



A brand new annual publication specifically targeting consumers in the design phase of a building project — right when they are at the crucial stage of deciding what products will be going into their new home.

This is not a coffee table/lifestyle magazine. Rather, it is an ideas generator and full of practical advice, guaranteeing it will be read front to back, over and over.

Overview

Homeowners who are building a new house or undertaking a major renovation, have had plenty of pretty photos for ideas but nothing to guide them through the design process. Until now.

This publication is aimed directly at those homeowners taking an active part in the design process with their designer and builder.

This critically important readership is making active buying decisions on products, designers and building professionals everyday.

The **DESIGN GUIDE** is a publication that sets out to help homeowners who know nothing about having a house or renovation design, work through the key items of their project:

1. What they need
2. What they want
3. What they like
4. And how to get it

The **DESIGN GUIDE** sits alongside and complements the recently overhauled Building Guide.

The Building Guide has been the essential guide for New Zealand homeowners undertaking building projects for over 20 years. We pride ourselves on the advice we

give, with help from leading industry organisations. Now there is a magazine that guides people through some of the most critical decisions they will make in their lives as they spend anywhere from \$50,000 to \$5 million on building or renovating their home.

Building is facing its toughest time in decades but forecasts are universal that things will improve through the end of 2012 and into 2013 and.

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 August, 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, to be done in the coming decade.

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 and media and to specifically target your consumer through the right channels.



So why us, then?

The **DESIGN GUIDE** targets homeowners in the design phase of a building project. Not only are they deciding what their home is going to look like, but they're also deciding on what products to use.

In short, the magazine targets homeowners who are actually about to do work and who are buying products. And it lasts for a year.

It sits naturally alongside the Building Guide and Building Guide website offering homeowners advice through the design, consent and construction phases of a build. There are no other publications like them in the marketplace and they have won respect from the industry and users since Mark Graham took over publishing the titles six years ago.

These are simply the best targeted, most efficient and most cost-effective media hitting homeowners doing building work.

Why you should advertise in the DESIGN GUIDE:

- Directly targeting the homeowner prior to them embarking on a major building project.
- 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 **Design Guide** offers valuable information to the consumer at the early stage of planning — right when your products are being decided on.
- People reading it are actually planning on doing work. Expert editorial from well-respected leaders in the design field.
- Great “easy to use” design.
- National, annual publishing date means your investment works for you across a whole year, instead of just one month.

98 INTERIOR DESIGN
2.4 The bathroom

Bathrooms have outgrown their purely functional role. They are now an intimate space for retreat and self-indulgence where we connect with one of life's most vital and essential elements—water. The role of bathroom design is to enhance this connection by creating a sanctuary for body and soul.

Designs reflect our changing lifestyles

How we live is becoming more fluid. Technology will soon enable us to watch movies or TV, listen to music and communicate using surfaces around our home, including the bathroom. This supports our desire to feel connected and in touch with our lives. Similarly we want more freedom in how we use our living spaces. This means the traditional divides between sleeping and bathing spaces are dissolving. To maintain this flexibility, consider avoiding fixed walls that separate. Instead, think about movable glass or timber screens that allow intermingling of materials and spaces. Another effective touch is to bring nature and the outdoors closer with a Japanese *tsuboina* or small, enclosed garden.

Small spaces that flow

Smaller, more confined areas suit pared-back designs with simple materials. These create compact, functional spaces where the ritual of bathing is completed efficiently and modestly. To generate a greater sense of space, think about hung vanities and toilets along with recessed wall cabinets. Wet areas that do not separate baths and showers add even more freedom.

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In this Takaka Beach House bathroom, Ken Crosson uses a slatted timber board as a divider that is both shower water, functioning like the floor of a steep shearing shed, while maintaining a continuity with the plywood floor walls. Other materials are elemental in nature — mosaic shower tiles are polished limestone and the bench-top is cast concrete.

01 In this design for a small urban bathroom, David Pilling uses dark reflective surfaces and concealed lighting to play with our perception of space.

02 The sketch plan shows a small bathroom which still has a sense of spaciousness with the walls in stone.

Illustration: Yvette Jay

03 In this sketch plan for an inner city town house, a large roof light over the double shower is used to bathe the internal entrance in light.

Illustration: Yvette Jay

04 Ken Crosson uses hot and ventilation screens to keep this bathroom warm and dry. With the sliding doors open external louvers and planting provide privacy without losing a sense of connection with the outdoors.

Technical pointers

Water may be the great provider of life, but it can also be the destroyer of bathrooms. Thorough waterproofing and proper directing of run-off is vital in your design.

No one enjoys a cold bathroom. Under floor heating is an easy way of warming the space. Heated towel rails and mirrors also improve the overall experience. Installing a timer will help minimise the impact on power bills.

An effective ventilation system is a standard requirement under the New Zealand Building Code, therefore your design will need to include an extractor fan.

