

BMN

BUILDERS' MERCHANTS NEWS

2022 MEDIA INFORMATION

www.buildersmerchantsnews.co.uk



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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 2022 Media Partner for the NMBS and the official publication for the Worshipful Company of Builders' Merchants. BMN also partners with IBC, h&b and the IPG on special projects. BMN will once again work closely with the BMF, of which BMN are service members.

BMN produce a number of exclusive supplements for the BMF and work together on key projects such as the Top 100 Merchant Influencers. The BMF will continue to be a partner of the Builders' Merchants Awards produced by BMN and now in their 21st year. The close association that BMN has with these partners evidences 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, Group 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

7,062

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 7,000 people involved in the builders' merchant market.

CIRCULATION BY JOB TITLE

1,196	Director, owner
175	Manager, area
2,066	Manager, branch
148	Manager, buyer
43	Manager, trade counter
544	Manager, sales
415	Manager, other
309	Other

AGE OF SOURCE CONTROLLED REQUESTS

12%	0-1 Years
19%	1-2 Years
31%	2-3 Years
35%	3-4 Years
3%	4-5 Years

*ABC data July 2020 - June 2021

2022 FEATURE LIST

JANUARY

Editorial Copy Deadline: 20 December 2021

- » Adhesives, Sealants, Paints, and Woodcare
- » Information Technology
- » Roofing and Insulation
- » Workwear and Tools
- » Irish Supplement

FEBRUARY

Editorial Copy Deadline: 31 January 2022

- » Transport, Storage, and Display
- » Floors, Doors, Windows, and Security
- » Heating
- » Landscaping and Gardening
- » 20th Builders' Merchants Awards Winners Brochure

MARCH

Editorial Copy Deadline: 28 February 2022

- » Bricks, Blocks, Lintels, Cement, and Aggregates
- » Timber and Joinery
- » Drainage and Water Management
- » Drylining, Plaster, and Plasterboard
- » Sustainability Supplement

APRIL

Editorial Copy Deadline: 28 March 2022

- » Plumbing
- » Information Technology
- » Roofing & Insulation
- » Renewables
- » 2022 Builders' Merchants Awards Launch Brochure

MAY

Editorial Copy Deadline: 29 April 2022

- » Kitchens & Bathrooms
- » Fasteners & Fixings
- » Repair, Maintenance & Improvement
- » Recruitment
- » Top 100 Merchant Influencers Brochure

JUNE

Editorial Copy Deadline: 26 May 2022

- » Adhesives, Sealants, Paints, and Woodcare
- » Bricks, Blocks, Lintels, Cement, and Aggregates
- » Health and Safety
- » 2022 NMBS Conference Guide

JULY/AUGUST

Editorial Copy Deadline: 18 July 2022

- » Drylining, Plaster & Plasterboard
- » Information Technology
- » Landscaping & Gardening
- » Roofing & Insulation
- » NMBS 2022 Conference Review

SEPTEMBER

Editorial Copy Deadline: 26 August 2022

- » Heating
- » Timber & Joinery
- » Transport, Storage & Display
- » Drainage and Water Management

OCTOBER

Editorial Copy Deadline: 26 September 2022

- » Adhesives, Sealants, Paints & Woodcare
- » Information Technology
- » Plumbing
- » Floors, Doors, Windows, and Security

NOVEMBER/DECEMBER

Editorial Copy Deadline: 21 November 2022

- » Kitchens & Bathrooms
- » Fasteners & Fixings
- » Sustainability
- » Training
- » 2022 Builders' Merchants Awards Winners Brochure
- » 2023 Year Planner

JANUARY 2023

Editorial Copy Deadline: 20 December 2022

- » A Year in Merchanting Supplement

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

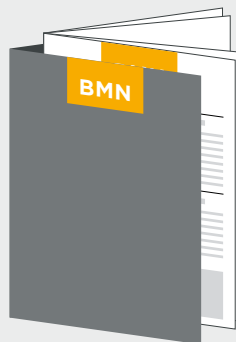
Type 30 x 215

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 (4pp in total).



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.

