

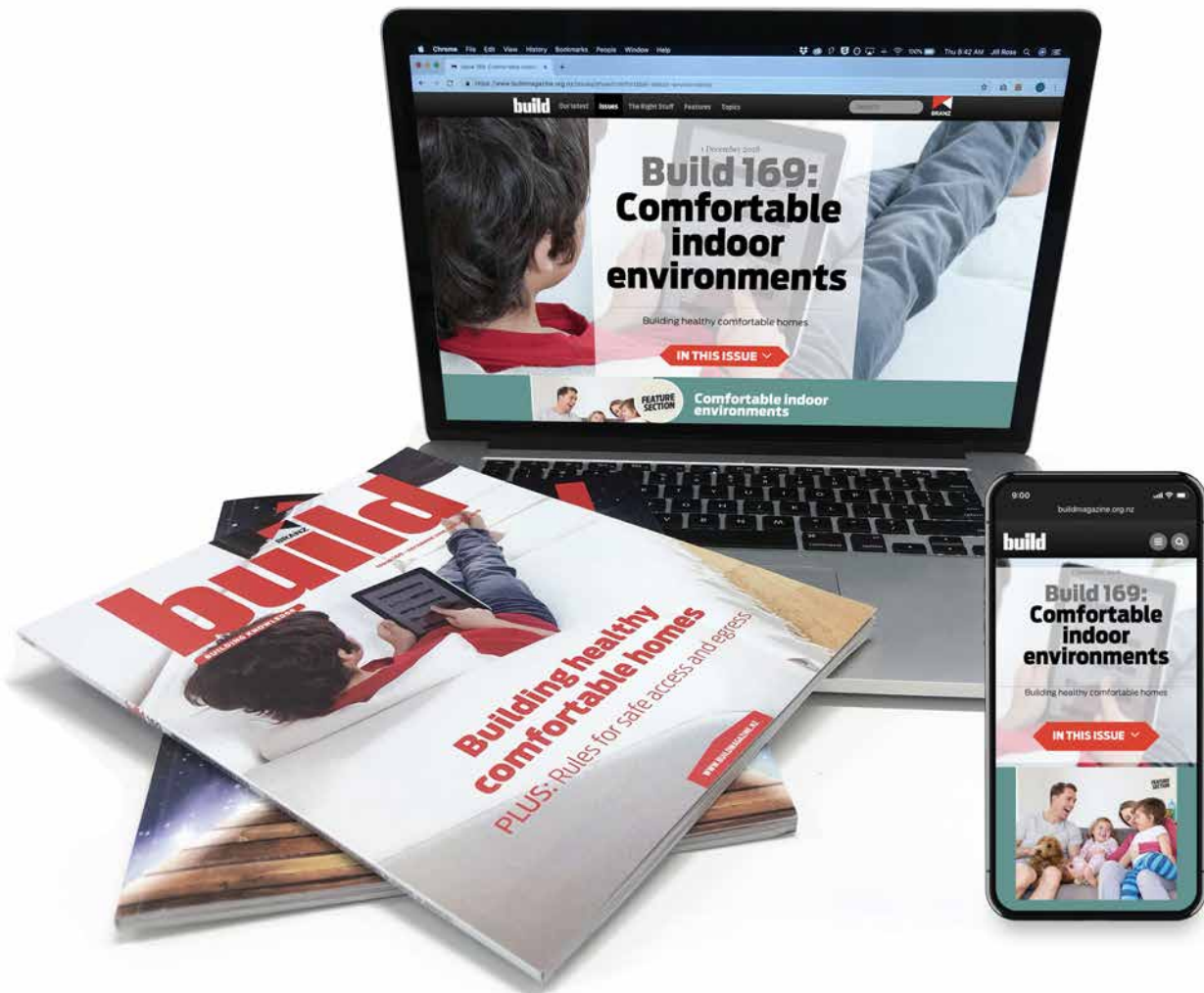
# build

BRANZ

BUILDING KNOWLEDGE

## MEDIA KIT

2019-2020



# Building knowledge

**Build is New Zealand's premier building industry magazine.** Published every 2 months by BRANZ in hard copy and online, its mission is to inform, educate and inspire builders, architects, designers and others to provide better buildings for New Zealanders. *Build* contains:

- quality practical technical information to enhance building design and construction practice
- impartial findings and advice from independent, unbiased industry research
- information on topical industry issues including changes in Building Codes and standards, new opportunities and trends.



