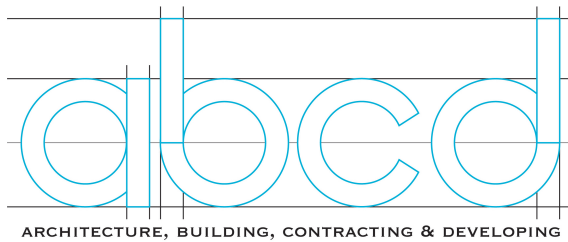


abccd

ARCHITECTURE, BUILDING, CONTRACTING & DEVELOPING

media information 2024 ● ●



about ABC&D

Architecture, Building, Contracting & Developing (ABC&D) magazine has been providing essential construction industry news and information for 36 years.

Both in print and in digital format it offers architects, specifiers, builders, trades and contractors a wide range of non-biased editorial feature content, industry comment, news and product information.



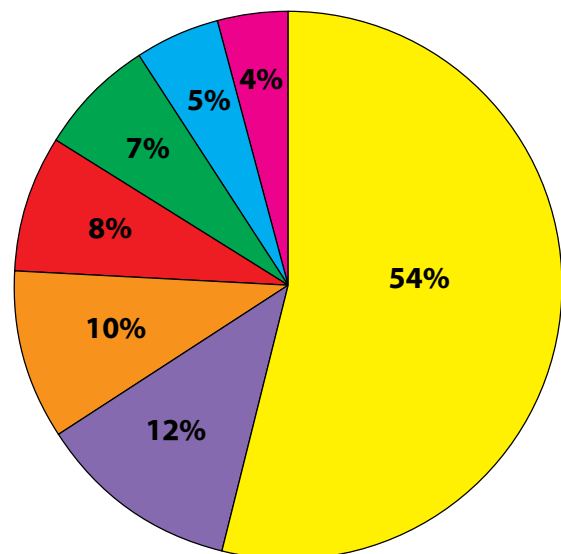
circulation

Put your products/services in front of 19,000

ABC&D caters for all reading demographics giving a combined circulation of 19,000 construction product specifiers across both printed and digital publications.

The monthly title has an annual ABC Audit which demonstrates that its circulation claims are transparent and comparable. The magazine also demonstrates GDPR compliance across its digital activity.

- Architectural Practices/Technologists: 54%
- Housebuilders/Developers: 12%
- Contractors: 10%
- Building/Quantity Surveyors: 8%
- Builders/Trades: 7%
- Facilities Managers: 5%
- Interior Designers: 4%



Be wise when you advertise

We've invested in having our figures independently audited to ABC industry agreed standards. Ensuring you can trust that our circulation figures are accurate, impartial and trusted.

Verify our figures at www.abc.org.uk



unique response service

Individual enquiry numbers are allocated to all advertising and editorial insertions offering readers 3 ways to enquire.

1 Freepost 2 Web 3 Email

ABC&D offers a free of charge reader response service for all advertisers. It is one of the few building industry magazines that continues to offer this option. The service delivers trackable leads which result in an increase in web traffic, awareness and exposure.

Working with ABC&D Magazine has afforded our clients excellent editorial and advertising opportunities over a number of years. The teams behind the magazine are friendly, supportive and most importantly experts in their field; capable of offering bespoke recommendations and advice at any time. We're always extremely pleased with the results and will have absolutely no hesitation working with ABC&D moving forwards.

Tom Martin
Technical Marketing & PR

As a challenger brand, raising our profile with specifiers and project decision makers is vital. ABC&D is an essential part of our communication strategy, providing exposure to a highly targeted, professional and discerning audience.

Carole Armstrong
Marketing Manager, Delabie

solus broadcasts

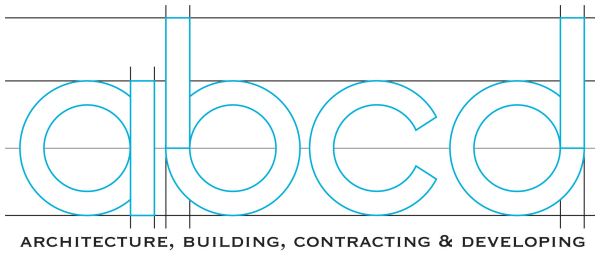
Delivered to our up-to-date, GDPR-compliant email list, ABC&D's solus broadcasts reach an audience in excess of 10,500. These subscribers consist of architects/architectural practices, builders, construction industry professionals and developers. Content is individual to the advertiser.

digital issue, X (twitter) & linkedin

ABC&D's fully-interactive digital e-zine is also distributed a minimum of twice a month to approximately 21,000 Building Talk newsletter subscribers and can be downloaded from the website at www.buildingtalk.com/abcd-magazine-products. This, alongside the hard copy distribution of 9,000 and a digital magazine circulation of approximately 10,500, puts your products, solutions and services in front of over 40,000 potential clients. The digital issue is shared across ABC&D's X (formerly Twitter) and Koru Media's LinkedIn social accounts and includes hyperlinks to all advertiser's websites and email addresses. Video content can also be embedded into the digital issue to give your advertising an added dimension.



