working hard to ensure success.”

Mark Hall, Managing Director
SRS Recruitment Solutions

”

PRODUCTS & SERVICES



Builders' Merchants News

Hemming Media, 32 Vauxhall Bridge Road, London SW1V 2SS
Tel: 020 7973 6400 | www.buildersmerchantsnews.co.uk



@BMerchantsNews



Builders' Merchants News