

ADVERTISING RATES 2008

BUILDING PRODUCTS - DISPLAY RATES

(Monthly)

Number of insertions	1	4	7	10
DPS	£4995	£4670	£4240	£3895
Page	£2895	£2690	£2475	£2230
Half page	£1710	£1575	£1415	£1250
Quarter page	£940	£820	£765	£695

Special positions

Front cover	£3950
Inside front cover	£3495
Outside front cover	£3495
Facing feature or article	+ 10%

BUILDING PRODUCTS - CLASSIFIED RATES

Number of insertions	1	4	7	10
Page	£1875	£1594	£1434	£1291
Half page	£1125	£956	£861	£775
Quarter page	£600	£510	£459	£413
Panel	£270	£230	£207	£186

BUILDING PRODUCTS - ACTION PACK CARDS

(Bi-monthly / Six packs per year)

Number of insertions	1	2	4	6
Card	£1315	£1280	£1095	£915

HOUSING FOCUS - DISPLAY RATES

(Quarterly)

Number of insertions	1	4	7	10
DPS	£4120	£3880	£3530	£3140
Page	£2110	£2005	£1815	£1640
Half page	£1255	£1160	£1030	£955
Quarter page	£640	£600	£555	£500

HOUSING FOCUS - CLASSIFIED RATES

Number of insertions	1	4	7	10
Page	£1645	£1390	£1255	£1130
Half page	£940	£790	£715	£640
Quarter page	£510	£435	£390	£355
Panel	£245	£205	£180	£165

HOUSING FOCUS - ACTION PACK CARDS

Number of insertions	1	2	4	6
Card	£730	£675	£591	£532

ONLINE ADVERTISING - www.buildingproducts.co.uk

Number of insertions (months)	3	6	12
MPU's	£575	£460	£395
Rotating Banners (size is 462 x55 pixels)	£290	£250	£210
Company links/details/profile	£290 per year		

ECARDS AND NEWSLETTERS

Newsletter sponsorship	£475
Solus Ecard (10,000 circulation)	£990

BUILDING PRODUCTS

THE BEST-READ MONTHLY BUILDING MAGAZINE

MECHANICAL DATA - BUILDING PRODUCTS AND HOUSING FOCUS

	Type area	Trim size	Bleed size
DPS	254x388	297x400	303x426
1/2 DPS	124x388	148x420	151x426
1/4 DPS	66x388	66x420	69x426
Full page	254x178	297x210	303x216
1/2 Vert	254x86		
1/2 Horiz	124x178		
1/4 Vert	124x86		
1/4 Horiz	66x178		

DPS gutter allowance 6mm

Action pack 100x142 105x148 111x154

ELECTRONIC BANNERS

MPU size (Flash)	260 x 206 Pixels
Banner size:	462 x 55 Pixels
3 consecutive rotating banners per booking.	

ENHANCE ONLINE COMPANY LISTING

To include web / email / PDF's / 3 images Logo & 150 words text describing the company

Please email all requests to:-

david.larmer@buildingproducts.co.uk

ELECTRONIC MATERIAL REQUIRED

Hi-Res PDF's are preferred, supplied @ 300dpi. We work in In-designs PC format and no longer accept Mac images. Charges will be incurred if artwork is supplied.

Copy is best emailed to:-

david.bevan@metropolis.co.uk

We also accept CD-roms complete

If using your own freepost or Business Reply Number, please supply details to be typeset to Post Office requirements.

