

BUILT ENVIRONMENT



MAGAZINE MEDIA PACK

CONNECTING THE MIDLANDS CONSTRUCTION INDUSTRY | WWW.BUILTENVIRONMENTMAGAZINE.CO.UK



**EDITOR: REBECCA MCARDLE**

Specialising in building technology communications, working exclusively in this sector and focusing on latest solutions designed to meet the challenges being faced by the built environment. Please feel free to send your latest news and press releases.

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PRODUCED IN ASSOCIATION WITH:

The Built Environment Hub is a collaboration of Midlands regional businesses – a not-for-profit membership organisation owned by the members. The Hub works to support and advance the construction sector through collaboration, knowledge sharing, networking and by engaging with government and major public sector bodies to influence policy and industry initiatives, to ultimately safeguard the interests of their members and help build their businesses.

WWW.BUILTENVIRONMENTHUB.ORG

ADVERTISING & PR

To find out how the Built Environment Magazine can help your business raise its brand profile and keep the construction sector informed about the latest innovations, product design, technology, specifications and case studies, please feel free to contact our advertising and PR team to discuss your requirements.

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MEDIA CHANNELS



- 01. BE HUB WEBSITE
- 02. CPD PORTAL
- 03. WEEKLY NEWSLETTER & ESHOTS
- 04. MOBILE SITE
- 05. QUARTERLY MAGAZINE

SHOWCASING THE BEST OF MIDLANDS CONSTRUCTION

The **Built Environment Magazine** is dedicated to showcasing the best of the Midlands regional construction projects, products and technical innovations.



The publication is produced in association with the **Built Environment Hub** - a progressive membership organisation, committed to improving business performance by driving innovation and best practice in the construction industry.

Every issue will feature the latest industry news; showcase iconic projects, large and small as well as comment from the Midlands regional opinion formers, together with cutting-edge technical innovations across all construction sectors.

This highly targeted publication focuses on what matters to construction professionals - with the primary objective to inform, inspire and spread the news on opportunities, best practice and the impact of government initiatives or building regulations.

Quality is paramount to the success of the Built Environment Magazine – from the editorial content to the production process and circulation data – offering our contributors and advertisers a platform to showcase their products and projects to a highly targeted regional audience.

PUBLISHING DATES 2016

THE BUILT ENVIRONMENT MAGAZINE IS PUBLISHED QUARTERLY:

SPRING ISSUE.....**MARCH**
SUMMER ISSUE.....**JUNE**
AUTUMN ISSUE.....**SEPTEMBER**
WINTER ISSUE.....**NOVEMBER**

COPY DEADLINES ARE THREE WEEKS BEFORE PUBLICATION DATE

IMAGES

1. **CAMBOURNE COLLEGE**
X-LAM Alliance
2. **GRAND CENTRAL BIRMINGHAM**
Network Rail
3. **LONGBRIDGE TOWN CENTRE**
St Modwen

ADDITIONAL MEDIA CHANNELS



THE BUILT ENVIRONMENT HUB WEBSITE

The website keeps you up to date with industry news and features information of awards, events and forums. Through the website you can access case studies, technical documents, advice on funding and information on sub-regional clubs.

Becoming a member of the Built Environment Hub provides you with a number of benefits, including online member listings and profiles on the Hub website, as well as discounts on advertising in the magazine and the events.

To sign up to become a member of the Built Environment Hub, please contact:

Harriet Pennant-Williams

E: harriet@builtenvironmenthub.org



SPONSORED FEATURES

The Built Environment Magazine offers clients the chance to sponsor a feature of their choice. Through this marketing technique, the client is able to align their brand as a supporter of the set topic – demonstrating to the readership that they are innovators in the industry.



SUPPLEMENTS

The Built Environment Magazine's dedicated supplements provide detailed insight into a selected topic – enabling clients to share opinions on regional issues with our highly targeted audience. Supplements can be sponsored by a single client or as a collaboration between a number of sponsors. Supplements are designed to complement the look and feel of the main magazine – continuing the highest standard of quality throughout.

Examples of Supplements:

- Building Information Technology
- Construction Productivity
- Offsite Construction



ROUND TABLE DEBATES

Chaired by the Built Environment Hub, round table events enable sponsors to interact with a bespoke list of guests, selected by them as well as contributing to debates and networking with delegates.

Examples of round table events include:

- Supply-chain Development
- Skills in Construction
- Sustainability



SPONSORED RESEARCH REPORTS

The Built Environment Magazine's sponsored research reports are published in print and digitally, with co-branding between the sponsor and the Built Environment Magazine. The reports offer insight and analysis to a specific subject or industry trend and allow the sponsor to specifically target a select readership, as well as allowing them to establish themselves as an industry innovator. The Built Environment Magazine's sponsored research reports provide sponsors with a platform to market and advertise.



ESHOTS

The Built Environment Hub sends out a weekly newsletter – Highlighting the industry issues and topics. The Built Environment Magazine now offers clients the option of sending out solus eshots to our database of over 30,000 recipients. To book a solus eshot or for inclusion in the newsletter, please contact the Built Environment Magazine PR and advertising team.

Sign up to the newsletter through this link:
<http://builtenvironmenthub.org/>

WHY BEMAG?

WHY BUILT ENVIRONMENT MAGAZINE?

THE **BUILT ENVIRONMENT MAGAZINE** IS PRODUCED IN ASSOCIATION WITH **THE BUILT ENVIRONMENT HUB**. THE HUB IS MADE UP OF INDUSTRY LEADERS AND INFLUENCERS.