Build is the number one magazine choice for the New Zealand building and construction sector.

## What our readers have to say:\*

- A brilliant publication. Absolute must read.
- Essential reading to keep abreast of the construction industry demands.
- *Build* is the best publication we receive.
- Great publication for those in the trade.
- An important journal. Always pleased to see it arrive.
- Excellent production with great articles and details.
- Enjoy reading magazine and using *Build online* to search for previous topics.
- Very interesting, helpful, thought provoking.
- Look forward to receiving *Build* - keep hard copies for reference.
- *Build* magazine has always been a must read.

\* BUILD READERS' SURVEY 2018



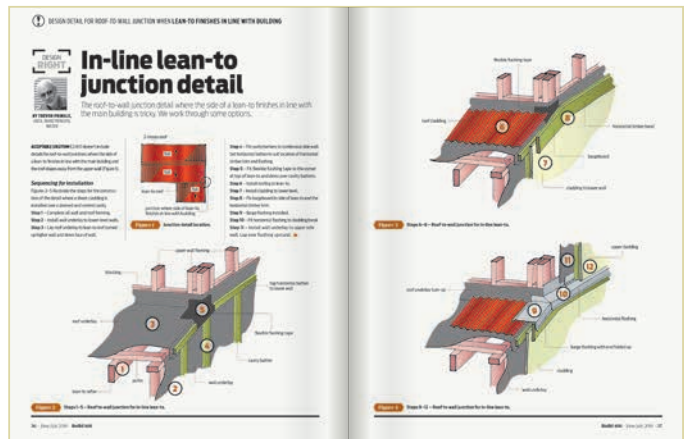
# Building readers

In September 2018, the ABC-audited circulation of *Build* was 33,285 copies. *Build* now reaches over 65,000 decision makers right across the construction industry. Complementing this is *Build online*, which has about 30,000 page views a month.

*Build* influences builders, architects, designers, building officials, manufacturers, subcontractors, engineers, building suppliers, education providers, building owners and others in the building industry.

As well as being sent to its subscribers, *Build* is sent to members of organisations and associations including:

- licensed building practitioners
- New Zealand Certified Builders Association
- Registered Master Builders Federation
- Building Levy members
- New Zealand Institute of Architects
- Architectural Designers New Zealand
- Building Officials Institute of New Zealand
- New Zealand Institute of Building
- New Zealand Institute of Building Surveyors.



*Build* is the New Zealand building sector's highly influential magazine and online information resource. Its engaged readers take action after reading articles – or advertisements – in the magazine and online.

## Building influence

**VALUABLE CONTENT:** After reading *Build*, 73% of readers archived articles for future reference and 70% discussed an article with others.

**VALUABLE ADVERTISING:** 26% of *Build* readers phoned an advertiser or visited an advertiser's website after reading *Build*, while 12% went on to purchase a product or service. 33% did things differently, using a new technique or product.

## Building engagement

**ESSENTIAL READING:** 84% of *Build* readers consider the magazine to be 'essential' or 'very useful'.

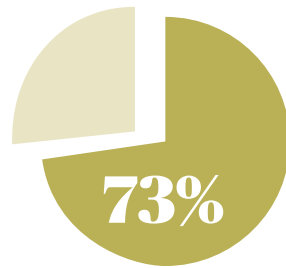
**HIGHLY ENGAGED:** 78% of readers spend 30 minutes or longer reading each issue of *Build*, while 30% spend an hour or more reading each issue of the magazine.

**HIGHLY RELEVANT:** 90% of readers read at least half of the magazine, while three-quarters read most of each *Build*.

## Building effectiveness

**USEFUL INFORMATION:** 96% of readers rated *Build* as 'an interesting publication', 93% said it was visually appealing and 94% rated the usefulness of the information and readability as 'good' or 'very good'.

