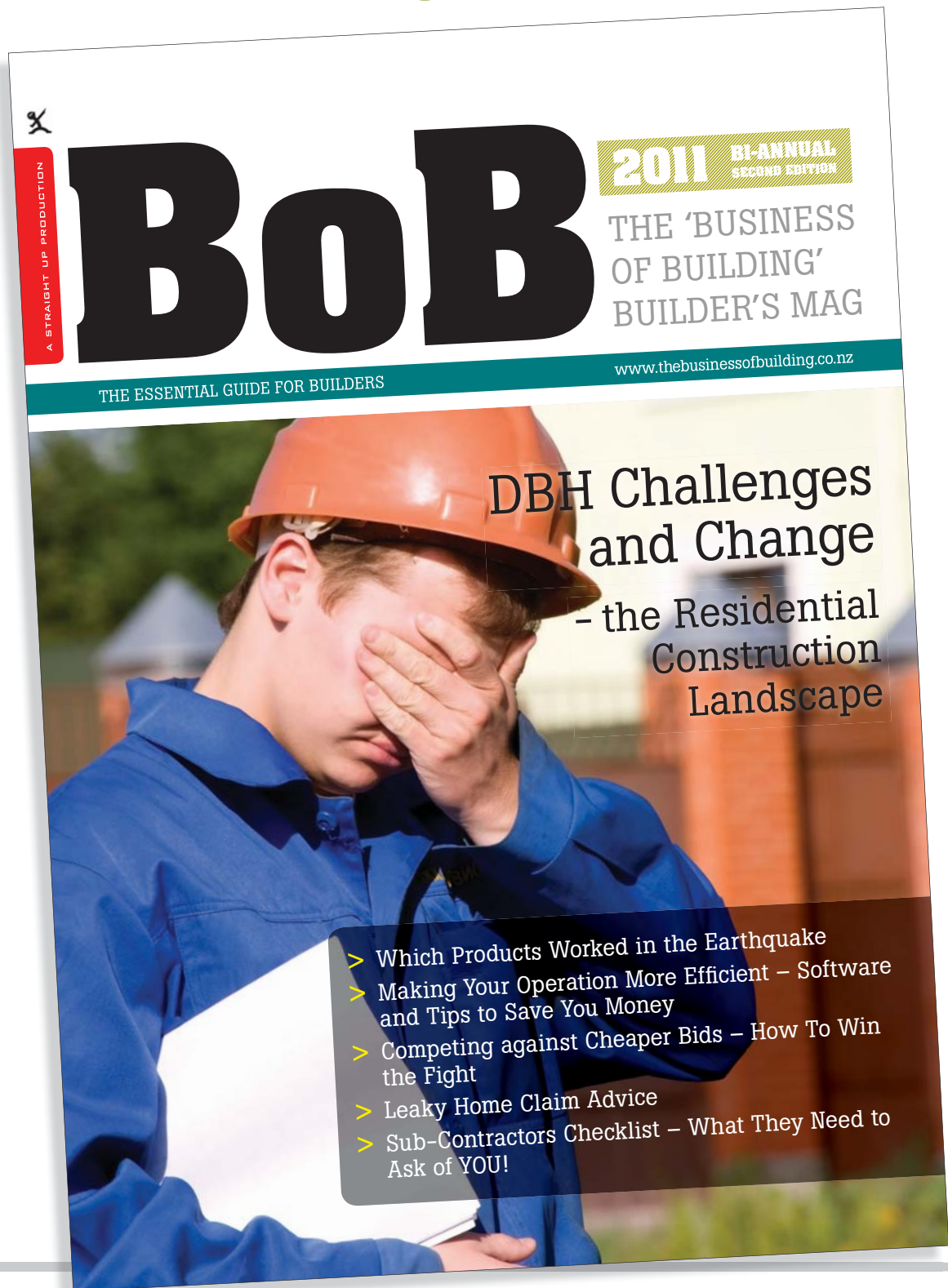


# Introducing BoB...



## Media Kit

### Business of Building

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

2011 / 2012

# The Business of Building

ISSUE 1 & 2 2012

## THE DEFINITIVE BUILDER'S PUBLICATION

This issue will be the most important publication builders read this year - with extensive coverage of the upcoming Building Act Review

**BoB** - a publication for builders that lays it all out in a no-nonsense, easy-to-understand fashion.

BoB lets builders in on what's going on in their world and what's about to happen - this will be indispensable reading for everyone involved in the building industry.

