2024–25 **MEDIA KIT**

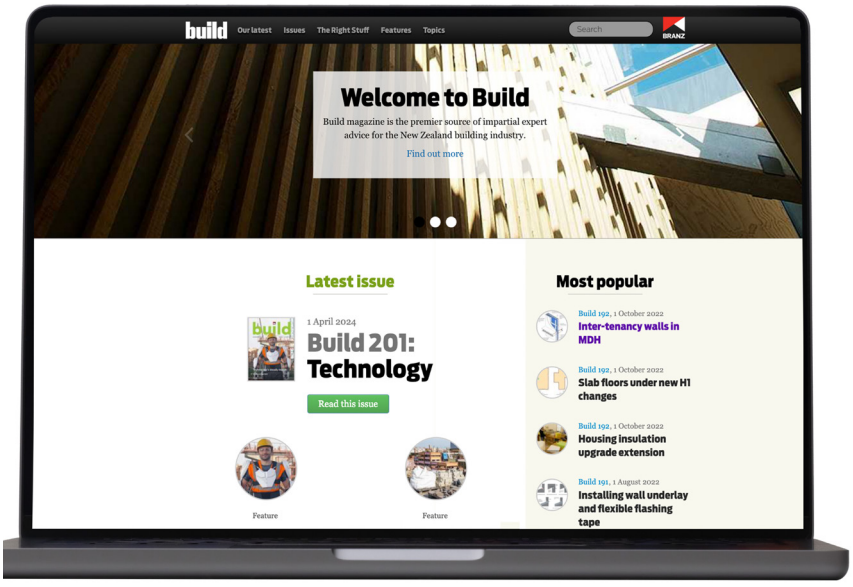
BRANZ

build

BUILDING KNOWLEDGE

NEW ZEALAND'S PREMIER BUILDING INDUSTRY MAGAZINE

PUBLISHED EVERY 2 MONTHS



Building knowledge

Build is New Zealand's premier building industry magazine. Published every 2 months by BRANZ in hard copy and online, its mission is to inform, educate and challenge builders, architects, designers and others to create a building system that delivers better outcomes for all. *Build* contains:

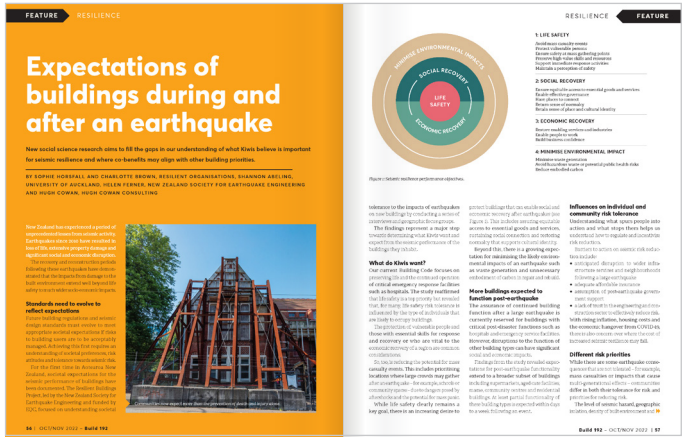
- quality practical technical information to enhance building design and construction practice
- impartial findings and advice from unbiased industry research
- information on topical industry issues, including changes in the Building Code and standards, new opportunities and trends.

Build is the number one magazine choice for the New Zealand building and construction sector.

What our readers have to say:*

- 'Great articles, current and topical. I often search and read topics online.'
- 'Find the articles very useful to stay up to date and learn about new products on the market.'
- 'By far the best magazine for the building industry, very informative and keeps everyone up with Building Code changes.'
- 'The technical articles are a great source of knowledge and education that I can call on for reference and show to other people to help understand a situation.'

* BUILD READERS' SURVEY 2021



Building readers

In the 12 months to March 2024, *Build*'s average hard copy circulation was 32,309 copies*, reaching over 60,000 decision-makers right across the construction industry. Complementing this is *Build online*, which had 41,000 users in April 2024.

Build influences builders, architects, designers, building officials, manufacturers, subcontractors, engineers, building suppliers, education providers, building owners and others in the building industry.

As well as being sent to its subscribers, *Build* is sent to members of organisations and associations including:

- licensed building practitioners
- New Zealand Certified Builders
- Registered Master Builders Federation
- Building Levy members
- New Zealand Institute of Architects
- Architectural Designers New Zealand
- Building Officials Institute of New Zealand
- New Zealand Institute of Building
- New Zealand Institute of Building Surveyors
- New Zealand Institute of Quantity Surveyors.