**HIGHLY RATED:** 95% of readers rated their overall level of satisfaction with *Build* as 'good' or 'very good'.



AFTER READING *BUILD*,  
**over two-thirds**  
OF READERS ARCHIVED  
ARTICLES FOR FUTURE  
REFERENCE OR DISCUSSED  
AN ARTICLE WITH OTHERS



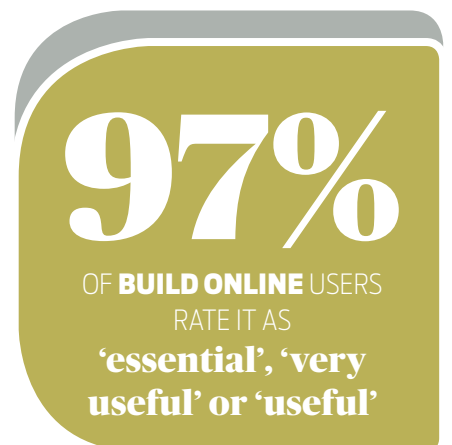
**78%**  
OF READERS SPEND  
**30**  
**minutes**

OR LONGER READING EACH  
ISSUE OF *BUILD*, WHILE

**96%**  
OF READERS RATED *BUILD* AS  
**'an interesting  
publication'**

**95%**

OF READERS RATED  
THEIR OVERALL LEVEL OF  
SATISFACTION WITH *BUILD* AS  
**'good' or 'very good'**



\* FROM 2018 *BUILD* READER'S SURVEY



# Editorial schedule and deadlines

ISSUE	RELEASE DATE	FEATURES	AD BOOKING DEADLINE	AD MATERIAL DUE	ONSERT BOOKING DEADLINE	ONSERTS DUE
#172	1 Jun 2019	<b>Exceeding the minimum Canterbury today</b>	1 April	15 April	1 May 19	15 May 19
#173	1 Aug 19	<b>Commercial buildings Skilling the workforce</b>	1 June	15 June	1 July 19	15 July 19
#174	1 Oct 19	<b>Climate action Offshore manufacturing</b>	1 Aug	15 Aug	1 Sept 19	15 Sept 19
#175	1 Dec 19	<b>Changing face of building 50 years of BRANZ</b>	1 Oct	15 Oct	1 Nov 19	15 Nov 19
#176	1 Feb 2020	<b>Building materials Tech matters</b>	1 Dec	6 Dec	3 Jan 20	15 Jan 20
#177	1 Apr 20	<b>Making housing affordable Managing risk</b>	1 Feb	15 Feb	1 Mar 20	15 Mar 20
#178	1 Jun 20	<b>Resilience Why science matters</b>	1 April	15 April	1 May 20	15 May 20

Note: All feature content is subject to change without notice.

**FEATURE SECTION**

## Comfortable indoor environments

BRANZ is leading a programme to deliver New Zealanders warmer, drier, healthier buildings. This involves understanding aspects of a building's performance including thermal lagging, air-tightness, ventilation, heating and insulation.

- 44 Home comforters
- 47 A bridge too far?
- 52 Optimising heat pumping use
- 54 Window selection balancing act
- 58 Moist, occupants and house condition
- 60 Heat recovery ventilation
- 65 Warmer, drier, healthier buildings

BRANZ | December 2019/January 2020

## Moving to medium-density

As housing pressure mounts, new BRANZ research explores how New Zealand can better adapt to medium-density living.

**Medium-density housing**

BRANZ | December 2019/January 2020

## The essence of grand design

Build talks to Chris Moller, host of Grand Designs New Zealand, to find out how the weird and the simply wonderful transforms into truly great design.

**Grand designs**

Build talks to Chris Moller, host of Grand Designs New Zealand, to find out how the weird and the simply wonderful transforms into truly great design.

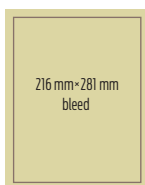
BRANZ | December 2019/January 2020

## Solomon learnings

**Solomon learnings**

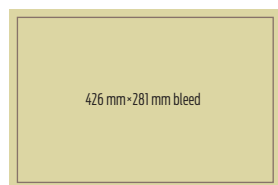
BRANZ | February 2020

# Print advertising sizes and rates



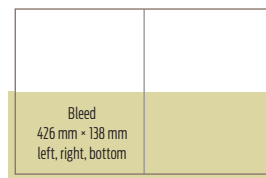
## FULL PAGE

Trim area: 210 mm × 275 mm  
Bleed area: 3 mm (216 mm × 281 mm)  
Image area: 186 mm × 245 mm