A bi-annual, delivered direct to builders around the country and distributed via building supplies retailers and councils nationwide -

### THIS IS A NOT-TO-BE-MISSED OPPORTUNITY TO PUT YOUR PRODUCTS AND SERVICES RIGHT INTO THE HANDS OF THIS KEY MARKET.

No home or renovation takes place without major input from the builder. Our aim is to provide a rich and useful working reference for people in the building industry. It is aimed directly at people working or involved within the building sector and will cover issues such as:

- > Building Act Review
- > Site Management & Tips
- > New Legislation Updates
- > Leaky Homes
- > Marketing Tips
- > Working with Councils
- > Sourcing Materials
- > Impending Changes to the Industry and Impacts

### WHY YOU SHOULD ADVERTISE IN BOB...

- > SHOWCASE YOUR PRODUCTS IN OUR COMPANY PROFILE SECTION
- > TARGET THE BUILDER - THE KEY DECISION-MAKER ON-SITE
- > RAISE YOUR BUSINESS PROFILE
- > ADD CREDIBILITY WHEN TENDERING / PRICING WORK



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# The Business of Building

## SUSTAINABLE BUILDING...

**SECTION 5**

### 5.0 What's the latest in Green?

**5.1 KAPITI/HOROWHENUA - LEADING THE WAY IN GREY WATER RECYCLING**

All new dwellings constructed within the Kapiti Coast District are now required to have either a 10,000 litre rainwater collection tank for toilet flushing and outdoor uses or a 4,500 litre water tank for toilet and outdoor use plus a grey water collection system for subsurface garden irrigation. Such developments have seen the arrival of a comprehensive range of water storage units of varying material located both below- and above-ground.

This continues the council's advancement in water-saving initiatives to meet existing and future demand for water that has historically been mainly dependent on water drawn from the Waikanae River. This supply was more recently supplemented by water from emergency bore, which, when fed into the system, was identified by numerous residents' particularly by the noise difference when boiled in a standard hot water jug. Previous initiatives have also included the Green Plumber for residents who want to improve how they use water without changing their lifestyle. Advice was given on water conservation water, a helping hand for free replacement taps and showers and location of major leaks. The green gardener who will provide related information associated with best All this promotion is supported by comp numerous web sites articles and produc

**5.2 BRANZ/BEACON PATHWAY/NZ GREEN BUILDING COUNCIL RESIDENTIAL RATING TOOL**

The development of a rating tool to assess the comfort and performance of New Zealand's new and existing housing stock is planned for launch in mid-2010.

The development of the tool is being driven by a joint venture formed by BRANZ, Beacon Pathway and the New Zealand Green Building Council (NZGBC) to align with Government activities to create a 'preferred agent' that will focus owners, industry and government on creating energy efficient, comfortable and healthy homes.

**TECHNICAL DEVELOPMENT OF THE TOOL**

A draft rating tool framework has been created by a joint industry/Government Technical Advisory Group. The technical framework is now ready for refinement and testing (piloting), which will be undertaken between December 2009 and March 2010.

**ONLINE SELF ASSESSMENT**

A series about 40 questions will form the basis of the simple online self assessment. These questions perform two key functions. First of all they provide the basis for credit allocation and generate a rating for the home. Secondly, the questions deliver input data that drive the

creation of renovation information and online self assessment are currently by packages and information are being in **BRAND DEVELOPMENT**

The team is also now driving forward t communication needs, ensuring we hat to the project at the right time. Consur also of critical importance and we are company to develop a brief to get this **PREFERRED PARTNERS & TOOL FUN**

We are pleased that seven out of the 1 have confirmed their participation as development and ongoing promotion of Tool. We are excited to be working with **GOLD PARTNERS**

- Fletcher Building
- Building Research Association Ne
- Energy Efficiency and Conservatio

**SILVER PARTNERS**

- Resene
- Cavalier Brewmorth
- Stonewood Homes
- Department of Building & Housing



## Nature Prefers Wood

► **Everything we do affects the environment around us. It is impossible to construct a building without having some impact on the world's environment. Designers and builders are making choices that reduce energy use, reduce the use of non-renewable materials, and reduce the pollution caused by the manufacture of materials. In this way, they are able to minimise the impact or environmental footprint of a building.**

As designers make conscious environmental choices, they are returning to the only building material that uses the sun's energy to renew itself in a continuous sustainable cycle - wood.

