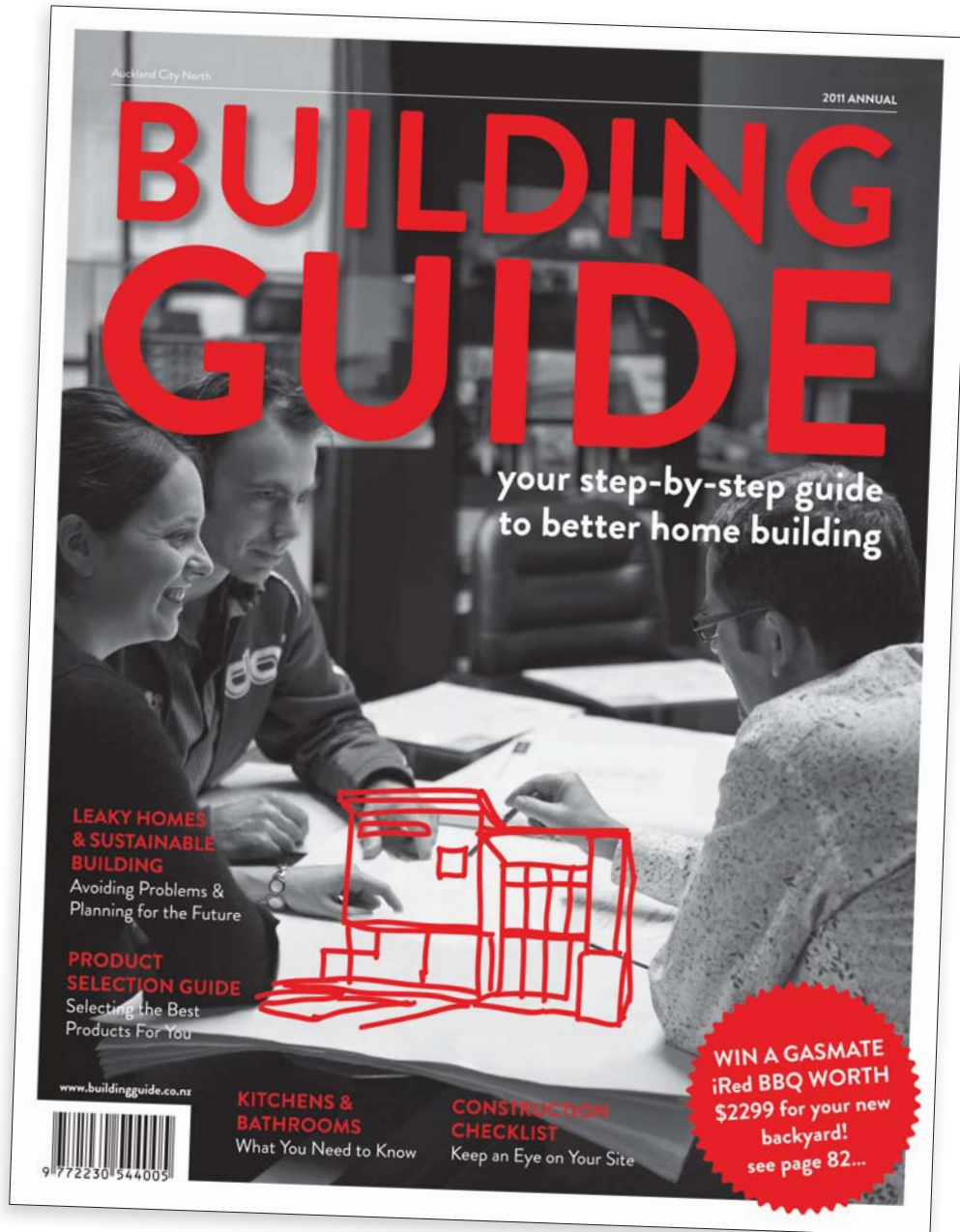


# Introducing...



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 20 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](http://www.buildingguide.co.nz)

as of August 2011

# The year ahead

Building is facing its toughest time in a decade with prospects not likely to improve until the end of 2011. 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.

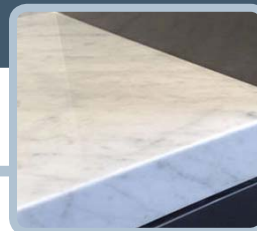
To minimise your marketing budgets, you need efficient advertising & media and to specifically target your consumer through the right channels. So why us, then?

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.

