



# Green Building magazine



Green Building Press

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## Green Building magazine

The independent journal for 'green building' professionals and enthusiasts

Media Information

Frequency: Quarterly  
 Format: A4 Wide  
 Page count: 76 average  
 Readership: Construction professionals and enthusiasts  
 Distribution: 5000 copies per issue.  
 Readership: 12,000 +  
 Professional spread: Architects 45%  
 Builders/developers 20%  
 Other industry professionals 15%.  
 Public and other client sector 20%

### COPY DATES

|        |   |     |     |
|--------|---|-----|-----|
| Spring | - | Feb | 1st |
| Summer | - | May | 1st |
| Autumn | - | Aug | 1st |
| Winter | - | Nov | 1st |

### PUBLISHING DATES

|        |   |       |      |
|--------|---|-------|------|
| Spring | - | March | 12th |
| Summer | - | June  | 12th |
| Autumn | - | Sept  | 12th |
| Winter | - | Dec   | 12th |

### Background

Green Building magazine has been published as Building for a Future since 1989 and changed to the current title in 2007. It is a paid-up subscription only title.

Green Building magazine has a distinct edge over many other industry titles because it:

- \* focuses on sustainable, energy efficient and healthy building
- \* is written and edited by industry professionals
- \* encourages more readership involvement than any other industry title
- \* has a format that is clear, user friendly and easy to read
- \* is delivered to a very diverse readership
- \* has an Editor that has worked in the construction industry for more than 25 years
- \* has an ethical editorial / advertising policy (see page 2)

Further copies of this document may be downloaded from our website  
[www.greenbuildingpress.co.uk/business/](http://www.greenbuildingpress.co.uk/business/)

## Advertisement Rates for Green Building magazine

Agency fees are not included and should be added to the rates given here if applicable.

### Display adverts (In body of magazine)

| Size.          | No of Insertions |       |           |
|----------------|------------------|-------|-----------|
| (Prices + VAT) | 1                | 2     | 4 or more |
| Full page      | £1146            | £1018 | £914      |
| Half page      | £576             | £520  | £460      |
| Third page     | £510             | £482  | £420      |
| Quarter page   | £318             | £304  | £270      |

VAT will be added to all prices shown.

Special positions, if required, are free of charge on a first come, first served basis.

### DISPLAY ADVERT SIZES

|                         | Type area (H x W) | Bleed     | Trim      |
|-------------------------|-------------------|-----------|-----------|
| Full page               | 270 x 190         | 302 x 214 | 297 x 210 |
| Half page vertical      | 270 x 92          |           |           |
| Half page horizontal    | 130 x 190         |           |           |
| Quarter page horizontal | 60 x 190          |           |           |
| Quarter page vertical   | 130 x 92          |           |           |

### Classified adverts - in the products and services section at back of the magazine.

The following advert sizes are available (prices per issue + VAT).

45mm high, 70mm wide - £90

95mm high, 70mm wide - £158

Discounts available for multiple bookings.

### Submission information

Adverts must be submitted in electronic format preferably as EPS, PDF or TIFF image files, either PC or Mac format and be at 300 dpi resolution at print size.

### Surcharges

10% of advert price (£25 minimum) will be levied for files submitted in Microsoft Word or Publisher format and we cannot accept responsibility for the printed results of files submitted in these formats. We regret that we cannot accept separations.

For 15% of advert price (£40 minimum) we will make basic adverts for you using your images, logos and text.

### We won't pester you!

We have heard that some publishers are rather overzealous with their communication techniques. We are a quarterly magazine, and in a three month period we may send two emails detailing current offers, and attempt to speak to an appropriate marketing executive on one occasion.

### Advertising Policy

Advertising space will only be offered to companies whose products or services (in our opinion) offer clear environmental advantages over similarly available products intended for the same purpose. In particular we will not accept adverts for products that:

- \* contain ozone destroying gasses
- \* are wasteful of energy or high energy consumers (this currently includes heat pumps)
- \* contain components that are considered harmful to human health, either by passive or active exposure
- \* we feel may cause offence or are racist or sexist in nature
- \* are misleading or promote/rely on carbon offsetting

The product selection criteria used for our GreenPro database forms the basis of our advertiser selection process. [www.newbuilder.co.uk/greenpro](http://www.newbuilder.co.uk/greenpro).

**Conditions of booking:** all prices are based on advert copy being submitted in appropriate format by the advertiser. See 'Technical Data' below for details of how to send this. We offer an advert building service, e-mail: [jerry@greenbuildingpress.co.uk](mailto:jerry@greenbuildingpress.co.uk) to obtain a quote. We reserve the right to refuse advertisements if we deem the material inappropriate for our target audience or if it falls outside of our advertising policy (see above).

**Disclaimer:** the Green Building Press will make every endeavour to reproduce adverts booked in its publications to a high quality. We cannot be held responsible, under any circumstances, for more than the actual cost of the advertisement placed.

**Advert submission:** prospective advertisers should be aware that the quality of their advert will only be as good as the quality of their submitted material. We therefore recommend that all advertisements submitted to us are designed by professionals who are conversant with this kind of work. We reserve the right to reject adverts that are not professionally presented or make an appropriate charge for cleaning up low quality material. We also reserve the right to reject advertising that we believe is not in line with our editorial policy.