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DESIGN GUIDE MEDIA KIT 2012 » 2013

www.buildingguide.co.nz

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PUBLISHING SCHEDULE

On sale date	Booking deadline	Cancellation deadline	Material deadline
November 2012	9th October 2012	9th October 2012	16th October 2012
November 2013	9th October 2013	9th October 2013	16th October 2013

CIRCULATION DETAILS

Available through retail magazine outlets around the country and selected supermarkets. Also, sold through Home Ideas Centre Auckland, Wellington and Christchurch and through our website: www.buildingguide.co.nz. We promote the magazine to NZIA Architects and ADNZ Designers to use as a brief for their clients. Approximately 3–4000 copies distributed into Australian market

RATES AND 2012 » 2013 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.



ADVERTISING DETAILS RATES

— per issue. All rates include Ad Build and are subject to GST

AD SIZE	CASUAL	3 x ISSUES
DISCOUNT	—	9%
DPS	5345	4915
IFC/OBC	3245	2985
FULL PAGE	2970	2730
½ PAGE	1785	1640
¼ PAGE	1530	1405
⅓ PAGE	1165	1070
⅕ PAGE	799	700
BUSINESS CARD	350	300

AD BUILD COSTS

— per issue. All rates subject to GST

FULL PAGE	250
½ PAGE	200
¼ AND ¼ PAGE	150
BUSINESS CARD	50

ADVERTISING DETAILS RATES FOR PROFILES AND REVIEWS

— per issue. All rates include Ad Build and are subject to GST

SIZE	DESIGN PROFILE*	PRODUCT REVIEW*
all profile and reviews are to a set format		
FULL PAGE	2970	2970
½ PAGE	1500	1500
¼ PAGE	750	750
⅕ PAGE**	500	500

*Includes a total of two photos in either Design Profile or Product Review

** ⅕ page review or profile includes one photo only with profile

Please ask for our website rates. Special package rates available when booking Design Guide.

Deadlines and cancellations

Bookings can be cancelled within seven days of booking. Cancellations after this date will be charged at 30%. Cancellations two weeks from publication date will be charged at full rate.

ADVERTISING DETAILS

PUBLICATION SIZE 320 x 230mm

AD SIZES

Double Page Spread

Trim: 460w x 320h mm Bleed: 3mm

Image area: 450w x 310h mm

Full Page

Trim: 230w x 320h mm Bleed: 3mm

Image area: 220w x 310h mm

½ Page

Vertical Image: 110w x 310h mm

Horizontal Image: 220w x 155h mm

⅓ Page

Vertical Image: 75w x 310h mm

Horizontal Image: 220w x 105h mm

¼ Page

Vertical Image: 110w x 155h mm

Banner Image: 220w x 80h mm

⅙ Page

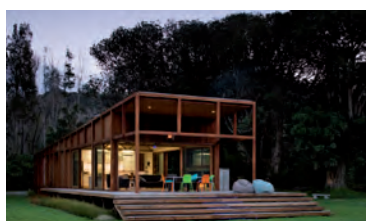
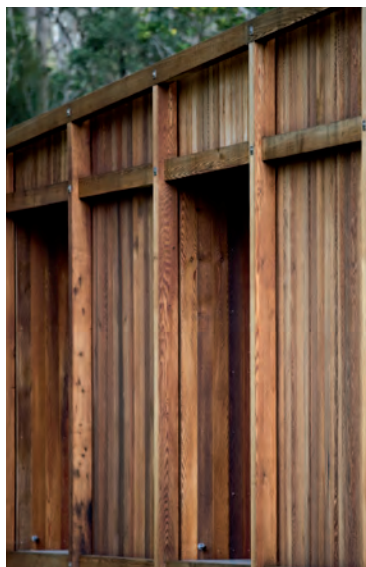
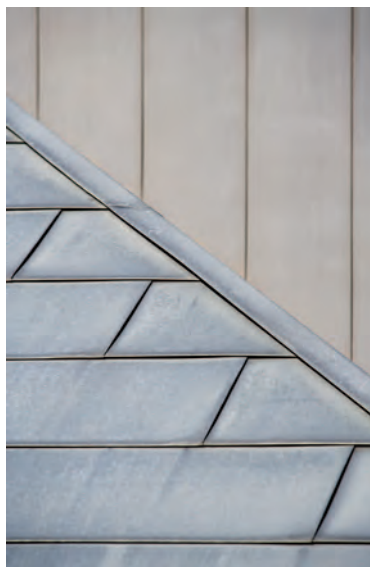
Horizontal: 110w x 115h mm

Business Card

Horizontal: 110w x 60h mm

Please send all material to
bill@straightup.co.nz





About Us

Straight Up Productions Ltd has published the Building Guide since April 2006. Straight Up Productions Ltd is owned by Mark Graham and has been in existence for twelve years. It also publishes The Business of Building (BoB) — for Builders, 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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