



**Northern
Builder
Media
Pack &
Advertising
Rates
2012**

NORTHERN **builder**

FOR NORTHERN IRELAND'S BUILDING & DESIGN PROFESSIONALS



NORTHERN builder

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Northern Builder is dedicated to bringing the latest news on products, companies and services to those involved in the province's building industry and its allied trades and professions.

As a bi-monthly publication, our in-depth sections will highlight technical trends, products and materials, with an editorial emphasis on news and comment.

We specialise in news from the industry and the many topics that we cover include new legislation, corporate events, case studies and issues affecting the industry.

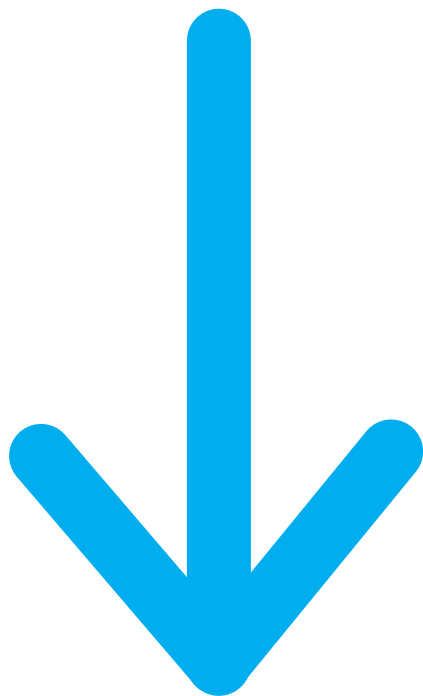
Company and product profiles will continue to provide a central part of the magazine while our focus on the many successful projects by Northern Ireland companies will remain an important part of the publication.

Northern Builder has proved the ideal medium for business and companies to reach customers in this specialised market and the magazine experts at KMP Ltd will aim to apply their experience and knowledge to ensure this continues.

KMP Ltd
PUBLISHING • DESIGN • EVENTS

Northern Builder is published bi-monthly.





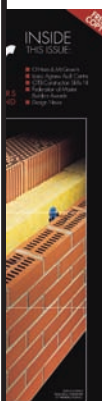
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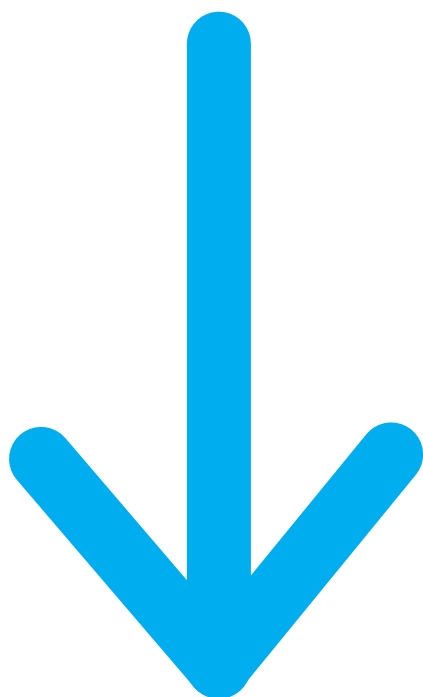
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CIRCULATION PROFILE

Northern Builder is now in its 23rd year and has been a great success to date. It is distributed on a controlled circulation of over 5,300 copies which is sent to named individuals from the sectors below.

- Architects and Landscape Architects
- Chartered Surveyors
- Building contractors (large and small)
- Sub-contractors
- Structural and Civil Engineers
- Builders' Merchants, suppliers, services
- Consultants and specifiers
- M&E consultants and contractors
- Representatives from the Public Sector, including Government and Health Departments as well as Housing Associations.
- Professional and training bodies
- Trade associations





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FEATURES LIST 2012

ISSUE 23-1 - DEADLINE: 24 February 2012

HERITAGE ISSUE

- Bricks, Stone & Aggregate
- Insulation & Sound Control
- Air Conditioning & Ventilation

ISSUE 23-2 - DEADLINE: 18 May 2012

FLOORS & FLOORING ISSUE

- Lifts & Staircases
- Paving & Resins
- Fire Protection & Security

ISSUE 23-3 - DEADLINE: 27 July 2012

SUSTAINABILITY BUILDING ISSUE

- Paints & Protective Coatings
- Plaster & Plasterboard
- Groundworks & Drainage

ISSUE 23-4 - DEADLINE: 28 September 2012

HEALTH, SAFETY & TRAINING ISSUE

- Access & Plant Equipment
- Windows & Glazing
- Asbestos Removal
- Education & Training

ISSUE 23-5 - DEADLINE: 23 November 2012

TIMBER ISSUE

- Roofing & Cladding
- Timber In Construction
- Doors, Doorways & Door Accessories

Regular Features...

