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## **MEDIA INFORMATION 2024**





## Media Partnerships

BMJ works closely with many other industry organisations, from the Builders Merchants Federation, the Institute of Builders Merchants, and the Worshipful Company of Builders Merchants to the National Merchant Buying Society, and the independent buying groups, including, NBG, Fortis and h&b. For example, every January we product a supplement in conjunction with NBG, which all Suppliers are urged to support.

## Supplements

BMJ's industry-renowned publication, Trailblazers is published in April. Viewed as the benchmarking standard for the UK merchandising industry, it is retained on desks, and referred to all year. Appearing in this prestigious supplement is a must for any supplier seeking all-year-around visibility amongst the top merchants.

BMJ also publishes several specialised extended features throughout the year, including Sustainability, IT, Landscaping and Transport.

## Print

For over 100 years, BMJ has been helping merchants to maximise existing business opportunities, discover new ones, and measure themselves against their peers. The only industry title to publish 12 times a year, BMJ is distributed to over 7,000 key, named individuals who make buying decisions. We reach merchants operating in the building, plumbing, heating, bathroom, kitchen, hardware, decorating and timber sectors, and our readership is targeted at owners, directors, and managers.

## Online

www.buildersmerchantsjournal.com is viewed by around 12,333 unique users, with over 21,000 impressions a month. Our weekly newsletter is requested by 6,626 recipients each Wednesday, whilst our e-shots are sent to over 2,000 third-party data recipients.

## Events

The BMJ Industry Awards is our prestigious annual event, which recognises and celebrates success and achievement in the industry, as well as offering a magnificent networking opportunity.

Held at a prestigious venue in London, the Awards highlight all that is good about this industry. We look forward to welcoming everyone back next year on 27th September 2024, at the Grand Connaught Rooms, London.



# Online Advertisement Rates

Costs below are based on 3 months' coverage

## BILLBOARD: £2,500

Dimensions: 970 x 250

## LEADER BANNER: £2,000

Dimensions: 728 x 90

Rectangular position that sits next to the logo above the main navbar.

## CAROUSEL: £2,200

Dimensions: 1000 x 120

Large rectangular position that displays below the main navbar.

## HEADLINE BANNER: £1,500

Dimensions: 660 x 100

Rectangular position that displays above the headlines on the homepage. Also appears above all articles.

## TAKEOVER: £3,300

Dimensions: 240 x 900 (left and right) – EXCLUSIVE ONLY

Large vertical positions that fill the left and right panels outside the website. Will scroll with the website. Dimensions are deemed a 'safe' area for call to action. Thinner/wider artworks can be supplied. Tags, HTML and animated artwork are NOT supported in this zone.

## MPU: £1,450

Dimensions: 300 x 250

Boxed positions that appear down the right side of the website.

## BUTTON: £800

Dimensions: 120 x 90

Small box positions that appear down the right side of the website.

## SKYSCRAPER: £1,350

Dimensions: 160 x 600

Long vertical position that appears down the right side of the website.

## POP-OUT: £900

Dimensions: 300 x 300

Boxed position that sticks to the left or right side of the browser window. Will scroll with the website.

## PAGE PEEL: £1500

Triangular position that sits in the top left/right corner of the website. Expands upon mouse hover. Tags/ HTML not supported for this zone.

# Advertising

## Magazine Display Rates

Insertions	1	6	12
Full page	£2,000	£1,925	£1,800
Half page	£1,050	£975	£850
Quarter page	£695	£625	£500
DPS	£3,800	£3,750	£3,200
Front Cover	£2,800		
Back Cover	£2,300		
Inside Front Cover	£2,300		
+ Gatefold	£4,500		

## BMJ Supplier Directory

12 MONTHS £750

6 MONTHS £400

Loose inserts and specialist positions available on request

OPEN DOCUMENTS: Originated in Mac versions of Quark Xpress, Adobe Illustrator or Adobe Photoshop. Artwork

originated in Microsoft Word, PowerPoint or Publisher cannot be accepted. Colour must be CMYK - no RGB, no spot colours, no embedded ICC profiles. ALL FONTS must be supplied. Mac fonts only please - no PC fonts. Fonts used in Illustrator eps documents must be converted to paths. Fonts used in layered Photoshop documents must be rasterised.

