

Building Guide... NOW RETAIL



THE BUILDING GUIDE IS THE SINGLE MOST TARGETED MEDIA AVAILABLE FOR COMPANIES SELLING BUILDING PRODUCTS TO PEOPLE DOING BUILDING WORK.

The Building Guide has been the essential building guide for the New Zealand public for over 24 years.

We pride ourselves on the advice we give, with help from leading industry organisations, to assist with homeowners undertaking building projects.

Published throughout the country, going to separate regions on an annual or quarterly basis, the Building Guide will help you put your products & services in front of people who are **ACTIVELY DOING BUILDING WORK**.

Media Kit Building Guide

www.buildingguide.co.nz

as of September 2012

The year ahead

Building has faced its toughest time in a decade, however we have seen a slight improvement in 2012 – the good news for the industry is the increasing housing shortage developing, especially for Auckland, the remedial work needed for houses built between 1940 and 1970 (BRANZ report Aug, 2009), Leaky Homes remedial work and, of course, the aftermath of the Christchurch Earthquakes. In total, there is around \$25 billion worth of residential work, over and above normal building levels.

If you're still in the game, you'll know that the only way to survive is to keep on top of costs, fight for every bit of revenue and keep marketing your brand.

To minimise your marketing budgets, you need efficient advertising & media and to specifically target your consumer through the right channels. So why us, then?

The Building Guide website targets homeowners during information gathering, planning and product selection. The Building Guide magazine targets homeowners during planning, product selection and construction. Product selection – the key item for anyone supplying building products to homeowners, takes place across planning and construction, so both media are hitting people while they're buying.

In short, the magazine targets homeowners who are actually doing work, in their region and for a year. It is simply the best targeted, most efficient and most cost-effective medium out there.

Why YOU should advertise in the Building Guide

- People reading it are actually doing work – Building Guide is the only publication that can guarantee this, with 80% of our readers building within months*
- Expert editorial – including editorial by councils and all checked by councils and industry bodies including CBANZ, RMB, NZIA, ADNZ
- Great “easy to use” design
- Up to 2 years shelf life: it is used by people as a planning and reference tool so they keep it and continue to refer to it
- With an estimated readership of 4 per magazine, we estimate the publication has a national readership total of approx. 400,000 people
- Broad distribution and highly targeted. Councils, Home Ideas Centres, Registered Master Builders and Certified Builders and website requests.
- Directly targeting the homeowner prior to them embarking on a major building project
- Consumers are increasingly playing the lead role in deciding what products to buy.
- 25% of our readership is trade – great crossover opportunities.

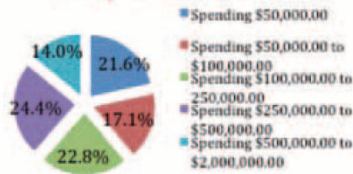


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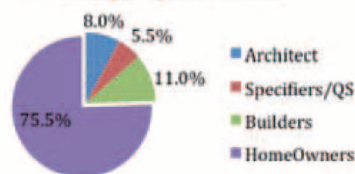
www.buildingguide.co.nz

Targeting: Your Market – Our Readership

**Size of the Building
Project 2009**

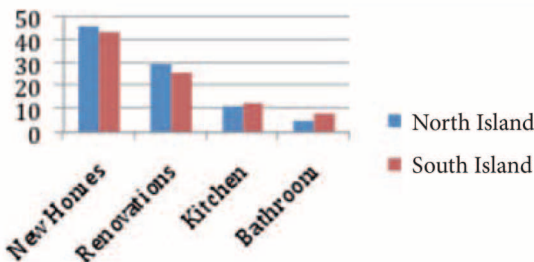


**Readership
Demographic 2009**



* Statistics taken from our Readership Survey conducted over 2009

Type of Building Project



* Statistics taken from our Readership Survey conducted over 2009

- The Homeowner is playing a greater role in the items going into homes as they become more educated as to what is possible – they are demanding to participate in decisions.
- The Building Guide offers valuable information to the consumer at the early stage of planning – right when your products are being decided on.
- 52% of our readership does not have an Architect or Builder when receiving the magazine.
By advertising to these buyers you are able to influence their decision making at a critical time in the decision-making process.



Publishing Schedule

Edition	Booking Deadline	Material Deadline	Distributed
Design Guide 2012-13	9 October 2012	16 October 2012	November 2012
Auckland Summer 2012-13	19 November 2012	26 November 2012	December 2012
BOB Business of Building 1. 2013	11 February 2013	15 February 2013	February 2013
Central North Island 2013	22 February 2013	01 March 2013	March 2013
Auckland Autumn 2013	21 March 2013	28 March 2013	April 2013
Waikato/Bay of Plenty 2013	19 April 2013	26 April 2013	May 2013
Wellington/Wairarapa 2013	17 May 2013	24 May 2013	June 2013
Northland 2013	13 June 2013	20 June 2013	July 2013
BOB Business of Building 2. 2013	21 June 2013	28 June 2013	July 2013
Auckland Spring 2013*	19 July 2013	26 July 2013	August 2013
Otago/Southland/Southern Lakes 2013	16 August 2013	23 August 2013	September 2013
Canterbury/Nelson/Marlborough 2013*	09 September 2013	19 September 2013	October 2013
Design Guide 2013-14	09 October 2013	16 October 2013	November 2013
Auckland Summer 2013-14	18 November 2013	25 November 2013	December 2013

*Subject to date change for Home Shows

Auckland-wide editions are now seasonal

Circulation Details

Building Guide now Retail at \$9.95 at selected retail outlets.