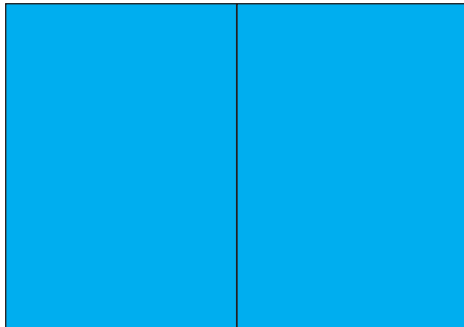
- Product News
- Regional News
- Industry News
- Technical Information
- Company News
- Company Profiles
- Cover Story

FOR FURTHER
INFORMATION
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Double Page Spread

DPS Bleed	470 x 307mm
DPS Trim	460 x 297mm
DPS Type Area	420 x 257mm

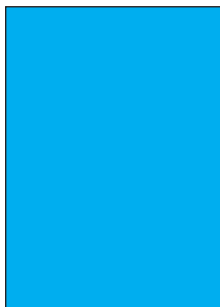
RATES 2012

FULL COLOUR

DPS	£1,890
Full page	£1,045
Half page	£625
Quarter page	£415

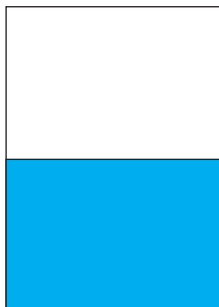
COVER RATES

Front Cover	£1,350
Inside Front	£1,200
Inside Back	£1,200
Outside Back	£1,200



A4 Full Page

Bleed: 240 x 307mm
Trim: 230 x 297mm
Type Area: 185 x 257mm



Half Page Landscape

185 x 125mm

DISCOUNTS

Discounts available on request for series bookings only. Any deviation from series booking will automatically terminate discount qualification.

INSERTS

From £100 per 1,000 copies.

SUPPLIED ARTWORK

Ads on email - high resolution print quality pdf or jpeg (300dpi).

Ads on disk - we prefer to accept material on Mac compatible CDs and DVDs in QuarkXpress, Illustrator, PDF or Photoshop formats.

Please save text files as "text"(txt).

When saving as EPS, include all fonts and tints used.

Where possible, convert fonts to paths.

We cannot accept PC fonts.

Please do not supply website pictures - the quality is often not good enough for print.

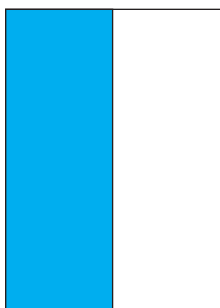
We do not accept any responsibility for the reproduction of ads supplied on disc.

PC files should be supplied as TIFF or hi-resolution (300dpi) JPEG picture files.

We do not use the following applications and cannot open these types of document:

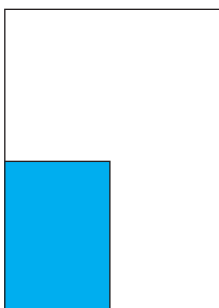
Microsoft Publisher, Pagemaker and CorelDraw.

If you require help with setting your ad please ask for details.



Half Page Portrait

90 x 257mm



Quarter Page

90 x 125mm



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Publishers of:

- Plumbing & Heating Magazine • Northern Ireland's Electrical • Northern Builder
- Yearbooks • Diaries • Brochures & Leaflets

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FREE SUBSCRIPTION FORM **FAX TO: 9261 2091**

Name: _____ Telephone: _____

Job Title: _____ Fax: _____

Company: _____ Email: _____

Address: _____

_____ Postcode: _____

1 What is the main activity of your company? (Please tick ONE box)

- 1 Contractors / Sub-Contractors / Developers / Builders
- 2 Builders Merchants / Suppliers
- 3 Professional Bodies - CEF / NHBC / Federation of Master Builders
- 3 Manufacturers / Distributors
- 4 Consultants / Architects / Specifiers
- 5 Government / Education / Health / Councils / Public Bodies
- 6 Training Bodies
- 7 Others



Sign here if you wish to receive or continue to receive FREE copies of...

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Sign: _____ Date: _____

If you do not wish your name to be passed to a third party, please tick here

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Publishing & Design Experts

Magazines...



- Northern Builder
- Plumbing & Heating Magazine
- Northern Ireland's Electrical Magazine

- brochures
- magazines
- leaflets
- diaries
- corporate identity
- signage

Design Services...



CLIENT LIST

- Lisburn Council
- Beggs & Partners
- Bassetts
- RR Wines
- EEIBA
- JP Corry
- Haldane Fisher
- Gilbert Ash
- Stoneyford Concrete

- Here at Karen McAvoy Publishing we also specialise in producing company and corporate brochures/magazines, leaflets and diaries.
- Designed and created by our team of experts, we have over 20 years' experience within this sector.
- Simply contact us today for more information



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