* MAGAZINE360.CO.NZ/PUBLISHER/BRANZ/BUILD

Build is the New Zealand building sector's highly influential magazine and online information resource. Its engaged readers take action after reading articles – or advertisements – in the magazine and online.

Building influence

Valuable content: After reading *Build*, 67% of readers archived articles for future reference and 69% discussed an article with others.

Valuable advertising: 28% of *Build* readers phoned an advertiser or visited an advertiser's website after reading *Build*, while 15% went on to purchase a product or service. 38% did things differently, using a new technique or product.

Building engagement

Essential reading: 96% of *Build* readers consider the magazine to be essential, very useful or useful.

Highly engaged: 74% of readers spend 30 minutes or longer reading each issue of *Build*, with the printed copy preferred by 60%.

Highly relevant: 87% of readers read at least half of the magazine, while 68% read most, if not all, of each issue of *Build*.

Building effectiveness

Useful information: *Build* magazine is seen as essential or very useful for 80% of all readers. Specifiers (architects, designers) are most likely to see it as essential (29%).

Highly shared: 41% share their copy of *Build* with others. Over half of those who share their copy share it with at least two others with an average of 2.23 readers for each printed copy of *Build*.

What *Build* readers are saying...*

93% rated their overall satisfaction with ***Build*** as **very good** or **good**

92% agree ***Build*** is **easy to understand**

96% rated ***Build*** as **essential**, **very useful** or **useful**

83% archived articles for **future reference**, discussed an article with others or **applied something they learned**

66% said ***Build*** **challenges them** to **think** about **improving their work**

74% spend 30 minutes or **longer** reading **each issue** of ***Build***

* FROM 2021 BUILD READERS' SURVEY

Editorial schedule and deadlines

ISSUE	MAIN FEATURE	SECONDARY FEATURE	ARTICLES DUE	ADVERTS DUE	TO GRAPHICS	TO PRINTERS	ONSERTS DUE
Build 202 Jun/Jul 24 PB13375-025	**Sustainability**	**Healthy homes**	8 Apr	15 Apr	22 Apr	13 May	15 May 2024
Build 203 Aug/Sep 24 PB13375-026	**Climate**	**'Fit for purpose'**	4 Jun	10 Jun	17 Jun	8 Jul	10 Jul 2024
Build 204 Oct/Nov 24 PB13375-027	**Wellbeing**	**Resilience**	5 Aug	12 Aug	19 Aug	9 Sep	11 Sep 2024
Build 205 Dec 14/Jan25 PB13775-028	**Economics**	**Housing affordability**	30 Sep	7 Oct	14 Oct	4 Nov	6 Nov 2024
Build 206 Feb/Mar 25 PB13775-029	**Energy**	**TBC**	25 Nov	2 Dec	9 Dec	13 Jan	17 Jan 2024

NOTE: THE FEATURES SCHEDULE IS SUBJECT TO CHANGE WITHOUT NOTICE.

FEATURE SUSTAINABILITY

Make way for change

The days when sustainable house design was just a cosy nice-to-have will soon be behind us. The government has flagged significant upcoming changes in its *Building for climate change* programme and other workstreams. It's time for industry to start limbering up for the challenge to come.

BY DAVID HINDLEY, FREELANCE TECHNICAL WRITER

FEATURE

'The industry can't sit back and let clients be the primary drivers for sustainability.'

DEPARTMENTS LEGAL

Rating new and existing buildings

Increasing numbers of new and existing commercial, educational and industrial buildings are achieving a Green Star sustainability rating – a trend that will help Aotearoa New Zealand meet its international carbon-reduction obligations while delivering long-term benefits to the building's occupants.

Case study – University of Auckland

FEATURE SUSTAINABILITY

Manufacturing sustainability

For a building that covers the area of six rugby fields, going for a 5 Green Star rating was a big deal. It's brought an equally gargantuan payoff – a 40% reduction in energy use and emissions compared with a typical building of its size, showing what can be achieved.

BY DAVID HINDLEY, FREELANCE TECHNICAL WRITER

SUSTAINABILITY FEATURE

Houtopu's sustainable features

FEATURE HEALTH AND SAFETY

Inspirational reinstatement of Christ Church Cathedral

A team brought together to reinstate Christ Church Cathedral in Christchurch developed a sophisticated work plan to deal with critically important working from height and access safety requirements and to retrieve precious heritage items.

