

introducing



apprentice builder

NEW: Opening doors to a better future – see inside!



Apprentice news



Latest courses



Apprentice profile



Expert advice



Competitions & giveaways

supporting the next generation of builders

media information

building a future



Apprentice Builder is a brand new magazine from the publisher of *Professional Builder*, the UK's leading magazine for the building trade.

For over 30 years *Professional Builder* has been unsurpassed in providing practical advice and support to Britain's builders. It reaches over 100,000 small to medium sized building contractors and allied

tradesmen every month. With the launch of **Apprentice Builder**, that industry support can now extend to the next generation of builders.

Apprentices and trainees are at the core of the industry's future and, by equipping them with the skills they need now, they will be well placed to meet the growing demands of the construction sector.



training & developing

The Government has pledged £180 million to create 50,000 additional apprenticeship places and will continue to support 250,000 apprenticeships over the next four years to ensure that the UK has the skilled workforce it needs.

One of the broadest apprenticeships available is in construction, with a whole range of key disciplines under the construction umbrella. These include bricklaying, carpentry and joinery, painting and decorating, roofing, plastering and general building.

Apprentice Builder has been designed to engage and support those doing

construction apprenticeships. It sets out to provide the practical knowledge that enables students to understand their course content in a more real life context.



practical advice



As with all Hamerville titles, **Apprentice Builder** comes under the direction of Terry Smith. Having edited *Professional Builder* for over twenty five years his commitment to editorial leadership is well-known. With an extensive background in the construction industry he is well-placed to ensure that the magazine is focussed on what a new generation of builders really need to know.



Editorial content:

- Practical information and guidance in solving common problems.
- Technical explanations of common materials in use.
- Professional reviews of the best and most appropriate tools, equipment and workwear.
- The importance of health and safety in the workplace.
- Exploring the latest technological influences on the construction industry.
- Preparing for life in a professional trade.
- Selling your skills to a prospective employer.
- Added value giveaways and competitions to acquire the latest brands - free of charge.
- Inspirational real life apprentice success stories.
- All work and no play - the lighter sometimes humorous side to the industry.

Apprentice Builder is available both in printed format and online at www.apprenticebuilder.co.uk

reaching the next generation

Just as *Professional Builder* magazine is distributed by a dedicated merchandising team directly into builders merchants, **Apprentice Builder** targets its audience by being distributed directly into construction colleges.

To cement the effectiveness of this distribution method and to ensure that it is of most benefit to both students and colleges, **Apprentice Builder** works closely with the British Association of Construction Heads (BACH).

BACH is an association of those responsible for delivering the construction curriculum in colleges throughout the UK and its members manage over 90% of all construction apprentices. Its aim is to further the quality and standards of construction education. It has welcomed the launch of **Apprentice Builder** as a valuable initiative that can provide students an insight into the real world of building.

Apprentice Builder is distributed through around 200 colleges nationwide that run a construction curriculum. It reaches 15,000 apprentices through their workshops, libraries and classrooms. It has been designed to help them learn their trade. It offers them the practical side of the information they need, directly from the heart of the industry.



brand loyalty

In turn, what **Apprentice Builder** offers advertisers is a perfect platform, both in print and online, to promote their brand values to a new generation of end users. As apprentices strive to become professional builders they want to use the tools, equipment, products and services that reflect that status. They are hungry for information and need to know what brands the trade relies on.





advertising rates

Space	1 insertion	3 insertions
Double Page Spread	£4,170	£4,070
Full Page	£2,270	£2,120
Half Page	£1,310	£1,260
Quarter Page (portrait)	£760	£730
Quarter Page (vertical/horizontal)	£860	£830

Inserts:	POA
Frequency:	3 times a year
Copy Date:	4 weeks prior to publication date
Cancellation:	6 weeks prior to publication date

*All prices are per insertion and exclude VAT

mechanical data

Size	Type	Trim	Bleed
Double Page Spread	255 x 390mm	285 x 420mm	291 x 426mm
Full Page	255 x 180mm	285 x 210mm	291 x 216mm
Half Horizontal DPS	124 x 390mm	145 x 420mm	148 x 426mm
Half Horizontal	124 x 180mm	145 x 210mm	148 x 216mm
Half Vertical	255 x 88mm	285 x 103mm	291 x 109mm
Quarter Page (portrait)	124 x 88mm		
Quarter Vertical (strip)	255 x 45mm	285 x 50mm	291 x 56mm

Material: Adverts should be either high res 300 dpi PDFs, Jpegs or Tiffs.
Colour proof required

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