62%

WHILE →

23%

WHILE →

68%

OF HUB MEMBERS
WORK AT OWNER/
DIRECTOR LEVEL

OF HUB MEMBERS
WORK AT MID TO SENIOR
MANAGEMENT LEVEL

OF BE MAG READERS
WORK IN A ROLE THAT
REQUIRES SPECIFICATION
OF BUILDING PRODUCTS

PROJECT VALUE

25%

WHILE →

20%

WHILE →

75%

OF BE MAG READERS
WORK ON PROJECTS OF
£10M IN VALUE

OF BE MAG READERS
WORK ON PROJECTS
UP TO £3M IN VALUE

OF BE MAG READERS
WORK ON PROJECTS
UP TO £1M IN VALUE

Forward Features 2016

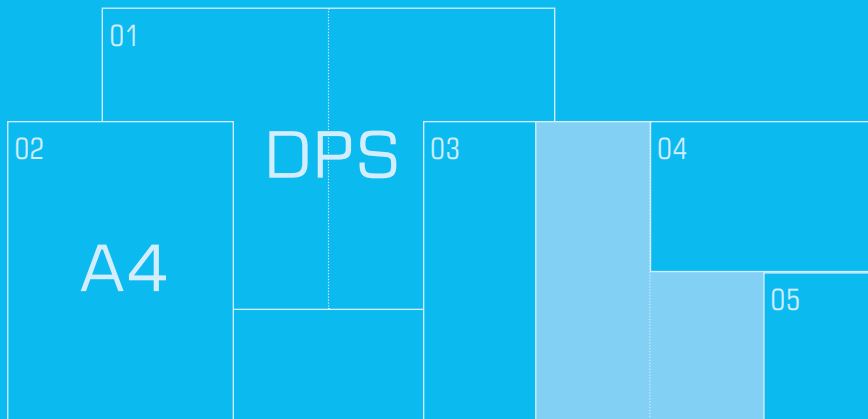
Every issue will feature the latest regional news and iconic projects as well as providing comment from the region's opinion formers and report on cutting-edge technical innovations across all construction sectors.

The Built Environment Magazine will report on a variety of issues surrounding the Midlands built environment, ranging from the latest technical updates, Government legislation and industry guidance that are influencing the market. We will also be running in-depth event previews, factory tour reports and announcements from key trade associations and partners operating in the Midlands region.

FEATURES FOR 2016 INCLUDE:

- Energy Efficiency
- Skills and Training
- Government Policy and legislation
- Regional Events
- Offsite Construction
- Productivity
- BIM and Building Technology
- Soft Landings
- Recruitment
- Sustainability
- Fair Payment
- Supply-chain Development
- Product Innovation
- Health and Safety
- Case studies
- CC16 Awards

RATES AND MECHANICAL DATA



ADVERTISING	MECHANICAL SPECIFICATION	RATES
01. Double Page Spread	297mm (h) x 420mm (w) add 6mm bleed	£2,250
02. Full Page A4	297mm (h) x 210mm (w) add 6mm bleed	£1,250
03. ½ Page Vertical	267mm (h) x 93mm (w)	£650
04. ½ Page Horizontal	127mm (h) x 190mm (w)	£650
05. ¼ Page Vertical	127mm (h) x 92mm (w)	£350

SPECIAL POSITIONS	MECHANICAL SPECIFICATION	RATES
Front Cover Profile	Front cover image + DPS article	£3,000
Inside Front Cover	297mm (h) x 210mm (w) add 6mm bleed	£1,450
Inside Back Cover	297mm (h) x 210mm (w) add 6mm bleed	£1,450
Outside Back over	297mm (h) x 210mm (w) add 6mm bleed	£1,800

ADVERTORIAL	MECHANICAL SPECIFICATION	RATES
Colour separation	120 words plus image	£150
Half page article	200 words plus two images	£450
Full Page article	450 words plus three images	£900

SOLUS ESHOT	MECHANICAL SPECIFICATION	RATES
	400 words plus two images	£500

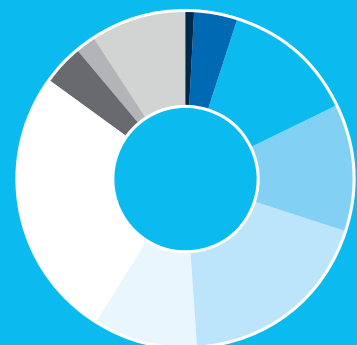
Built Environment Hub members receive 25% discount on published rates
 Feature articles and case studies - limited availability and subject to Editors approval.
 Copy Requirements: Please supply High Resolution CMYK PDF. Fonts embedded.
 Images 300DPI.

READERSHIP

- Local Enterprise Partnerships
- Local Authorities
- Housing Associations/Registered & Registered Landlords
- House Builders & Developers
- Main & Principal Contractors
- Specialist Contractors & Installers
- Architects & Designers
- Surveyors
- Engineers
- Consultants – Energy, M&E, Cost, Planning, Project Management & Professional Services

CIRCULATION

Total Print Distribution: 5,397



Local Enterprise Partnerships	1%
Local Authorities	4%
Housing Associations & Residential Landlords	13%
East Midlands & West Midlands House Builders & Developers	12%
Main and Principle Contractors	19%
Specialist Contractors & Installers	10%
Architects & Designers	26%
Surveyors	4%
Engineers	2%
Consultants – Energy, M&E, Cost, Planning and Project Management & Professional Services	9%

Total Digital Distribution: 24,648



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