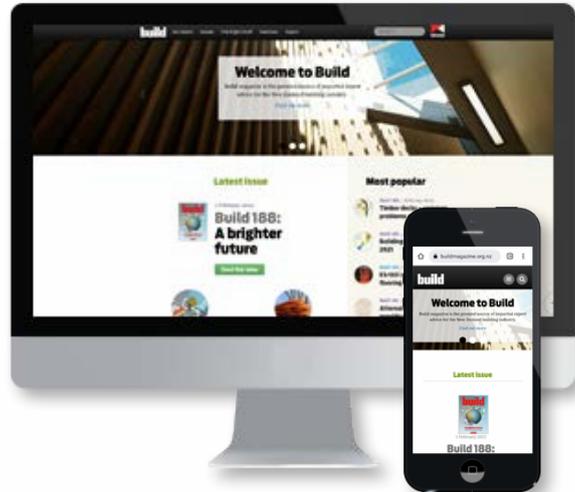




# build

BUILDING KNOWLEDGE



# MEDIA KIT

2022-2023

# 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 challenge builders, architects, designers and others to create a building system that delivers better outcomes for all. *Build* contains:

- quality practical technical information to enhance building design and construction practice
- impartial findings and advice from 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:\*

- It is essential reading for anyone involved in the building industry.
- It's great. I keep every print copy.
- It is the best magazine out for building knowledge.
- It's a great mag and I enjoy reading the technical bits. There's good details and methods that come in handy.
- *Build* is highly recommended with comprehensive reading material for staff and colleagues.
- I think *Build* in both the printed format and the electronic format is good, easy to read, informative and with current interesting topics.
- There were 100 people at my last place. No LBPs, but a copy of *Build* in every smoko room.

\* BUILD READERS' SURVEY 2019

# Building readers

In the 12 months to March 2021, *Build's* average hard copy circulation was 34,209 copies\*, reaching over 70,000 decision makers right across the construction industry. Complementing this is *Build online*, which had 32,496 users in April 2022.

*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
- 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
- New Zealand Institute of Quantity Surveyors.

\* MAGAZINE360.CO.NZ/PUBLISHER/BRANZ/BUILD

## Contents

### Features

#### NET-ZERO CARBON BUILDINGS

There's a clear call to meet the challenge of net-zero carbon and the construction sector needs to respond now to meaningful decarbonisation.

#### IN THIS SECTION

- 42 The design challenge and an answer to
- 42 Looking to the new carbon design
- 44 Climate change risk and the built environment
- 44 Carbon budgets for NZ housing
- 44 A new assembly journey
- 44 Batch building for net-zero carbon
- 44 Insights on net-zero building systems

#### MATERIAL DURABILITY

Building materials must be suitable and used in the right way. Research helps you and they come with our Climate conditions and how to choose the right material for your project.

#### IN THIS SECTION

- 42 An overview and material durability
- 42 Verifying material compliance
- 42 Choosing durable and sustainable materials



### Regulars

#### Editorial

- 4 Editorial
- 6 Opinion
- 6 News and industry

#### SHOPS

#### 10-20

#### What's new?

- 10 Profile
- 10 News in brief
- 22 Flow to watch

#### TECHNICALS

#### 22 Research

- 22 Research edge
- 22 Research in brief

#### 78 LBP issues

- 78 LBP issues
- 78 LBP issues in brief

#### 84 Legal

- 84 Legal
- 84 Legal in brief

#### 88 Business matters

- 88 Business matters
- 88 Business matters in brief

#### 90 BRANZ Appointments

- 90 BRANZ Appointments
- 90 BRANZ Appointments in brief

#### 96 Find the job competition

- 96 Find the job competition
- 96 Find the job competition in brief



## REQUIREMENTS FOR WINDOWS AND DOORS IN FIRE-RATED WALLS FOR NEW BUILDS AND ALTERATIONS

### Boundary wall fire resistance rating

Containing the spread between residential buildings and outbuildings is important for protecting life and property. We recap the requirements and look at a range of options – fire rating of windows and doors as well as door to a boundary.