IMAGES/LOGOS: file formats: tiff, eps, jpg. Images to be at least 300dpi at 100% (size used in ad). All fonts to be included - TrueType fonts are preferred.

PDFs: Before creating a PDF ensure your document

complies with the above colour, font and resolution specs, distilled using Acrobat 4 or higher, with highest quality compression. Pictures placed in document must be tiff or eps, not jpg. Allow for 3mm bleed. Include crop marks. When checking your PDF, click on 'overprint preview' to check that all information appears. A hard colour copy must accompany digitally supplied advertisements.

DELIVERY: Files larger than 10MB: Please send via 'We Transfer' website. Files under 10MB can be emailed directly to our Production Department: nmandeville@datateam.co.uk  
File naming protocol: all e-mails must be given a file name indicating the magazine/client/issue.

## E-Newsletter

POSITIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
LEADER BANNER	£800	£2,150	£3,750	£6,600
MID NEWS BANNER	£725	£1,900	£3,900	£6,300
Spec required:				
468x60 pixels (leader)				
680x90 pixels (mid)				
Third party - E-SHOTS	1 x £800	3 x £700 per email		

## Dimensions (height x width)

	Type (mm)	Trim (mm)	Bleed (mm)
Front Cover		229 x 229	235 x 235
Double Page Spread	265 x 400	306 x 458	312 x 464
Half Page DPS		153 x 458	159 x 464
Full Page	265 x 200	306 x 229	312 x 235
Half Page (V)		306 x 114	312 x 120
Half Page (H)		153 x 229	159 x 235
Quarter Page		135 x 94	
Quarter Strip		76 x 229	82 x 235

# Features List 2024

## JANUARY

Transport  
Workwear

### Special Features

NBG  
Merchant League Tables

## FEBRUARY

IT  
Timber  
Plumbing and Drainage  
Sealants and Adhesives

### Special Feature

BMJ Industry Awards open for entries

## MARCH

Painting and Decorating  
Doors and windows

### Special Feature

Landscaping Supplement

## APRIL

Timber  
IT  
Rainwater Management  
Heavyside

### Special Feature

TRAILBLAZERS

## MAY

Bathrooms and Showers  
Kitchens  
Insulation

### Special Feature

NMBS Exhibition Highlights

## JUNE

Timber  
Plumbing and Drainage

## JULY

Roofing  
Sealants and Adhesives

### Special Feature

BMF Conference Highlights  
- Istanbul 2024

## AUGUST

Timber  
IT  
Workwear  
Ironmongery & Security

### Special Feature

BMJ Industry Awards - Finalists revealed

## SEPTEMBER

Heating and Plumbing  
Rainwater Management  
Landscaping (Autumn ready)

## OCTOBER

Timber  
IT  
Transport  
Bathrooms/Showers

### Special Feature

BMJ Industry Awards Supplement 2024

## NOVEMBER

Heavyside  
Insulation  
Roofing  
Kitchens

## DECEMBER

Timber  
IT  
Ironmongery  
Sealants and Adhesives

### Special Features

BMJ Wall Planner 2025  
Top 20 products of 2024

### REGULAR FEATURES EVERY MONTH

Sustainability  
10 mins with  
Product News  
Merchant Focus

# Advertising deadlines 2024

Issue	Copy Deadline	Press Date	Mailing Date
January	15th December	8th January	15th January
February	26th January	9th February	16th February
March	23rd February	8th March	15th March
April	22nd March	5th April	12th April
May	19th April	3rd May	10th May
June	24th May	7th June	14th June
July	21st June	5th June	12th July
August	19th July	2nd August	9th August
September	16th August	6th September	13th September
October	20th September	4th October	11th October
November	18th October	8th November	15th November
December	22nd November	13th December	20th December