ABC&D manages an X (Twitter) account and PR stories can be tweeted to further enhance your display advertising package @**abcdmag**.



editorial programme 2024

REGULAR FEATURES – Press Room • Innovations • Product Round Up

january

- Offsite & Modular Construction
- Doors, Windows, Glazing & Hardware
- Heating, Ventilation & Damp Proofing
- Roofing, Cladding, Insulation & Structural Systems
- Drainage, Plumbing & Water Saving Solutions
- Kitchens, Bathrooms & Washrooms

february

- Sustainability & Energy Saving Solutions
- Hotels, Leisure & Sports Facilities
- Floors, Walls, Ceilings & Acoustics
- Design for Education
- Fire, Safety & Security
- Hospitals, Health & Care Facilities

march

- Urban Design & Landscape Architecture
- Roofing, Cladding, Insulation & Structural Systems
- Kitchens, Bathrooms & Washrooms
- Heating, Ventilation & Damp Proofing
- Doors, Windows, Glazing & Hardware
- Housing Construction & Retirement Living

april

- Fire, Safety & Security
- Retail, Commercial & Industrial
- Sustainability & Energy Saving Solutions
- Drainage, Plumbing & Water Saving Solutions
- Hospitals, Health & Care Facilities
- Floors, Walls, Ceilings & Acoustics

may

- Stairs, Lifts, Balconies & Balustrades
- Heating, Ventilation & Damp Proofing
- Interior Design
- Doors, Windows, Glazing & Hardware
- Kitchens, Bathrooms & Washrooms
- Roofing, Cladding, Insulation & Structural Systems

june

- Maintenance, Refurb & Heritage Conservation
- Paints & Finishes
- Design for Education
- Fire, Safety & Security
- Hotels, Leisure & Sports Facilities
- Floors, Walls, Ceilings & Acoustics

july

- Kitchens, Bathrooms & Washrooms
- Roofing, Cladding, Insulation & Structural Systems
- Heating, Ventilation & Damp Proofing
- Urban Design & Landscape Architecture
- Drainage, Plumbing & Water Saving Solutions
- Doors, Windows, Glazing & Hardware

august

- Design for Education
- Fire, Safety & Security
- Sustainability & Energy Saving Solutions
- Hospitals, Health & Care Facilities
- Floors, Walls, Ceilings & Acoustics
- Retail, Commercial & Industrial

september

- Heating, Ventilation & Damp Proofing
- Kitchens, Bathrooms & Washrooms
- Roofing, Cladding, Insulation & Structural Systems
- Maintenance, Refurb & Heritage Conservation
- Doors, Windows, Glazing & Hardware
- Interior Design

october

- Hotels, Leisure & Sports Facilities
- Urban Design & Landscape Architecture
- Floors, Walls, Ceilings & Acoustics
- Fire, Safety & Security
- Design for Education
- Stairs, Lifts, Balconies & Balustrades

november

- Doors, Windows, Glazing & Hardware
- Housing Construction & Retirement Living
- Kitchens, Bathrooms & Washrooms
- Heating, Ventilation & Damp Proofing
- Roofing, Cladding, Insulation & Structural Systems
- Drainage, Plumbing & Water Saving Solutions

december

- Hospitals, Health & Care Facilities
- Floors, Walls, Ceilings & Acoustics
- Sustainability & Energy Saving Solutions
- Fire, Safety & Security
- Maintenance, Refurb & Heritage Conservation
- Retail, Commercial & Industrial

The Editor will accept synopses for non-promotional, thought-led features up to two months ahead of the issue date. Paid-for product/application stories can be sent to the Editor at any time and bookings will be placed into a relevant section.

contact details

managing editor
national sales manager
production manager

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Davina Glover
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advertising options

Full page	£1,200	282 high x 217mm wide (inc 3mm bleed) Trimmed to 276 high x 211mm wide
Double page spread	£2,100	282 high x 428mm wide (inc 3mm bleed)
Half page	£675	Horizontal: 124 high x 183mm wide Vertical: 267 high x 86mm wide
Junior page	£750	194 high x 136mm wide
Quarter page	£345	Vertical: 124 high x 86mm wide Horizontal: 58 high x 183mm wide

Inserts: £55 per 1,000 (based on a maximum weight of 10g)

Front Cover Packages also available £1,500 – To include front cover image, cover strapline and further details on the contents page, directing the reader to the relevant article within the magazine.

Solus Broadcast - Contact us for a quotation

Trial rates and bespoke advertising packages are available.

Please contact Davina Glover – 01527 407249 davina.glover@korumedia.co.uk

editorial options

Editorial press release	– 1/6 page	£ 99	120-150 words + image
	– 1/4 page	£ 165	200 words + image and contact info
	– 1/2 page	£ 300	300 words + 2 images and contact info
	– Full page	£ 595	600 words + 3-4 images and contact info
	– Double page	£ 1,100	1,000 words + 5-6 images and contact info
Press Room press release	– 1/6 page	£ 99	150 words and contact info
	– 1/4 page	£ 165	200 words and contact info
	– 1/2 page	£ 300	350 words and contact info

Company Spotlight double page spread: £700 – This is limited to one client per feature and includes a full page of editorial and up to six press releases on the facing page.

December issue - In Review page - £500

Please forward any non-promotional feature ideas to the editor at claire.mackle@korumedia.co.uk

contacts

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