**REQUIREMENTS:** All subject to the construction details shown in the drawings and the fire resistance rating of the wall. The fire resistance rating of the wall must be at least the same as the fire resistance rating of the wall. The fire resistance rating of the wall must be at least the same as the fire resistance rating of the wall. The fire resistance rating of the wall must be at least the same as the fire resistance rating of the wall.

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### Also see drawings

For more on building with fire-rated walls see our article on fire-rated walls in our issue on fire-rated walls. For more on fire-rated walls see our article on fire-rated walls in our issue on fire-rated walls. For more on fire-rated walls see our article on fire-rated walls in our issue on fire-rated walls.

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**FEATURE SECTION**

## Fire

The fire performance of building facades is a hot topic. Recent work has improved our understanding of how to test their fire performance, particularly in taller timber buildings, and is investigating other fire risks in buildings and fire safety in densified housing.

**IN THIS SECTION**

- 42 Fire design of tall timber buildings
- 44 Facade fire testing for timber structures
- 47 Lithium batteries - what's the problem?
- 52 Toxicity of contents in building fires
- 54 Fire safety for densified housing
- 56 Fire engineering qualifications
- 60 Diploma paves the way

## Material durability

### Atmosphere and material durability

BRANZ research is expanding our knowledge of how multiple factors influence building material corrosion. This will lead to a new way of mapping corrosivity and allow the right materials to be specified for different environments.

**MATERIALS ARE CORRODED:** In buildings, the atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability.

**Atmosphere is complex:** The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability.

**Material specification changes:** The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability.

**Mapping atmospheric corrosivity:** The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability. The atmosphere is a key factor in material durability.

## Material durability



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*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*, 67% of readers archived articles for future reference and 69% discussed an article with others.

**VALUABLE ADVERTISING:** 28% of *Build* readers phoned an advertiser or visited an advertiser's website after reading *Build*, while 15% went on to purchase a product or service. 38% did things differently, using a new technique or product.

## Building engagement

**ESSENTIAL READING:** 74% of *Build* readers consider the magazine to be 'essential' or 'very useful'.

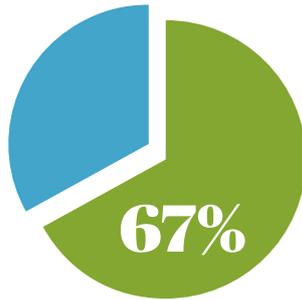
**HIGHLY ENGAGED:** 76% of readers spend 30 minutes or longer reading each issue of *Build*, while 29% spend an hour or more reading each issue of the magazine.

**HIGHLY RELEVANT:** 87% of readers read at least half of the magazine, while 66% read most, if not all, of each *Build*.

## Building effectiveness

**USEFUL INFORMATION:** 93% of readers rated *Build* as 'an interesting publication', 89% said it was visually appealing and 92% 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*, **two-thirds** OF READERS ARCHIVED ARTICLES FOR FUTURE REFERENCE OR DISCUSSED AN ARTICLE WITH OTHERS



**76%** OF READERS SPEND

**30 minutes**

OR LONGER READING EACH ISSUE OF *BUILD*, WHILE

**93%** 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 2019 *BUILD* READERS' SURVEY



# 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)



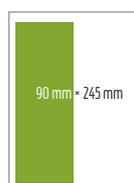
## HALF DOUBLE PAGE HORIZONTAL

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



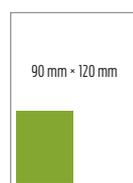
## HALF PAGE HORIZONTAL

Size: 186 mm × 120 mm



## HALF PAGE VERTICAL

Size: 90 mm × 245 mm



## QUARTER PAGE

Size: 90 mm × 120 mm



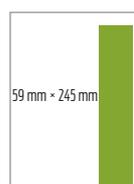
## COVER SHEET

Size: 195 mm (w) × 165 mm (h)



## 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

\$150 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.

The image shows two double-page spreads from Build magazine. The left spread features three advertisements: 'HIGH-QUALITY SEALANT' for HP Facade, 'BUILD IT FASTER AND CLEANER' for a professional plasterboard wall and ceiling lining system, and 'THE FUTURE IN EXTRACTION' for a smart-controlled ventilation fan. The right spread features two advertisements: 'ARCHITECTURAL ROOFING AND CLADDING' for Super Seams roof cladding and 'HIGHLY EFFICIENT VENTILATION SYSTEM' for the PleinAir 450 roof fan. Each advertisement includes product images, descriptive text, and contact information.