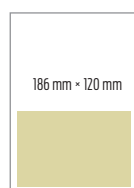
## DOUBLE PAGE SPREAD

Trim area: 420 mm × 275 mm  
Bleed area: 3 mm (426 mm × 281 mm)



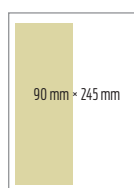
## HALF DOUBLE PAGE HORIZONTAL

Trim area: 420 mm × 135 mm  
Bleed area: 3 mm (426 mm × 138 mm)



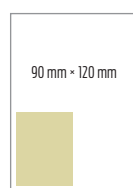
## HALF PAGE HORIZONTAL

Size: 186 mm × 120 mm



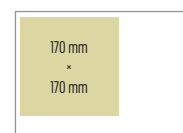
## HALF PAGE VERTICAL

Size: 90 mm × 245 mm



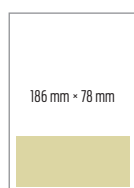
## QUARTER PAGE

Size: 90 mm × 120 mm



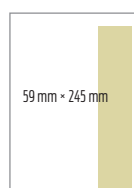
## COVER SHEET

Size: 170 mm × 170 mm



## THIRD PAGE HORIZONTAL

Size: 186 mm × 78 mm



## THIRD PAGE VERTICAL

Size: 59 mm × 245 mm

## MECHANICAL

Column depth 235 mm  
Column width 56 mm  
2 or 3 columns per page  
175 lpi screen  
Perfect bound  
Sheetfed offset



## Rates (per issue and exclusive of GST)

SIZE	1X	3X	6X
Full page	\$4,400	\$4,260	\$4,060
Double page spread	\$7,950	\$7,680	\$7,425
Half double page	\$4,400	\$4,260	\$4,060
Half page	\$3,120	\$2,950	\$2,780
Third page	\$2,605	\$2,480	\$2,370
Quarter page	\$2,360	\$2,260	\$2,150
Cover sheet	\$3,465	-	-

## Special position premium

Outside back cover plus 15%.  
Inside front or back cover, page 1 or special requests plus 10%.  
Gatefold price on application.

## Five to watch

\$830 to showcase your innovative product.

## Onserts

From \$450 per 1,000 - that's only 45 cents per hit.  
Onserts over 4 pages from \$525 (size and weight is restricted).  
Minimum charge \$450.

## Design service

\$120 per hour.

# Five to watch

'Five to watch' is an exciting, alternative, affordable, advertising opportunity in *Build* magazine.

Have you got an interesting new building and construction industry product? If so, submit details of it for us to consider for inclusion in 'Five to watch'. Examples may include the latest builders' or architects' tools or toys or innovative building materials or products.



**Only five products** are selected to feature in each issue on a double page spread. A decision on the products included will be made by the *Build* editorial team. Submission of information does *not* guarantee acceptance.

### Material needed

Material submitted needs to include:

- product name
- a short description (40 to 80 words)
- a high-resolution good-quality image of the product only, preferably clear cut or on a plain background

- RRP (if applicable)
- website and/or phone number
- BRANZ Appraisal logo (if applicable).

### Images

Images should be a high-resolution JPG or TIFF file preferably clear cut with a clipping path or quick mask alpha channel. Photoshop files are acceptable.

All images are to be CMYK or greyscale, not RGB or other colour formats. Recommended resolution is 300 dpi or above at 100%.

### Cost

'Five to watch' is an affordable paid advertising promotion. The cost is \$830 + GST.

### Disclaimer

Inclusion does *not* imply an endorsement or technical approval of the product by BRANZ.

### Where to send material

Email information to be considered to [BuildAdverts@branz.co.nz](mailto:BuildAdverts@branz.co.nz). Please include 'Five to watch' in the subject line.

# Onserts

**Need an affordable** way to get your material to potential customers? We can offer you muscle and reach by inserting your material with BRANZ's *Build* magazine.

Architects, builders, building officials - we can reach them all. With many groups on our database for you to choose from and six different areas, we make it easy for you to reach your target audience.

From \$450 per 1,000 - that's only 45 cents per hit. Onserts over 4 pages from \$525 (size and weight is restricted, so please ask).

\* Minimum charge of \$450 applies.

