

Professional **BUILDER**

BUILDING ■ FLOORING ■ PLUMBING ■ ROOFING
■ CARPENTRY ■ PAINTING AND DECORATING ■

2018 media information

readership & distribution



- **PB** has the largest ABC audited distribution in the building industry of 119,208 (1st January 2016 to 31st December 2016).
- The magazine is available through the trade counters of over 2,900 builders' merchants across the UK.
- We deliver nationally to merchants such as Travis Perkins, Jewson, Buildbase, SIG and Brandon Hire, as well as over 1,040 independents. Branded front covers are in many of the nationals to ensure placement on the trade counter.
- **PB** is placed on the trade counters of builders' merchants by our merchandisers, meaning that the magazine reaches active tradesmen directly at the point of purchase and all copies are picked up voluntarily.

content

Under the editorship of **Terry Smith**, quality coverage ensures regular pick up of the magazine. Key subjects include masonry, carpentry and joinery, plumbing, painting and decorating, roofing, vehicles and plant, landscaping and decking, sustainable building and the latest changes to Building Regulations and Health & Safety legislation. It's packed with competitions, giveaways, product tests, and advice on running a small business, and is a key source of reference on industry matters.



Professional BUILDER'S We give our readers on new products in our unique site tests, but now we want to give you the chance to try them - **AND KEEP THEM** - for yourself! All you have to do is enter the free draws to simply check the products themselves and return the FreeDraw card to us at your earliest opportunity.

FREE FOR ALL!

20 ROLLS OF FLASHING
ALUMINUM MAXIMISE LEADERS FLASHING
 A new 20 roll pack of leaders flashing...
35 TUBES OF SEALANT
SEALANT
 A new 35 tube pack of sealant...
4 WRECKING BARS
WRECKING BARS
 A new 4 pack of wrecking bars...
10 PUFFA JACKETS
PUFFA JACKETS
 A new 10 pack of puffa jackets...
20 ROLLS OF TAPE
TAPE
 A new 20 roll pack of tape...

editorial opportunities

Regular editorial sections in **PB** include:

- **Product tests** – **Professional Builder's** Roger Bisby and Tibby Singh conduct hands-on tests of the latest products on the market.
- **Feature articles** – Each issue incorporates two or three features spanning the breadth of the building industry.
- **Special reports** – For product launches and industry developments which don't coincide with our features, **PB** offers special reports to make sure our readers are kept up to date.

building boards, plasters & sundries

All above board

David Comacher, Brand and Communications Manager, Nirobird Europe looks at engineered timber solutions and the modern roofing systems that can help increase productivity on site.

Despite the continued development of new building materials and designs, the construction of a building's roof is still a key element for its structural integrity. Traditionally, modern timber solutions have been a mix of wood, steel and plaster, but now there are a range of new products that offer a more sustainable and cost-effective solution.

Engineered timber
 Modern timber solutions are manufactured from a mix of wood and steel, offering a more sustainable and cost-effective solution. They are also more resistant to rot and insect damage, making them a more durable option for long-term use.

Modern roofing systems
 Modern roofing systems are designed to be more sustainable and cost-effective. They are also more resistant to rot and insect damage, making them a more durable option for long-term use.

INTERVIEW & SPECIAL

Like a Flex machine

DeWalt's FlexVolt S4 volt battery has never been out for nearly a year with no reported teething troubles. Roger Blaby thinks it is time to take a closer look.

If there's one thing you can be sure of, it's that your battery is the most important part of your power tools. It's the heart of the machine, and it's the only part that can stop you in your tracks. DeWalt's FlexVolt S4 volt battery is a game-changer. It's the only battery that can power both 12V and 20V tools, and it's the only battery that can be recharged in under an hour. It's the only battery that can be used in a range of different applications, from power tools to power equipment. It's the only battery that can be used in a range of different applications, from power tools to power equipment.