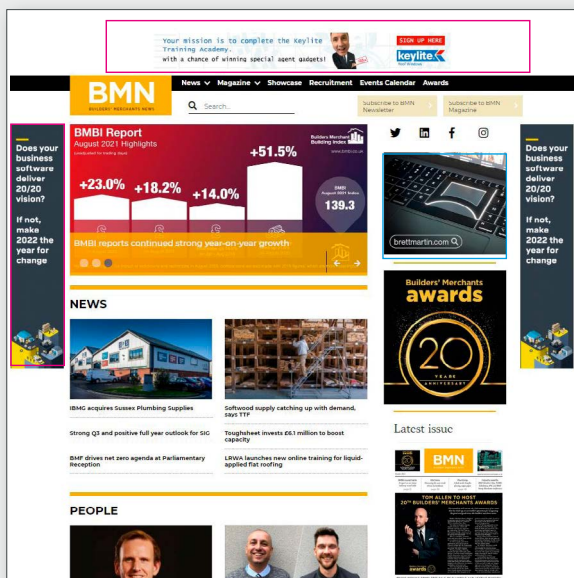
Rollover the rectangles below to see them in situ:

Leaderboard: 728 (w) x 90 (h) pixels
£1,500 per month

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

Skyscrapers: 130 (w) x 600 (h) pixels
£1,500 per month

Skyscraper Bookends: 130 (w) x 600 (h) pixels x 2
£2,500 per month

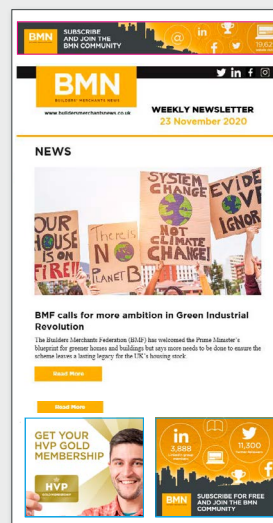


E-NEWSLETTER ADVERTISING

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

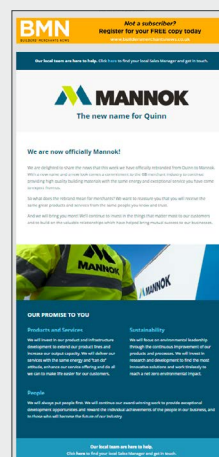
MPU: 300 (w) x 250 (h) pixels:
£1,250 per month



SOLUS E-SHOTS

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

£1,500

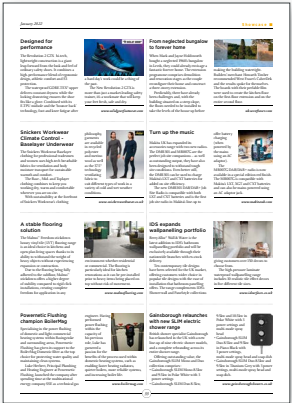


CLASSIFIED & RECRUITMENT ADVERTISING

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 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 Listing: £250

Job of the Week Newsletter Promotion
+£150 per week



2023 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!



2022 MEDIA INFORMATION

Cost: £2,995

[illegible]

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

"BMN celebrates the best of the building materials industry through the Builders' Merchants Awards and we are extremely proud to be their longstanding partner. Like the the BMF, the Awards promote excellence in materials supply. This supportive ethos runs through the publication year-round, making it an essential journal for the whole industry."

