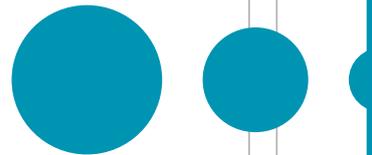


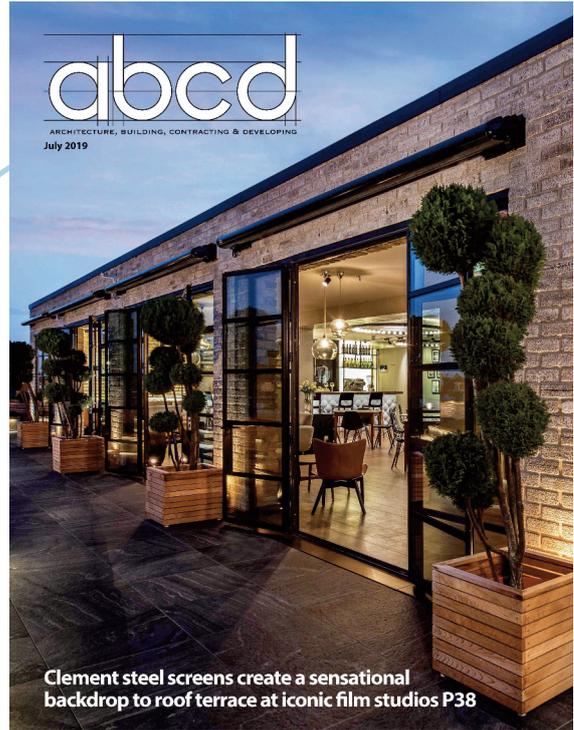


abccd

ARCHITECTURE, BUILDING, CONTRACTING & DEVELOPING

*media information*





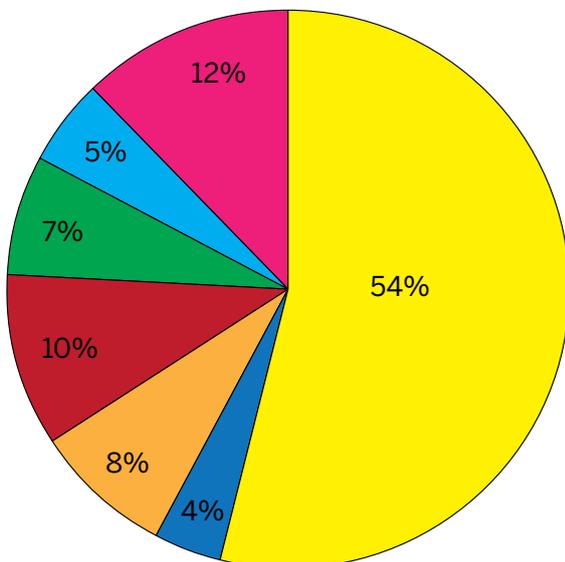
## about ABC&D

Architecture, Building, Contracting & Developing (ABC&D) has been in the construction media marketplace for over 30 years and continues to be an essential magazine for architects, specifiers, builders, trades, contractors and more by providing non-biased, generic editorial feature content, industry comment, news and product information.

## circulation

*Put your products/services in front of 18,034*

ABC&D caters for all reading demographics with a printed circulation of 13,474 and a digital e-zine circulation of 4,560, totalling 18,034. The monthly title boasts an annual ABC Audit which demonstrates that its circulation claims are transparent and comparable. Not all building industry titles are audited by the ABC and are not, therefore, able to demonstrate that their circulation claims are verified by industry agreed standards. The magazine also demonstrates GDPR compliance across its digital activity.



### Be wise when you advertise

Look for the ABC stamp of trust. An ABC certificate provides accurate, independently verified circulation figures giving you confidence in your advertising investment. [www.abc.org.uk](http://www.abc.org.uk)

- Architectural Practices/Architectural Technology: 54%
- Interior Design: 4%
- Building/Quantity Surveyance: 8%
- Contracting: 10%
- Building/Trades: 7%
- Facilities Management: 5%
- Housebuilding/Developing: 12%

## response service

*Unique enquiry numbers are allocated to all advertising and editorial insertions offering readers 4 ways to enquire*

### 1 Freepost 2 Web 3 Email 4 Fax

We are aware that it can be hard to quantify leads from magazines, therefore, ABC&D is one of the few building industry magazines to offer a reader response service for advertisers. This is a very effective way to measure enquiries, with our dedicated circulation manager sending enquirer details direct to your specified email address, enabling you to follow up on leads quickly and efficiently.