Building with wood means you're making a worthwhile contribution to improving the overall environmental performance of the building - by choosing wood ahead of materials that are energy and resource greedy, such as steel and concrete, you are also reducing environmental impacts and helping to redress global climate change.

Best of all, wood is a uniquely renewable building material. New Zealand's plantation forests are managed sustainably, producing renewable supplies of excellent quality building materials, while helping to reduce soil erosion, improve water quality, increase biodiversity and reduce greenhouse gas emission into the atmosphere.

Wood manufacture involves less air and water pollution than the production of many other building materials. Wood also uses the least energy in its production of any of the most common building materials. International research has shown that using wood compared to steel or concrete promises lower greenhouse gas emissions, lower air pollution, lower water pollution and lower levels of solid waste by-products.

Wood has the lowest energy consumption and the lowest carbon dioxide (CO2) emissions of any commonly used building material. On average as a tree grows it absorbs one tonne of CO2 from the atmosphere for every cubic meter of wood it produces. When trees are harvested much of the carbon that has been absorbed remains stored in the wood products produced. And new vigorous trees are replanted allowing further CO2 to be absorbed from the atmosphere by the replacement trees.

This New Zealand research shows the amount of carbon dioxide emitted during the manufacture of each building material based on a life cycle analysis.

MATERIAL	CARBON (CO2) EMITTED
Aluminium (virgin)	21,600kg per m <sup>3</sup>
Steel (virgin)	9,749kg per m <sup>3</sup>
Concrete (17.5 MPa)	1,34kg per m <sup>3</sup>
Wood (kiln dried dressed)	-690kg per m <sup>3</sup> (negative because of the CO2 absorbed)

Source: Alcorn, A., 2001. Embodied Energy and CO2 coefficients for NZ building materials. Centre for Building Performance Research, Victoria University of Wellington.

The contribution of the wood processing industry to sustainability was recognized recently at the Tasman Nelson Environment Awards, with a wood partnership scooping two category awards.

Waimea Sawmillers and Nelson Pine Industries worked together to replace 22 tonnes of steel with 50 cubic meters of locally produced engineered and solid wood in a new NZ Coulters building in Nelson. Using wood instead of steel saved over 100 tonnes of CO2 emissions for just the one building, demonstrating wood's potential to radically reduce the building and construction sector's carbon footprint.

This following link shows how building with wood can reduce your CO2 emissions - [www.nzwood.co.nz/nause-calculator/](http://www.nzwood.co.nz/nause-calculator/)

Wood is popular with architects and builders because of its flexibility, strength and inherent characteristics. It offers proven construction benefits along with warm, natural beauty. Wood can offer long span capacity, the appeal of exposed beams, more aesthetic flooring options and so much more. Wooden homes tend to be much more energy efficient. Wood has a naturally good insulating value compared to other materials.

For people who wish to minimise the use of any unnecessary chemicals, Douglas-fir offers an attractive option. The Douglas-fir Association strives to create and maintain environmentally-sound building solutions and use treated timber only when it adds sensible protection for high risk design features.

Douglas-fir is available as untreated and boron treated to H1-2 standard. Because Douglas-fir has high natural resistance to moisture and decay, it can be used in a wide range of building applications without being preservative treated. Not only that, while all wood provides the lowest carbon footprint of any building product, untreated Douglas-fir lumber has the lowest carbon footprint of all and it can be as much as 70% less than treated Pine - now that's the best of the best.

The H1-2 treated option allows Douglas-fir to be used in higher risk building elements as well. These building solutions mean that you can use the most appropriate timber treatment across a range of building components. The Douglas-fir Association has developed a range of building solutions that use the high natural resistance to provide for a range of applications. Visit [www.douglasfir.co.nz](http://www.douglasfir.co.nz) for more details.