BY ANDREW CLUCAS, CONSTRUCTION MANAGER, NAYLOR LOVE

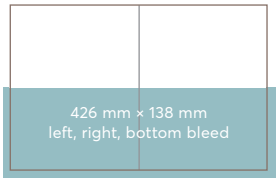
HEALTH AND SAFETY FEATURE

Christ Church Cathedral Reinstatement Project

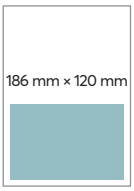
Print advertising sizes and rates

FULL PAGE
Trim area: 210 mm × 275 mm
Bleed area: 3 mm (216 mm × 281 mm)
Image area: 186 mm × 245 mm

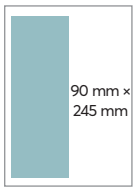
DOUBLE PAGE SPREAD
Trim area: 420 mm × 275 mm
Bleed area: 3 mm (426 mm × 281 mm)



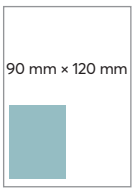
HALF DOUBLE PAGE HORIZONTAL
Trim area: 420 mm × 135 mm
Bleed area: 3 mm (426 mm × 138 mm)



HALF PAGE HORIZONTAL
Size: 186 mm × 120 mm

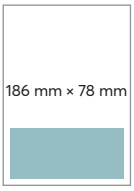


HALF PAGE VERTICAL
Size: 90 mm × 245 mm

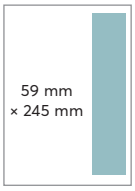


QUARTER PAGE
Size: 90 mm × 120 mm

COVER SHEET
Size: 195 mm × 165 mm



THIRD PAGE HORIZONTAL
Size: 186 mm × 78 mm



THIRD PAGE VERTICAL
Size: 59 mm × 245 mm

MECHANICAL
Column depth 235 mm
Column width 56 mm
2 or 3 columns per page
175 lpi screen
Perfect bound
Sheetfed offset

PRESS OPTIMISED
PDF
CMYK
300 DPI

Rates (per issue and exclusive of GST)

SIZE	1X	3X	6X
Full page	$4,400	$4,260	$4,060
Double page spread	$7,950	$7,680	$7,425
Half double page	$4,400	$4,260	$4,060
Half page	$3,120	$2,950	$2,780
Third page	$2,605	$2,480	$2,370
Quarter page	$2,360	$2,260	$2,150
Cover sheet	$3,465	-	-

Special position premium
Outside back cover plus 15%.
Inside front or back cover, page 1 or special requests plus 10%.
Gatefold price on application.

Onserts
From $450 per 1,000 – that's only 45 cents per hit.
Onserts over 4 pages from $525 (size and weight is restricted).
Minimum charge $450.

Products to watch
$830 to showcase your innovative product.

Design service
$150 per hour.

Products to watch

'Products to watch' is an exciting, alternative, affordable advertising opportunity in *Build* magazine.

Have you got an interesting new building and construction industry product? If so, submit details of it for us to consider for inclusion in 'Products to watch'. Examples may include the latest builders' or architects' tools or toys or innovative building materials or products.

Two to five products are selected to feature in each issue. A decision on the products included will be made by the *Build* editorial team. Submission of information does not guarantee acceptance.

Material needed

Material submitted needs to include:

- product name
- a short description (40 to 80 words)
- a high-resolution good-quality image of the product only, preferably clear cut or on a plain background
- RRP (if applicable)
- website and/or phone number
- BRANZ Appraisal logo (if applicable).

Images

- Images should be a high-resolution JPG or TIFF file preferably clear cut with a clipping path or quick mask alpha channel.
- Photoshop files are acceptable.
- All images are to be CMYK or greyscale, not RGB or other colour formats.
- Recommended resolution is 300 dpi or above at 100%.

Cost

'Products to watch' is an affordable paid advertising promotion. The cost is $830 + GST.

Disclaimer

Inclusion does not imply an endorsement or technical approval of the product by BRANZ.

Where to send material

Email information to be considered to buildadverts@branz.co.nz

Include 'Products to watch' in the subject line.

Onserts

Need an affordable way to get your material to potential customers? We can offer you muscle and reach by inserting your material with BRANZ's *Build* magazine.