**ABC&D reaches the right level of decision makers for Holmes Media clients. Our campaigns in ABC&D generate genuine leads that regularly convert into profitable business. The right message to the right readership through the right medium.**

*Jeff Laverack*  
Managing Director, Holmes Media

**ABC&D is a key publication for our clients. It reaches decision makers across a number of audiences and, importantly, audiences that are working on live projects. It continually delivers high quality information content and provides the ideal media to help our clients influence and engage.**

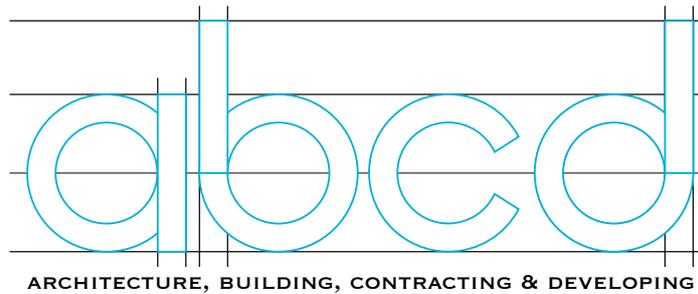
*David Ing*  
Managing Director, Fabrick Marketing Communications  
Construction Marketing Agency of the year 2018

## digital issue & twitter

ABC&D's fully-interactive digital e-zine is also distributed a minimum of twice a month to approximately 22,000 Building Talk newsletter subscribers and can be downloaded from the website at [www.buildingtalk.com/abcd-magazine-products](http://www.buildingtalk.com/abcd-magazine-products). This, alongside the hard copy distribution, puts your products, solutions and services in front of **40,034** potential clients. The digital issue also includes hyperlinks to all advertiser's websites and email addresses.



ABC&D manages a twitter account with 2,876 followers. PR stories can be tweeted to further enhance your display advertising package @**abcdmag**



# EDITORIAL PROGRAMME 2020

REGULAR FEATURES – What's New • CPD & Occupational Improvement • Product Round Up

## january

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

Surface  
Design  
Show

## february

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

Futurebuild

## march

- Roofing, Cladding & Insulation
- Urban Design & Landscaping
- Housebuilding, Residential & Retirement Living
- Doors, Windows, Glazing & Hardware
- Kitchens, Bathrooms & Washrooms
- Heating, Ventilation & Damp Proofing

## april

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

FIT Show  
Clerkenwell  
Design  
Week

## may

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

## june

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

## july

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

## august

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

OFFSITE  
EXPO

## september

- Roofing, Cladding & Insulation
- Maintenance, Refurb & Heritage Conservation
- Heating, Ventilation & Damp Proofing
- Interior Design (inc. 100% Design Preview)
- Doors, Windows, Glazing & Hardware
- Kitchens, Bathrooms & Washrooms

UK  
Construction  
Week

## october

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

## november

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

## december

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

ABC&D  
2020 IN  
REVIEW

## advertising options

<b>Full page</b>	<b>£1,900</b>	306 high x 236mm wide (inc 3mm bleed) Trimmed to 300 high x 230mm wide
<b>Double page spread</b>	<b>£3,800</b>	306 high x 466mm wide (inc 3mm bleed)
<b>Half page</b>	<b>£1,300</b>	Horizontal: 124 high x 202mm wide Vertical: 267 high x 90mm wide
<b>Junior page</b>	<b>£1,400</b>	194 high x 140mm wide
<b>Quarter page</b>	<b>£950</b>	Vertical: 124 high x 90mm wide Horizontal: 58 high x 202mm wide

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

**Front Cover Packages also available £1,200** – 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 £450** – delivered to 4,560 GDPR compliant subscribers

**Trial rates and bespoke advertising packages are available.**

**Please contact Davina Glover – 01527 407249 [davina.glover@korumedia.co.uk](mailto:davina.glover@korumedia.co.uk)**

## editorial options

Editorial press release – <b>1/6 page</b>	<b>£ 99</b>	120-150 words + image
Editorial press release – <b>1/4 page</b>	<b>£ 165</b>	200 words + image and company details
Editorial press release – <b>1/2 page</b>	<b>£ 300</b>	300 words + 2 images and company details
Press Room press release – <b>1/6 page</b>	<b>£ 99</b>	150 words and company details
Press Room press release – <b>1/4 page</b>	<b>£ 165</b>	200 words and company details

(Larger editorial space options available on request)

**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.

## contacts

**Managing Editor - Claire Mackle:** 01527 407248 - [claire.mackle@korumedia.co.uk](mailto:claire.mackle@korumedia.co.uk)

**Editor - Jacqui Brampton:** 01527 407254 - [jacqui.brampton@korumedia.co.uk](mailto:jacqui.brampton@korumedia.co.uk)

**Editorial/Press Room Sales - Margaret Lloyd:** 01527 407251 - [margaret.lloyd@korumedia.co.uk](mailto:margaret.lloyd@korumedia.co.uk)

**Sales Manager - Davina Glover:** 01527 407249 - [davina.glover@korumedia.co.uk](mailto:davina.glover@korumedia.co.uk)

**Production Manager - Emma Lunt:** 01527 407252 [emma.lunt@korumedia.co.uk](mailto:emma.lunt@korumedia.co.uk)

**Circulation -** [korucirculation@gmail.com](mailto:korucirculation@gmail.com)



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