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).

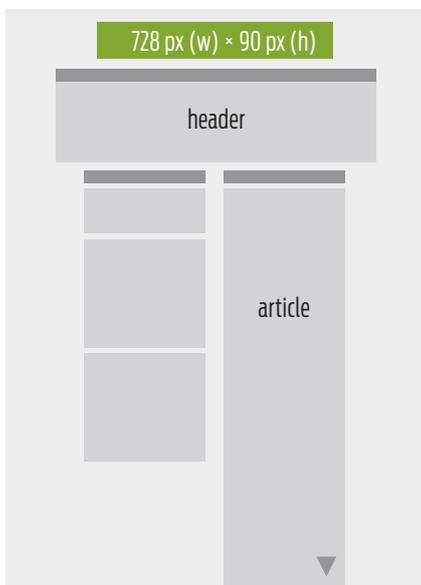
\* Minimum charge of \$450 applies.

A large graphic with a light blue background. At the top, the word 'FROM' is written in green. Below it, the number '\$450' is written in very large, bold black font. Underneath '\$450', the words 'PER 1,000' are written in green. The entire graphic is enclosed in a rounded rectangular border.

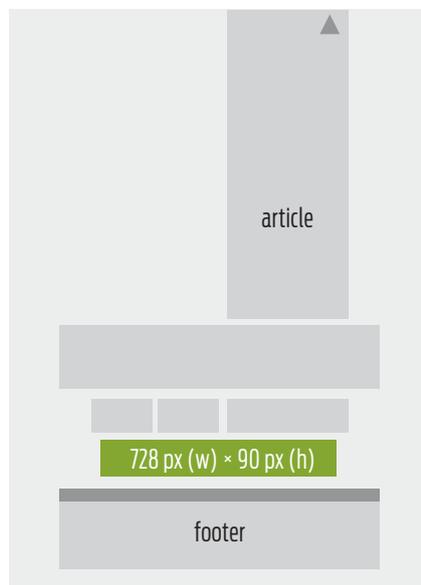
**That's only 45c per hit**

# Online advertising sizes and rates

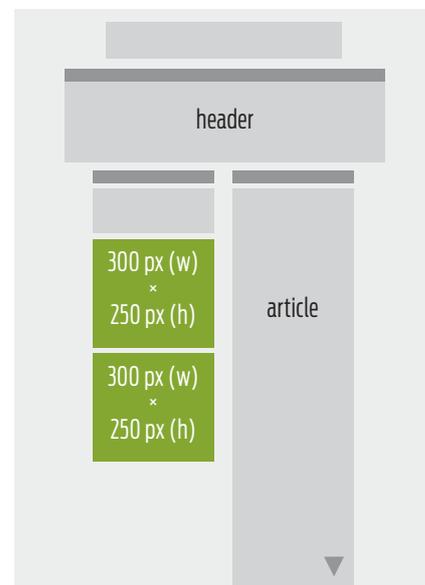
**LEADERBOARD (TOP)**



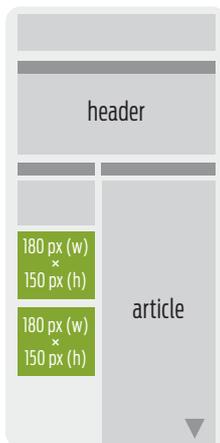
**LEADERBOARD (BOTTOM)**



**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.

### 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](mailto:BuildAdverts@branz.co.nz).

## Rates (per month and exclusive of GST)

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

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

## Print material specs

### 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

### 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

### Jonathan Taggart

T: 027 269 8639

E: [Jonathan.Taggart@branz.co.nz](mailto:Jonathan.Taggart@branz.co.nz)

## Technical enquiries

### Rebecca Holden

T: (04) 237 1170

E: [rebecca.holden@branz.co.nz](mailto:rebecca.holden@branz.co.nz)

[www.buildmagazine.co.nz](http://www.buildmagazine.co.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 that BRANZ considers breaches advertising standards generally accepted or legislated in New Zealand, including material that relates to ethics, comparative advertising or advertising that focuses on competitors' products or services or 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.