SPECIAL REPORT READERS' LIVES

PITCHING A CURVE

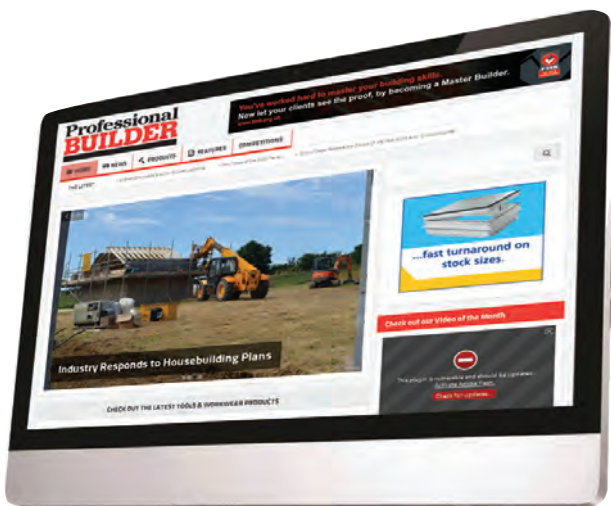
A building with curves in all the right places has seen Andy Romanides win the NFRC's "Roof of the Year" award. Professional Builder's Lee Jones talks to the award-winning country builder about his company and the stunning project.

It's been a double celebration for Andy Romanides. Not only has he won the NFRC's "Roof of the Year" award, but he has also been named the "Roof of the Year" winner. This is a significant achievement for a country builder, and it's a testament to the quality of his work and the skill of his team.

Lee Jones
 Lee Jones is the founder and CEO of Romanides Building. He has over 20 years of experience in the construction industry, and he has a passion for building high-quality, sustainable structures. He is a member of the NFRC and has been instrumental in promoting the use of sustainable building materials.

- **Step-by-step guides** – Our installation guides offer a practical demonstration of how to apply best practice on site.
- **Competitions and giveaways** – Giveaways pages appear monthly and for higher value prizes half page and full page competitions are available.
- **Product pages** – In addition to product pages within features, each issue contains a round-up of the latest innovations to hit the market.

website & social media

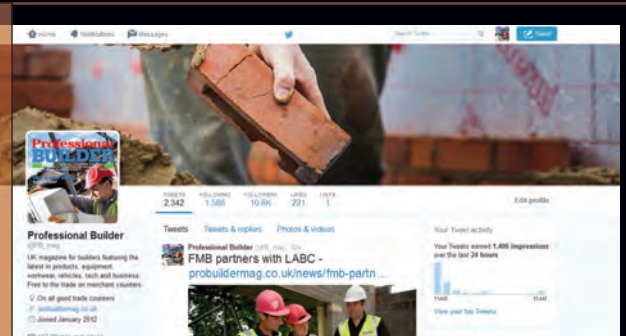


www.probuildermag.co.uk provides builders with access to the latest news, product information, technical know-how and video reviews. The site is fully searchable and features exclusive competitions, 'how to' guides and product tests.

Our regular newsletter is emailed to over 16,500 users, bringing them the best stories in the industry, twice a month.

Professional Builder engages with readers through Facebook and Twitter – @PB_mag now has over 14,000 followers and is growing rapidly.

Our ProTradeMags YouTube channel features video content produced by our own in-house team and has generated over 800,000 views.



 @PB_mag



 /probuilderonline



 /ProTradeMags

CELEBRATING 40 MOMENTOUS YEARS AS THE UK'S MOST POPULAR BUILDING MAGAZINE!



FEATURES LIST 2018

JANUARY

EXTENSIONS AND CONVERSIONS: Underpinned by easier planning access and improving economic conditions, there are a myriad of opportunities to upgrade property for profit through extensions, loft conversions and basements, as well as the provision for elderly and disabled homeware.

DOORS, WINDOWS AND SECURITY: Kerb appeal and peace of mind are to the fore as we gaze upon the latest trends in timber, steel and PVCu for internal, external and garage door applications.

FEBRUARY

NEW AND SELF BUILD: Home is definitely where the heart is as we move effortlessly from foundations to completion.

VEHICLES AND PLANT: It looks like being another big year for the leading manufacturers of LCVs and compact plant. As usual we are first to climb aboard and put them through their paces.

MARCH

ROOFING, FLOORING AND INSULATION: Slate, clay, concrete, foam and boards are all invited to make a pitch to meet the aspirations of both clients and building control. New Regulations update.

TOOLS, FIXINGS AND WORKWEAR: A peak inside the professional's toolbox reveals the latest must have accessories to make the all-important difference.

APRIL

BRICKS, BLOCKS, AGGREGATES AND LANDSCAPING: The very latest building techniques and innovations to create the best looking buildings, driveways and gardens.

PLUMBING, BATHROOMS AND WETROOMS: A comprehensive look at how the industry is responding to the changing lifestyle requirements and bathing habits of the modern family.

