

# PublicSectorBuilding

established 1989 – in partnership with buildingtalk.com

■ ■ ■ MEDIA INFORMATION 2024 ■ ■ ■

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Offering over 30 years of public sector construction knowledge and experience

## The market place

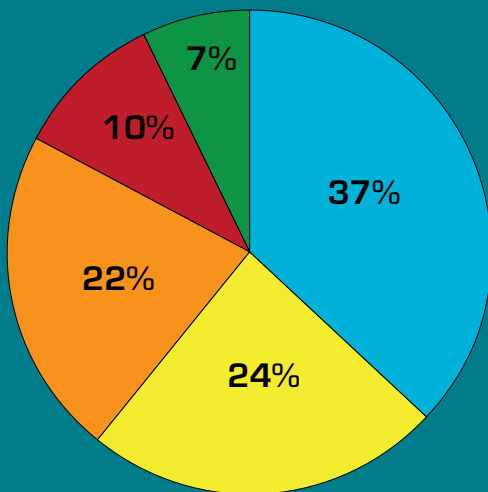
Launched in 1989, Public Sector Building (PSB) magazine targets those who are responsible for public sector construction budgets across the UK.

Published six times a year, PSB caters for all reading demographics, offering a combined circulation of 11,500 procurement professionals across both printed and digital publications.

PSB features in-depth news, industry comment, product reviews and case studies, keeping the reader abreast of current public sector construction activity.



## Who reads PSB?



### Readership breakdown

- Public sector architectural practices 37%
- Education/health authorities 24%
- Housing associations and authorities 22%
- House builders and developers 10%
- Government and public sector agencies 7%

## How does PSB deliver response?

By capturing essential information from readers in three ways (online, email and our free reader reply service) advertisers can accurately monitor who is asking for information on their company or product. This means PSB delivers:

- Trackable leads
- Increased web traffic
- Awareness and exposure



## When is PSB published?

January, March, May, July, September and November.

## What advertising options are available?

PSB offers bespoke solutions such as display advertising, editorial reproductions and advertorials, alongside sponsored email broadcasts.

All advertising options include:

- Reader Response Service. Using a unique number, responses are emailed directly to your preferred email address. This is a free of charge service.
- Duplication on a dedicated e-zine.

## Digital Issue, X (Twitter)+ LinkedIn

PSB's fully interactive digital e-zine is both mailed to our email subscribers and distributed a minimum of twice a month to approximately 21,000 Buildingtalk newsletter subscribers and can be downloaded from the website [www.buildingtalk.com/psb-magazine-products](http://www.buildingtalk.com/psb-magazine-products). The digital issue is shared across PSB'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.



PSB manages an X (formerly Twitter) account and PR stories can be tweeted to further enhance your display advertising package @psb\_mag

## What do PSB advertisers think?

Hambleside Danelaw has worked with Koru Media for a few years now, which has enabled us to reach a wide audience of architects, specifiers, and house builders. They have always been professional and great to work with which has resulted in quality placements for our content.

**Bethany McTrustery**  
Digital Marketing Executive,  
Hambleside Danelaw Ltd

Many of my clients are heavily active in the public sector and I find that placing their editorial and commercial messages in Public Sector Building (PSB) magazine stands them in good stead in terms of reaching targeted specifiers. I have worked with the team at Koru Media in excess of ten years now and look forward to continuing this relationship far into the future.

**Joanne Bridges**  
Director, Bridges Communications

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## ■ FEATURES LIST 2024 ■

### January

- Kitchens, Bathrooms + Inclusive Design
- Safety + Security
- Drainage, Plumbing + Water Management
- Insulation + Acoustics
- Doors + Windows
- Outdoor Spaces + Regeneration
- Hospitals, Health + Continuing Care

### March

- Heating, Damp Prevention + Indoor Air Quality
- Schools, Academies + Further Education
- Fire Detection + Prevention
- Roofing, Cladding + Façades
- Floors, Walls + Ceilings
- Social Housing + Affordable Living
- Modular Building + Offsite Construction

### May

- Energy Efficiency + Renewables
- Insulation + Acoustics
- Hospitals, Health + Continuing Care
- Outdoor Spaces + Regeneration
- Kitchens, Bathrooms + Inclusive Design
- Doors + Windows
- Maintenance, Refurb + Refit

### Regular Features:

- What's New – All the latest product developments
- Press Room – Company news, appointments, awards and accreditations
- Product Directory – A round-up of product/application stories (extra to the main sections)



- 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.

### July

- Schools, Academies + Further Education
- Social Housing + Affordable Living
- Fire Detection + Prevention
- Drainage, Plumbing + Water Management
- Heating, Damp Prevention + Indoor Air Quality
- Roofing, Cladding + Façades
- Floors, Walls + Ceilings

### September

- Hospitals, Health + Continuing Care
- Safety + Security
- Kitchens, Bathrooms + Inclusive Design
- Doors + Windows
- Maintenance, Refurb + Refit
- Modular Building + Offsite Construction
- Insulation + Acoustics

### November

- Social Housing + Affordable Living
- Floors, Walls + Ceilings
- Energy Efficiency + Renewables
- Schools, Academies + Further Education
- Roofing, Cladding + Façades
- Fire Detection + Prevention
- Heating, Damp Prevention + Indoor Air Quality

## ■ CONTACTS ■

- **Managing Editor** – Claire Mackle - claire.mackle@korumedia.co.uk 01527 407248
- **Production Manager** – Tracy Duffy - tracy.duffy@korumedia.co.uk
- **Display Sales** – Davina Glover - davina.glover@korumedia.co.uk 01527 407249 + Julie O'Rourke - julie.orourke@korumedia.co.uk 01527 407247



## Print display advertising

Full Page	£1,000	210 wide x 297mm high (+3mm bleed)
Double Page Spread	£1,900	420 wide x 297mm high (+3mm bleed)
Half Page	£575	Horizontal - 183 wide x 124mm high Vertical - 86 wide x 267mm high
Quarter Page	£315	Vertical - 86 wide x 124mm high Horizontal - 183 wide x 58mm high
Junior Page	£650	136 wide x 194mm high

Trial rates and bespoke advertising packages are available.

For more information contact : Julie O'Rourke – 01527 407247 or Davina Glover – 01527 407249



## Editorial options

1/6 Page	£99	Up to 120 words + image
1/4 Page	£165	Up to 200 words + image + company details
1/2 Page	£300	Up to 300 words + 2 images + company details
Full Page	£595	Up to 600 words + 3/4 images + company details
Double Page Spread	£1,100	Up to 1,000 words + 5/6 images + company details

**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.

Please forward any non-promotional feature ideas to the editor at [claire.mackle@korumedia.co.uk](mailto:claire.mackle@korumedia.co.uk)



## Press Room options

1/6 page	£99	130 words + image + company details
1/4 page	£150	200 words + image + company details
1/2 page	£280	300 words + 2 images + company details



## Solus Email broadcast

Delivered to over 5,000\* recipients within the following sectors: architectural practices active in the public sector, housing authorities, housing developers, contractors and public sector agencies.

**Solus broadcast - Contact us for a quotation.** Content is individual to the advertiser.

\*figure true at the point of publication

## Contact details

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