Architects, builders, building officials – we can reach them all. With many groups on our database for you to choose from and six different areas, we make it easy for you to reach your target audience.

From $450 per 1,000 – that's only 45 cents per hit. Onserts over 4 pages from $525 (size and weight is restricted, so please ask).

* Minimum charge of $450 applies.

FROM

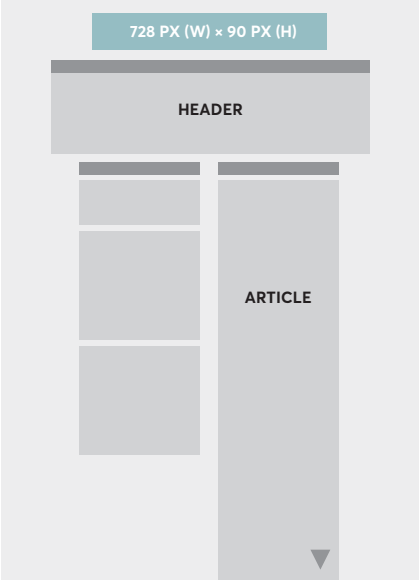
$450

PER 1,000

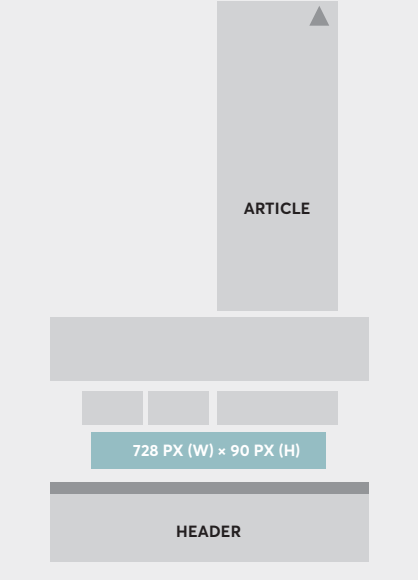
That's only 45¢ per hit

Online advertising sizes and rates

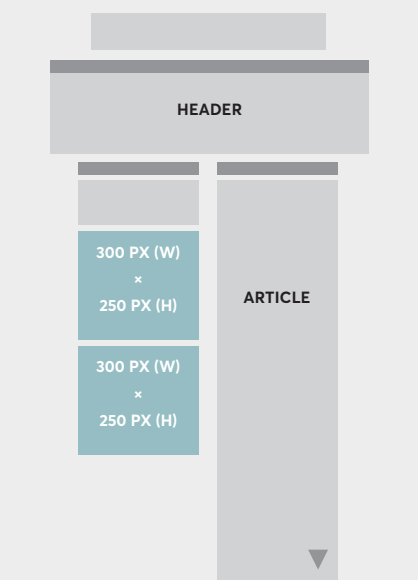
LEADERBOARD (TOP)



LEADERBOARD (BOTTOM)

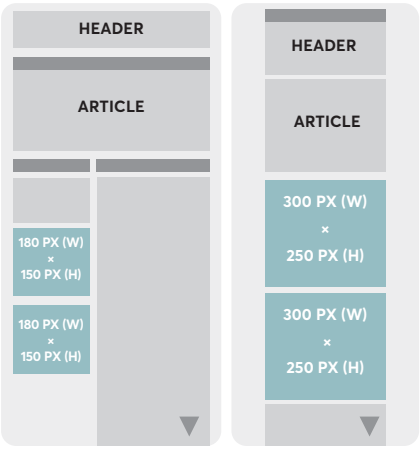


MEDIUM RECTANGLE



SMALL RECTANGLE MOBILE DEVICE

MEDIUM RECTANGLE SMARTPHONE



POSITIONS

LEADERBOARDS

Leaderboards display when the browser is 768 pixels or more wide. They can be:

- top – above the navbar/header
- bottom – above the footer.

RECTANGLES

A medium rectangle appears on article pages in the left column when the browser is at least 768 pixels or below the article when the browser is under 481 pixels. This is replaced by a small rectangle in the left columns when the browser width is 481 to 767 pixels.

SHARE OF VOICE

A maximum of three advertisements will appear in each advertising position, sold on a first-come basis.

DEADLINES

Bookings close on the 15th of the previous month. Material is due by the 20th of the previous month.