THE BUILDER'S OFFICE: A full review of the latest aids and technology to promote a more efficient, profitable business.

MAY

PAINTING AND DECORATING: A perfect finish every time as we lift the lid on coatings, paints, varnishes, stains, sundries and equipment, plus the very latest legislative requirements.

CARPENTRY AND JOINERY: More grains of truth when it comes to selecting the right materials and tools for the task in hand.

JUNE

EXTENSIONS AND HOME IMPROVEMENTS: The perfect time of year to bring a little ray of sunshine into the homes of those in the market for a whole raft of home improvements and alterations.

BUILDING BOARDS, PLASTERS AND SUNDRIES: All options covered and filled!

JULY/AUGUST

KITCHENS AND BATHROOMS: From worktops to shower drops the most important rooms in the home are given the once over.

NEW AND SELF BUILD:

The plot thickens as we explore the full gamut of modern construction methods and techniques from the traditional to the downright off-the-wall!

TRAINING UPDATE:

How to add another important string to the bow as we look at the right course of action for busy tradespeople.

SEPTEMBER

BRICKS, BLOCKS, PAVING AND AGGREGATES: Laying it on the line for that all important kerb appeal.

ROOFING, FLOORING AND INSULATION: With winter fast approaching we explore the best options to combat the elements.

OCTOBER

TOOLS, FIXINGS AND WORKWEAR: Followers of fashion will be dressed to "skill".

DRAINAGE, WATER MANAGEMENT AND GROUNDWORKS:

Examining soil and waste drainage, water conservation, recycling and other external plumbing needs.

NOVEMBER

HEATING, PLUMBING AND WETROOMS: What's hot in the marketplace with an in-depth look at the latest in hot water and heating technology, including boilers and underfloor systems.

VEHICLES AND PLANT: Driving the best deals and making the earth move for builders.

DECEMBER

INTERIOR PAINTING, DECORATING AND REFURBISHMENT:

The inside story on paints, flooring, decorative mouldings and general repairs, maintenance and improvement.

WORKING IN WINTER: Come in from the cold with the very latest in frost protection, waterproofing and insulation for the building as well as appropriate site workwear and equipment for the builder.

TOP PRODUCTS 2018

The year's best products and ideas as voted by readers of Professional Builder through the free readerlink service.



Display advertising rates & mechanical data

Space	1 insertion	6 insertions	11 insertions	Type (mm)	Trim (mm)	Bleed (mm)
DPS	£6,700	£6,500	£6,300	390x255	420x285	426x291
Full page	£3,850	£3,700	£3,500	180x255	210x285	216x291
1/2 (H) dps	£3,850	£3,700	£3,500	390x124	420x140	426x146
1/2 (H)	£2,215	£2,150	£2,100	180x124	210x140	216x146
1/2 (V)	£2,215	£2,150	£2,100	88x255	103x285	106x291
1/4	£1,290	£1,230	£1,200	88x124		
1/4 (V)	£1,490	£1,440	£1,390	45x255	50x285	53x291
1/4 (H) strip	£1,490	£1,440	£1,390	180x60	210x73	216x76
1/8	£760	£740	£715	88x60		

Cover positions

Outside back: £4,000; Inside front: £3,975; Inside back: £3,925

Classified: £50 per single column centimetre, minimum 3cm

Inserts

Loose: £55 per thousand copies

Bound: £6,000 into centre spread (minimum charge £1,500 for loose inserts)

Copy deadline: 4 weeks prior to publication; Cancellation: 6 weeks prior to cover date

Frequency: 11 times per year (combined July/August)

Adverts should be supplied as high res 300dpi, CMYK pdf's tiffs or jpegs together with a colour proof.

Website advertising rates

Size	Per four-week period	Specification (px)
Leaderboard	£900	728x90
Single MPU	£850	300x250

Email newsletter: second and last Friday of every month. £500 leaderboard

Magazine contacts:

Editor, Terry Smith – pb@hamerville.co.uk

Advertisement Manager, Andrew Costin – acostin@hamerville.co.uk (07802 857585)

Regional Advertisement Manager, Marcus Hooper – pbsales@hamerville.co.uk (01923 237799)

North Sales, Ian Duff – probuilder@sky.com (07810 353525)

Production Department, Carol Padgett – carol@hamerville.co.uk

Hamerville Media Group, Regal House, Regal Way, Watford WD24 4YF

T: 01923 237799 W: www.hamerville.co.uk