The Building Guide is available free at the counter, with application forms or in consents themselves at most Councils throughout the country (excludes Auckland). Numbers vary from region to region, ranging from 5,000 to 10,000 copies being delivered through our distribution channels.

Confirmed channels include Certified Builders, Registered Master Builders, Licensed Building Practitioners, Building Merchants, Home Ideas Centres and other assorted retailers.

In addition we are delivering to Architects/Designers, Builders, Quantity Surveyors and Specifiers nationally.

We have an advert in Home & Home Style magazines and on our live Web Building Guide Directory.

Our current total print run/circulation was about 80,000 in 2009; we anticipate approximately 70,000 copies for 2012, now with retail we estimate approx. 100,000 for 2013 (audited at 150,000 in 2007); we have applied to be audited for 2012. Based on a pass-on rate of 4, our readership across New Zealand is approximately 360,000.

In 2011 we launched a New Retail Publication aimed at people at the beginning of their Design process.

For homeowner's who have never designed a home before, the process is a complex, uncertain and exciting period.

This will be the first and only publication specifically written to help them avoid costly mistakes and ensure they get the Dream Home they want.

Design Guide available to purchase on www.buildingguide.co.nz



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Advertising Details

RATES 2012/13 SPECIFICATIONS

MATERIAL REQUIRED

Digital Files only – Supplied as hi-resolution PDF files, all fonts and vectors included.

For advertisements designed and built by Building Guide, logos and photos to be included must be high resolution.

PROOFING

All proofs will be emailed in Adobe Acrobat Reader PDF format. Every effort will be made by the Building Guide to reproduce advertisements accurately but given variations caused by different paper stocks and computer settings, Building Guide cannot be held responsible for slight variations in colour reproduction.

BOOKING & CANCELLATION DEADLINES

Bookings can be cancelled within seven days of booking. Cancellations after this time period will be charged at 30%.

Cancellations two weeks from on sale date will be charged at full rate.

Rates - per issue

AD SIZE DISCOUNT:	CASUAL -	3 x ISSUES 9%	6 x ISSUES 15%	10 x ISSUES* 30%	Design Profiles Product Reviews Set Format
DPS	5345	4915	4545	3740	-
IFC/OBC	3245	2985	2760	2270	-
Full Page	2970	2730	2525	2080	2970
1/2 Page	1785	1640	1515	1250	1500
1/3 Page	1530	1405	1300	1070	-
1/4 Page	1165	1070	990	815	750
1/6 Page	799	700	600	500	600
Business Card	250	200	200	200	-

	TOTAL FOR 1 x ISSUE	TOTAL FOR 3 x ISSUES	TOTAL FOR 6 x ISSUES	TOTAL FOR 10 x ISSUES
Directory Listing	100	200	400	700
Enhanced Listing Includes 2 Photos & Testimonials	300	600	1100	1800

* 9 x Building Guides and 1 x Design Guide.

All rates plus GST.



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Advertising Details

Website

Please ask for our Website Banner Rates

Ad Build Costs

Full page	\$250
1/2 page	\$200
1/4 and 1/3 page	\$150
Business Card	\$50

PLEASE SEND ALL MATERIAL TO:

bill@straightup.co.nz

Sizes

Double Page Spread:

Trim: 430mmW x 280mmH - Bleed: 3mm

Image area: 400mmW x 250mmH

Full Page:

Trim: 215mmW x 280mmH - Bleed: 3mm

Image area: 185mmW x 250mmH

1/2 Page:

Vertical: 90mmW x 245mmH

Horizontal: 185mmW x 120mmH

Reviews / Profiles / Listings:

(Set format)

1/3 Page:

Vertical: 65mmW x 245mmH

Horizontal: 185mmW x 80mmH

1/4 Page:

Vertical: 90mmW x 120mmH

Banner: 185mmW x 58mmH

1/6 Page:

Horizontal: 90mmW x 79mmH

Business Card:

Horizontal: 90mmW x 60mmH



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Straight Up Productions

Straight Up Productions Ltd has published the BG since April 2006. Straight Up Productions Ltd is owned by Mark Graham and has been in existence for 12 years. It also publishes The Business of Building (BoB) – for Builders, and Design Guide – a retail annual magazine and the buildingguide.co.nz website.

Mark worked in advertising agencies and media companies for the past 20 years, including TVNZ, ACP Publishing, Young & Rubicam, McCann Erickson and more. Past clients include XTRA, Sky TV, Sun Direct Insurance, Mazda, and Panasonic.

He has been General Manager of Dow Communications, publishing such titles as Grocers' Review, Conventions New Zealand Planner, HortSource, experience and magazine associated websites.

Mark has done project work for the Ministry of Tourism, Ministry of Economic Development, HuntGlobal, Tourism Dunedin, and Destination Lake Taupo, Conventions & incentives NZ, Destination Marlborough and the Home Owners & Buyers Association. (HOBANZ).

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