WHERE TO SEND MATERIAL

Email the image and URL link by the 20th to **buildadverts@branz.co.nz**

Rates (per month and exclusive of GST)

AD TYPE	SIZE	CASUAL	6 MONTHS	12 MONTHS
Leaderboard (top)	728 px (w) × 90 px (h)	$770	$720	$670
Medium rectangle	300 px (w) × 250 px (h)	$460	$410	$360
Small rectangle	180 px (w) × 150 px (h)			
Leaderboard (bottom)	728 px (w) × 90 px (h)	$610	$560	$510

www.buildmagazine.co.nz

Print material specs

SOFTWARE

ACROBAT PDF PREFERRED

High-resolution PDFs are our recommended file format. We require a **press-optimised PDF**, distilled with Acrobat 4.0 or greater.

Please ensure:

- all fonts are embedded
- images are CMYK and at least 300 dpi
- black areas are set to overprint
- bleed and trim marks are included.

ADOBE ILLUSTRATOR

All fonts need to be outlines or embedded and all images embedded or links attached. Save as EPS.

ADOBE PHOTOSHOP

Ensure files are in CMYK mode and 300 dpi at 100% scaling. Save as EPS or TIFF.

UNACCEPTABLE SOFTWARE

Word, Publisher and PowerPoint files will not be accepted.

FILE SETTINGS

BLEED

All bleed adverts should have register and crop marks located at least 3 mm outside the trim area, 5 mm is recommended.

DOUBLE PAGE SPREADS

Please supply the PDF as two single pages, not as a spread.

IMAGES

All images are to be CMYK or greyscale, not RGB or other colour formats. Recommended resolution is 300 dpi or above at 100%. If the file needs transparency flattening when printing, all images must be high resolution.

COLOURS AND FONTS

Text and images must be supplied CMYK or greyscale, no spot or RGB colours. No embedded colour profiles.
Embed all fonts, including in EPS files.

BRANZ APPRAISAL LOGO

An advertisement for a product with a current BRANZ Appraisal should include the Appraisal logo with number and date.

Online material specs

IMAGES

All artwork to be RGB colour, flattened with no transparency layers. Recommended minimum resolution is 72 dpi.

ADVERT SIZES

All dimensions in pixels, width by height:

- Leaderboard 728 px by 90 px.
- Medium rectangle 300 px by 250 px.
- Small rectangle 180 px by 150 px.

FORMAT

Artwork should be JPG, PNG or GIF.

FILE SIZE

Artwork must not exceed 150 KB.

HYPERLINKS

Supply a complete URL with image.

Email all adverts to:
BUILDADVERTS@BRANZ.CO.NZ

Advertising sales

Jonathan Taggart
T: 027 269 8639
E: jonathan.taggart@branz.co.nz

General enquiries

E: build@branz.co.nz
W: www.buildmagazine.co.nz

Terms and conditions

1. BRANZ reserves the right to refuse or omit any advertisement that it deems unsuitable for publication for any reason whatsoever and may insert above or below any copy the word 'ADVERTISEMENT'. 2. Any production/layout work to be done by BRANZ may incur an extra charge. 3. Unless a preferred position is specified, available and payment of the appropriate loading undertaken, the placement of the advertisement shall be at the discretion of BRANZ. BRANZ will attempt to meet advertisers' requests for preferred positions, but such requests cannot be guaranteed. While every care is taken, BRANZ will not accept liability for any loss whatsoever incurred through error or non-appearance of any advertisement. 4. Cancellation notice must be received in writing no later than 5 pm on the due date for advertising material. 5. In the event of advertising material not being received by the agreed deadline, BRANZ reserves the right to charge in full for the space booked and to use existing client material if available. 6. A copy of the publication and an invoice for the advertisement will be forwarded on publication. Payment is due by the 20th of the following month. 7. All advertisements and inserts/onserts submitted to BRANZ for inclusion in *Build* magazine or *Build online* will be subject to a technical review and audit of the material. BRANZ reserves the right, at its sole discretion, to refuse for publication or return to the advertiser for alteration any material including (but not limited to) material BRANZ deems to be technically incorrect or that BRANZ considers breaches advertising standards generally accepted or legislated in New Zealand, including material that relates to ethics, comparative advertising or advertising that focuses on competitors' products or services or environmental claims or material that BRANZ considers attempts to look like or copy a genuine *Build* article. The technical review does not imply any endorsement or approval of the product by BRANZ. 8. Full terms and conditions are on the *Build* booking confirmation form.