

DESIGN GUIDE MEDIA KIT 2012»2013

www.buildingguide.co.nz

INTRODUCING ...



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 \$5million 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 2011 and into 2012 and 2013.

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.



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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.

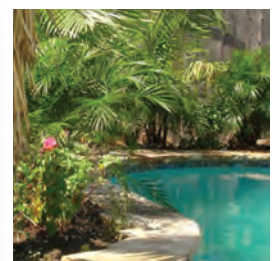
In short, the magazine targets homeowners who are actually about to do work and who are buying products. And it lasts for a year.

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.



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PUBLISHING SCHEDULE

On sale date	Booking deadline	Cancellation deadline	Material deadline
1st December 2012	11th November 2012	11th November 2012	11th November 2012
1st December 2013	11th November 2013	11th November 2013	11th November 2013

CIRCULATION DETAILS

Available through retail magazine outlets around the country and selected supermarkets. Also, available through our website, currently getting 6000 unique visitors per month.

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.

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 RATES - PER ISSUE [All rates subject to GST]

AD SIZE	CASUAL	3 x ISSUES*	6 x ISSUES*	10 x ISSUES*
DISCOUNT	–	9%	15%	30%
DPS	5345	4915	4545	3740
IFC/OBC	3245	2985	2760	2270
FULL PAGE	2970	2730	2525	2080
1/2 PAGE	1785	1640	1515	1250
1/3 PAGE	1530	1405	1300	1070
1/4 PAGE	1165	1070	990	815
1/6 PAGE	799	700	600	500
BUSINESS CARD	250	200	200	200

Please ask for our WEBSITE RATES	
AD BUILD COSTS	
FULL PAGE	\$250
1/2 PAGE	\$200
1/4 AND 1/3 PAGE	\$150
BUSINESS CARD	\$50

* When booking with Building Guide

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ADVERTISING DETAILS

PUBLICATION SIZE 320 x 230mm

AD SIZES

DOUBLE PAGE SPREAD:

Trim: 460 mm w x 320h mm

Image area: 450w x 310h

Bleed: 3mm

FULL PAGE:

Trim: 230w x 320h mm

Image area: 220w x 310h

Bleed: 3mm

1/2 PAGE:

Vertical Image: 110w x 310h mm

Horizontal Image: 220w x 155h mm

Bleed: allow 15mm additional

1/3 PAGE:

Vertical Image: 75w x 310h mm

Horizontal Image: 220w x 105h mm

Bleed: allow 15mm additional

1/4 PAGE:

Vertical Image: 110w x 155h mm

Banner Image: 220w x 80h mm

Bleed: allow 15mm additional

1/6 PAGE:

Horizontal: 110w x 115h mm

BUSINESS CARD:

Horizontal: 90w x 60h mm



PLEASE SEND ALL MATERIAL TO: bill@straightup.co.nz

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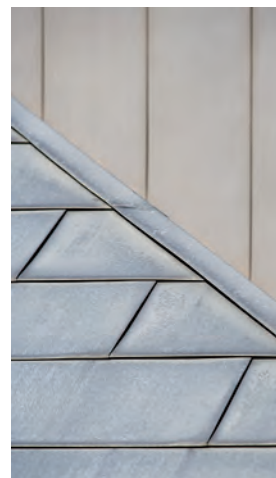
ABOUT US

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 nine years. It also publishes The Business of Building (BoB), for Builders, and Retail Design Guide.

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 New Zealand, Destination Marlborough and the Home Owners & Buyers Association. (HOBANZ).



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