FROM

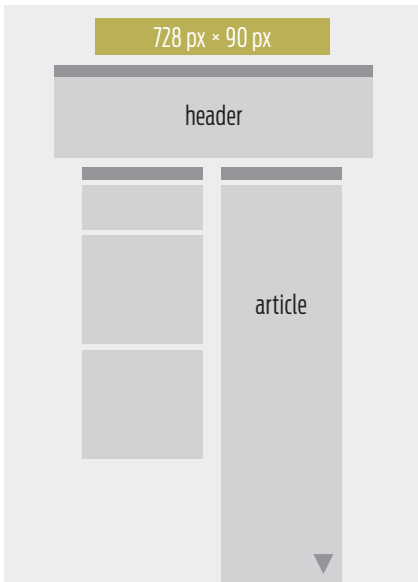
# \$450

PER 1,000

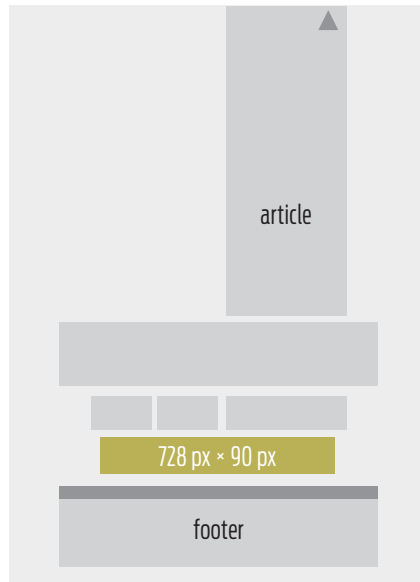
**That's only 45¢ per hit**

# Online advertising sizes and rates

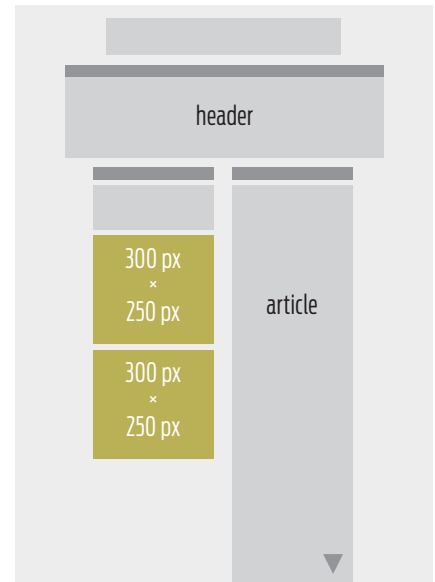
**LEADERBOARD (TOP)**



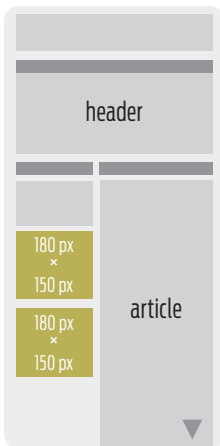
**LEADERBOARD (BOTTOM)**



**MEDIUM RECTANGLE**



**SMALL RECTANGLE  
MOBILE DEVICE**



**MEDIUM RECTANGLE  
SMARTPHONE**



## Positions

### LEADERBOARDS

Leaderboards display when the browser is 768 pixels or more wide. They can be:

- top - above the navbar/header
- bottom - above the footer.

### RECTANGLES

A medium rectangle appears on article pages in the left column when the browser is at least 768 pixels or below the article when the browser is under 481 pixels. This is replaced by a small rectangle in the left column when the browser width is 481 to 767 pixels.

## Share of voice

A maximum of three advertisements will appear in each advertising position, sold on a first come basis. This number will be reviewed in late 2019.

## Deadlines

Bookings close on the 15th of the previous month. Material is due by the 20th of the previous month.

## Where to send material

Email the image and URL link by the 20th to **BuildAdverts@branz.co.nz**.

## Rates (per month and exclusive of GST)

AD TYPE	SIZE	RATE CASUAL	6 MONTHS	12 MONTHS
Leaderboard (top)	728 px x 90 px	\$770	\$720	\$670
Medium (and small) rectangle	300 px x 250 px (and 180 px x 150 px)	\$460	\$410	\$360
Leaderboard (bottom)	728 px x 90 px	\$610	\$560	\$510

[www.buildmagazine.nz](http://www.buildmagazine.nz)

## Print material specs

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### SOFTWARE

#### ACROBAT PDF PREFERRED

High-resolution PDFs are our recommended file format. We require a **press-optimised PDF**, distilled with Acrobat 4.0 or greater.