John Newcomb, Chief Executive
Builders Merchants Federation

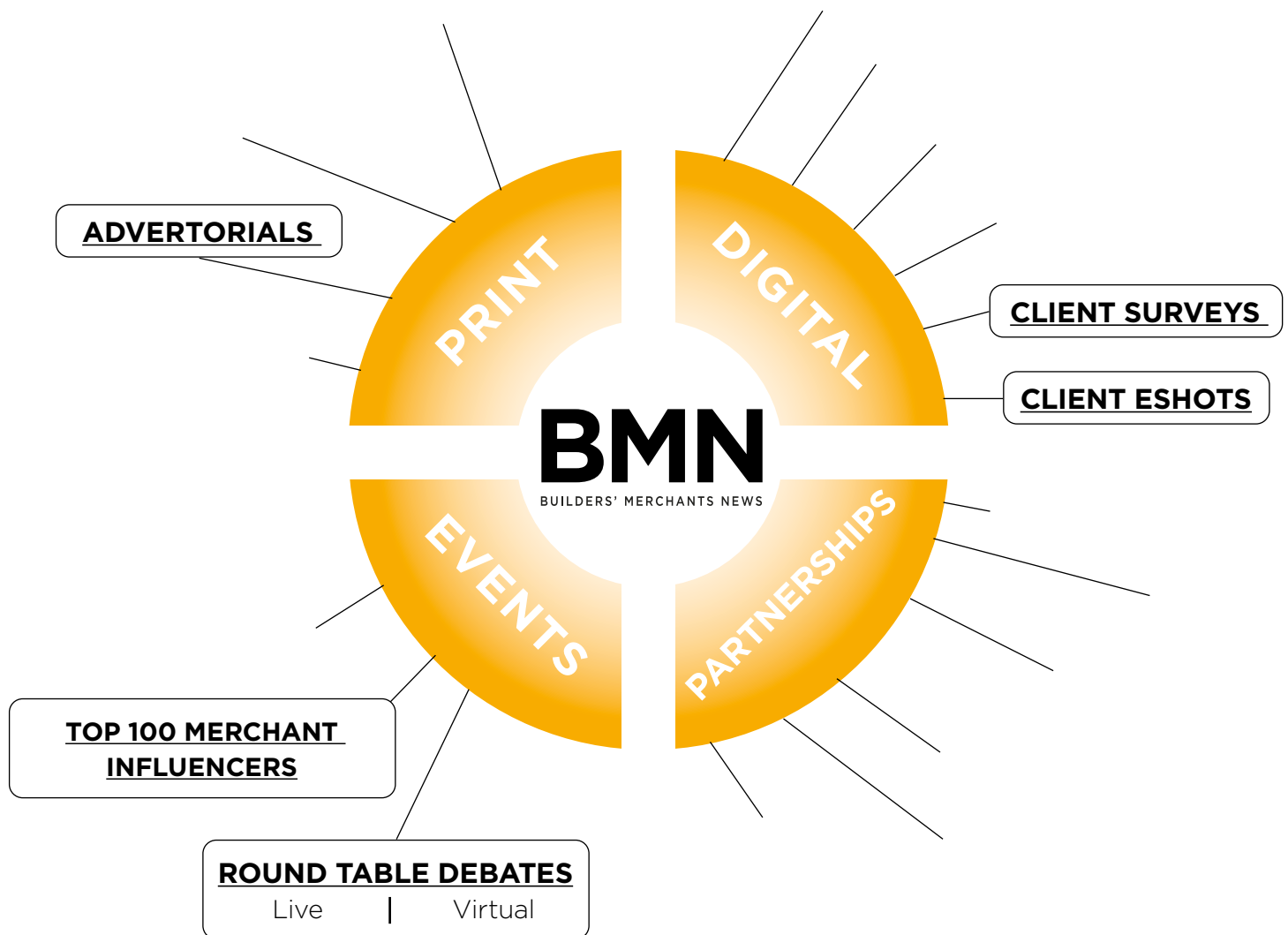
"The BMN awards are an established and very integral part of recognising excellence within the builders merchants industry at both a company and individual level. The entries are always of the highest class, with some amazing ideas and examples of great customer service. At NMBS we are proud to support such a worthwhile initiative and look forward to congratulating all the winners for 2021."

Chris Hayward, Managing Director
NMBS

"When David Wilson first spoke to me about his idea of the Awards some 20+ years ago who knew it would have grown to the scale it is today. The awards rightly highlight the fantastic contribution both individuals and businesses make to the art of builders merchanting and I am honoured to have been a supporter of it since its inception. The Awards event itself is one of the highlights of the year, a must attend event, bringing together our great industry to celebrate these successes. To be nominated for a Builders Merchant Award is a great achievement but to win fantastic and something many of our industry aspire to."

Andy Williamson, Commercial Director
SIG UK

PRODUCTS & SERVICES



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