The benefits of natural products are often taken as a given however the astute engineer, architect and builder understands the variables in performance and application that exist across the many timber options available. Douglas-fir timber from New Zealand plantations has been used and trusted in construction since the 1930s. It is a specialist structural timber renowned for its strength, stability, stiffness and natural moisture resistance. It has a reputation for being highly stable and naturally durable. In New Zealand's harsh environment builders and homeowners alike must be assured that their homes and places of business are resistant to all that the elements may deliver. New Zealand Douglas-fir offers environmental, sustainable and superior solutions to the majority of building and construction requirements.

It's no wonder Nature Prefers Wood.

Source: The Douglas-fir Association - [www.douglasfir.co.nz](http://www.douglasfir.co.nz)



Stories this issue:

- > DBH Challenges & changes - Residential Building Industry Update
- > Extraordinary Focus on Construction
- > BIM Technology for Builders

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## Circulation details

- > MAILED DIRECT TO ALL REGISTERED MASTER BUILDERS AND CERTIFIED BUILDERS, LICENSED BUILDING PRACTITIONERS, PLUS BUILDING COMPANIES AROUND THE COUNTRY
- > MAILING LISTS SOURCED FROM CERTIFIED BUILDERS, REGISTERED MASTER BUILDERS AND LICENSED BUILDING PRACTITIONERS
- > AVAILABLE THROUGH MAJOR BUILDING SUPPLIES COMPANIES AND COUNCILS NATIONALLY
- > FROM 11,000+ COPIES TO BE SENT JULY AND JANUARY EACH YEAR

- > Distribution - confirmed majority of councils will distribute free to builders and tradespeople
- > Distributed throughout the next 6 months
- > Expert editorial
- > Great easy-to-use design
- > Used by builders to get up-to-date with what's going on in their working life

- > WRITTEN BY INDUSTRY PEOPLE FOR INDUSTRY PEOPLE
- > COVERS KEY INDUSTRY ISSUES AFFECTING EVERY BUILDER IN THE COUNTRY MAKING IT VITAL READING FOR THE TARGET MARKET
- > PUBLISHED BY STRAIGHT UP PRODUCTIONS - PUBLISHERS OF BUILDING GUIDE : NEW ZEALAND'S PRE-EMINENT GUIDE FOR HOMEOWNERS DOING BUILDING PROJECTS AND DESIGN GUIDE
- > THE BUILDING GUIDE IS A MAGAZINE AND WEBSITE AIMED AT PEOPLE WHO ARE DOING RENOVATIONS AND NEW HOMES. DISTRIBUTED VIA COUNCILS, CERTIFIED BUILDERS, REGISTERED MASTER BUILDERS, LICENSED BUILDING PRACTITIONERS, CBANZ MEMBERS, NZIA AND ADNZ MEMBERS AND BUILDING MERCHANTS



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# Advertising Details

## Rates - per issue

Size	Casual	2 x issues
DPS	5345	4915
IFC/OBC	3245	2985
Full Page	2970	2730
1/2 Page	1785	1640
1/3 Page	1530	1405
1/4 Page	1165	1070
1/6 Page	799	650
Business Card	250	200

### WEBSITE

#### Ad build costs:

Full page	\$200
1/2 page	\$150
1/4 and 1/3 page	\$100
Business Card	\$50

Please ask for our Website Banner Rates

## Specifications

### 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

### MATERIAL REQUIRED

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

For advertisements designed and built by Business of Building, 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 Business of Building to reproduce advertisements accurately but given variations caused by different paper stocks and computer settings, Business of Building 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.

PLEASE SEND ALL MATERIAL TO: [bill@straightup.co.nz](mailto:bill@straightup.co.nz)

EDITION	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE DATE
BoB Business of Building 1st Ed 2012	25 November 2011	28 November 2011	January 2012
BoB Business of Building 2nd Ed 2012	4 June 2012	7 July 2012	Mid July 2012
BoB Business of Building 1st Ed 2013	25 November 2012	25 November 2012	January 2013



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