Please ensure:

- all fonts are embedded
- images are CMYK and at least 300 dpi
- black areas are set to overprint
- bleed and trim marks are included.

#### ADOBE ILLUSTRATOR – CS3 OR ABOVE

All fonts need to be outlines or embedded and all images embedded or links attached. Save as EPS.

#### ADOBE PHOTOSHOP – CS3 OR ABOVE

Ensure files are in CMYK mode and 300 dpi at 100% scaling. Save as EPS or TIFF.

#### UNACCEPTABLE SOFTWARE

Word, InDesign, Publisher and PowerPoint files will not be accepted.

### FILE SETTINGS

**BLEED:** All bleed adverts should have register and crop marks located at least 3 mm outside the trim area, 5 mm is recommended.

**DOUBLE PAGE SPREADS:** Please supply the PDF as two single pages, not as a spread.

**IMAGES:** All images are to be CMYK or greyscale, not RGB or other colour formats. Recommended resolution is 300 dpi or above at 100%. If the file needs transparency flattening when printing, all images must be high resolution.

**COLOURS AND FONTS:** Text and images must be supplied CMYK or greyscale, no spot or RGB colours. No embedded colour profiles. Embed all fonts, including in EPS files.

**BRANZ APPRAISAL LOGO:** An advertisement for a product with a current BRANZ Appraisal should include the Appraisal logo with number and date.

## Online material specs

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### IMAGES

All artwork to be RGB colour, flattened with no transparency layers. Recommended minimum resolution is 72 dpi.

### ADVERT SIZES

All dimensions in pixels, width by height:

- Leaderboard 728 px by 90 px.
- Medium rectangle 300 px by 250 px.
- Small rectangle 180 px by 150 px.

### FORMAT

Artwork should be JPG, PNG or GIF.

### FILE SIZE

Artwork must not exceed 150 KB.

### HYPERLINKS

Supply a complete URL with image.

**Email all adverts to:**  
[BUILDADVERTS@BRANZ.CO.NZ](mailto:BUILDADVERTS@BRANZ.CO.NZ)

## Advertising sales

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### Graeme Hughes

T: (07) 839 2602

M: (027) 478 5254

E: [Graeme.Hughes@branz.co.nz](mailto:Graeme.Hughes@branz.co.nz)

## Technical enquiries

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### Deborah Christophers

T: (04) 238 1391

E: [deborah.christophers@branz.co.nz](mailto:deborah.christophers@branz.co.nz)

[www.buildmagazine.nz](http://www.buildmagazine.nz)

### Terms and conditions

1. BRANZ reserves the right to refuse or omit any advertisement that it deems unsuitable for publication for any reason whatsoever and may insert above or below any copy the word 'ADVERTISEMENT'. 2. Any production/layout work to be done by BRANZ may incur an extra charge. 3. Unless a preferred position is specified, available and payment of the appropriate loading undertaken, the placement of the advertisement shall be at the discretion of BRANZ. BRANZ will attempt to meet advertisers' requests for preferred positions, but such requests cannot be guaranteed. While every care is taken, BRANZ will not accept liability for any loss whatsoever incurred through error or non-appearance of any advertisement. 4. Cancellation notice must be received in writing no later than 5 pm on the due date for advertising material. 5. In the event of advertising material not being received by the agreed deadline, BRANZ reserves the right to charge in full for the space booked and to use existing client material if available. 6. A copy of the publication and an invoice for the advertisement will be forwarded on publication. Payment is due by the 20th of the following month. 7. All advertisements and inserts/onserts submitted to BRANZ for inclusion in *Build* magazine or *Build online* will be subject to a technical review and audit of the material. BRANZ reserves the right, at its sole discretion, to refuse for publication, or return to the Advertiser for alteration, any material, including (but not limited to) material BRANZ deems to be technically incorrect or which BRANZ considers breaches advertising standards generally accepted or legislated in New Zealand, including those which relate to ethics, comparative advertising, or advertising which focuses on competitors' products or services, and environmental claims, or material which BRANZ considers attempts to look like or copy a genuine *Build* article. The technical review does not imply any endorsement or approval of the product by BRANZ. 8. Full terms and conditions are on the *Build* booking confirmation form.