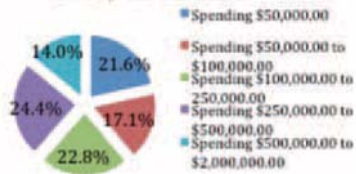


## Media Kit Building Guide

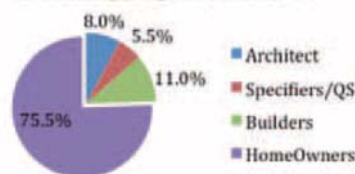
[www.buildingguide.co.nz](http://www.buildingguide.co.nz)

# Targeting: Your Market – Our Readership

## Size of the Building Project 2009

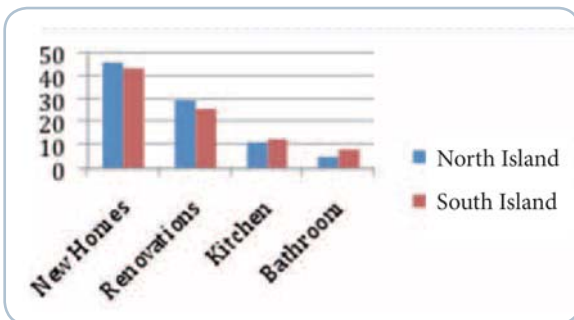


## Readership Demographic 2009



\* 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.



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# Publishing Schedule

Edition	Booking Deadline	Material Deadline
Auckland Central/West 2012	9 February 2012	11 February 2012
Central North Island 2012	15 March 2012	18 March 2012
Waikato/Bay of Plenty 2012	13 April 2012	15 April 2012
Auckland East/South 2012	11 May 2012	13 May 2012
Wellington/Wairarapa 2012	8 June 2012	10 June 2012
BOB Business of Building 2. 2012	24 June 2012	1 July 2012
Northland 2012	8 July 2012	11 July 2012
Auckland North 2012	5 August 2012	8 August 2012
Otago/Southland/Southern Lakes 2012	26 August 2012	29 August 2012
Canterbury/Nelson/Marlborough 2012	10 September 2012	15 September 2012
Design Guide 'Retail'	28 October 2012	30 October 2012
BOB Business of Building 1. 2013	25 November 2012	28 November 2012

## Circulation Details

The Building Guide is available free at the counter, with application forms or in consents themselves at Councils throughout the country. 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.

Effective 2011, we will be sending out a mag to every consent doing any building project work over \$10,000.

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 and we're anticipating that increasing to about 110,000 in 2011 (ABC audited at 150,000 in 2007).

Based on a pass-on rate of 4, our readership across New Zealand is approx 360,000

In 2011 we are launching 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.



## Media Kit Building Guide

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# Advertising Details

## RATES 2011/12 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.

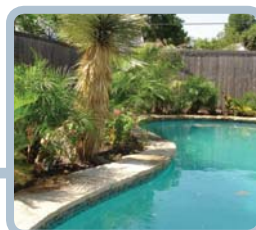
### DEADLINES AND CANCELLATIONS

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.

## Rates - per issue

Ad size	Casual	3 x issues	6 x issues	10 x issues
<b>DISCOUNT</b>	-	<b>9%</b>	<b>15%</b>	<b>30%</b>
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



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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](mailto:bill@straightup.co.nz)

## Sizes

### Double Page Spread:

Trim: 430w x 280h mm

Image area: 400w x 250h

Bleed: 3mm

### Full Page:

Trim: 215w x 280h mm

Image area: 185w x 250h

Bleed: 3mm

### 1/2 Page:

Vertical: 90w x 245h mm

Horizontal: 185w x 120h mm

### 1/3 Page:

Vertical: 60w x 245h mm

Horizontal: 185w x 80h mm

### 1/4 Page:

Vertical: 90w x 120h mm

Banner: 185w x 58h mm

### 1/6 Page:

Horizontal: 90w x 79h

### Business Card:

Horizontal: 90w x 60h mm



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

## Contact details

### STRAIGHT UP PRODUCTIONS:

P 09 360 8885

F 09 360 8887

W [www.buildingguide.co.nz](http://www.buildingguide.co.nz)

PO Box 44412, Pt Chevalier, Auckland 1246

### PUBLISHER:

Mark Graham

E [mark@straightup.co.nz](mailto:mark@straightup.co.nz)

M 021 304 840

### ADVERTISING SALES MANAGER:

Toni Keeling

E [toni@straightup.co.nz](mailto:toni@straightup.co.nz)

M 021 822 633

### PRODUCTION MANAGER:

Bill Cutting

E [bill@straightup.co.nz](mailto:bill@straightup.co.nz)



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