

PROFESSIONAL BUILDERS MERCHANT



Media information

www.professionalbuildersmerchant.co.uk

Targeted readership & circulation

Established in 1991, **Professional Builders Merchant** has a proven track record of delivering practical, informative and engaging content on the subjects that matter most to our targeted audience of decision makers in the merchant sector.

- ★ **PBM** has a full ABC Profile Circulation Certificate.
- ★ The latest ABC Certificate (July 2015 to June 2016) shows that **PBM** has the highest requested controlled free circulation within the merchant sector of 9,273 (audit issue). Of these, 8,324 are individually requested, making **PBM** the preferred publication in the sector.



- ★ The ABC Profile indicates the two single most important factors for advertisers using merchant trade titles. Not only do we now target more core merchants, but we also offer the opportunity to reach more active decision makers than any of our rivals.
- ★ Our readers include the sector's leading builders', plumbing, heating and timber merchant businesses. Within those firms, **PBM** targets all the key decision makers — owners, directors, branch managers and counter staff managers.
- ★ The ABC Profile is vital because it provides essential information — fully audited by an independent body — which can be used by advertisers and agencies to compare the strength of merchant titles. With these latest figures, **PBM** reinforces its position as the No. 1 business magazine for merchants.





Focused editorial content



Offering a balanced blend of news, industry comment, feature articles, business information and product innovation, **Professional Builders Merchant** provides comprehensive coverage of the key issues affecting all merchant organisations — from the national chains to the smallest independent alike.

In addition to the areas detailed on our Features List, every issue of **PBM** also includes stand-alone articles on the topics that matter most to our readers such as industry analysis and forecasts, sales & merchandising, legislation, health and safety, security and other important operational and management issues.

With articles written by experts in their respective fields, **PBM's** content is produced firmly with the merchant in mind.

REGULAR FEATURES

Company Profile	corporate insights and updates
Face to Face	Q&A session with merchant-facing staff
Supplier's Soapbox	comment and opinion
Point of Sale	a detailed look at supplier support at the point of sale

PBM is also uniquely placed to capitalise on its relationship with its sister publications *Professional Builder* and *Professional Heating & Plumbing Installer*, offering an instant insight into the interests and buying behaviour of merchants' key trade customers. Each issue includes a showcase of the latest news, products and advertising campaigns as featured in these leading trade titles, putting **PBM's** readers in prime position to benefit from active suppliers and industry trends.

Plus:

Every edition of **PBM** provides a regular round-up of news stories, appointments, business support, industry events and exhibitions in addition to market information and merchant profiles.

Engaging online presence



PBM's website —

www.professionalbuildersmerchant.co.uk — provides merchant professionals with instant, up-to-the-minute access to breaking news and the latest in business trends, supplier information, changing legislation, industry events and special features.

With exclusive online content and the best of the printed magazine, the website is an essential part of PBM's aim to be the sector's No. 1 business information source.

PBM's fortnightly eNews bulletin is emailed to around 7,000 industry contacts, highlighting the best stories and most up-to-date news in the merchant sector.

The PBM website is supplemented by an active presence on social media:



@PBMmagazine



www.Facebook.com/ProfessionalBuildersMerchant



Features list 2017



9,273
July 2015 – June 2016

JANUARY

Kitchens & Bathrooms
Transport, Handling & Storage
Top 20 Merchant Chart: showcasing the performance of the sector's largest merchant businesses

FEBRUARY

Plumbing & Heating
Bricks, Blocks & Hard Landscaping
Tools, Fixings & Adhesives

MARCH

Information Technology
Doors, Windows & Security
Workwear & Equipment

APRIL

Plumbing & Heating
Gardens & Landscaping
Green Building & Sustainability

MAY

Tools, Fixings & Adhesives
Bricks, Blocks & Hard Landscaping
Paints & Woodcare

JUNE

Timber & Joinery
Roofing, Flooring & Insulation
Plaster, Dry Lining & Building Boards
BMF All Industry Conference preview

PROFESSIONAL BUILDERS MERCHANT

JULY/AUGUST

Plumbing & Heating
Information Technology
Transport, Handling & Storage

SEPTEMBER

Gardens & Landscaping
Tools, Fixings & Adhesives
Bricks, Blocks & Masonry

OCTOBER

New & Self-build
Drainage & Water Management
Kitchens & Bathrooms

NOVEMBER

Repair, Maintenance & Improvement
IT & Business Services
Tools, Fixings & Adhesives

DECEMBER

Plumbing & Heating
Timber & Joinery

EACH ISSUE: In addition to the features detailed above, every edition of PBM also provides a review of the latest news, informed opinion from industry experts and a round-up of the sector's new products.

Best practice is shared through regular merchant profile features.

If you would like to submit an article or synopsis for consideration, please contact the editorial team for details and copy deadlines. Email: pbm@hamerville.co.uk

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Display Advertising Rates & Mechanical Data

Space	Per Insertion	Type (mm)	Trim (mm)	Bleed (mm)
DPS	£4,170	255 x 390	289 x 420	295 x 426
Full Page	£2,270	255 x 180	289 x 210	295 x 216
1/2 Page DPS	£2,270	124 x 390	145 x 420	148 x 426
1/2 (H)	£1,200	124 x 180	145 x 210	148 x 216
1/2 (V)	£1,200	255 x 88	289 x 103	295 x 106
1/4 Page	£650	124 x 88		
1/4 (H) strip	£720	60 x 180	73 x 210	76 x 216
1/4 (V) strip	£720	255 x 45	289 x 50	295 x 53

Cover Positions & High Profile Opportunities

Outside back: **£2,700**; Inside Front: **£2,600**; Inside back **£2,500**

Bound Outserts, Bound Inserts, Loose Inserts and Specials: **£POA**

All adverts should be supplied as high res 300 dpi, CMYK PDFs, Tiffs or jpegs together with a colour proof.

Advertising copy deadlines are 4 weeks preceding publication dates which are during the first week of the month. Cancellation period is six weeks prior to publication date.

Website Advertising Rates & Mechanical Data

Size	Per four-week Period	Specification (PX)
Leaderboard	£650	728x90
MPU	£550	300x250
E-newsletter - Banner	£750	468x60

Contacts

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