



BUILDING FOR EDUCATION

MEDIA PACK 2010

B4E just keeps on growing...

Building for Education is the market-leading publication in its sector, covering all aspects of construction in schools, colleges and universities both in the UK and for selected institutions worldwide. A respected and established title with a monthly readership of over 8,000, it offers a unique blend of incisive editorial and advertising to its target market.

Best content ever...

Informative. Objective. Insightful.

Building for Education has been reporting and analyzing on construction and refurbishment issues and developments affecting our schools, colleges and universities for the past eight years. Acknowledged by its readers as the leading publication in its sector, B4E enjoys wide market support and has built up on an enviable reputation with its audience.

B4E Readers...

Building for Education's audience includes the sector's key decision makers including Borough Councils, LEA Directors, educational architects and main contractors, education departments, Government authorities such as the Departments for Education and Culture, Education and Skills, and Continued Education.

Building for Education is read by named Directors of organisations such as The Commission for Schools and Colleges, the Children's Services Commission, the Heritage Fund and the Open University. It is also distributed to key named personnel such as the estates directors, heads of facilities and business development directors – in every grammar school, university and college in the UK as well as architects and main contractors across the UK.

These key decision makers control budgets that run into tens of millions of pounds every year, funding everything from new-build and regeneration projects to security, ICT, catering, sports equipment, insurance, etc. They will also oversee the procurement, specification and sub-contracting processes.

Contributing Talent...

Building for Education boasts a pool of expert industry contributors including innovators from such fields as project management and regulatory law, insurance, finance/funding, ICT and the environment. Together they offer readers key insights into the fundamental issues that can often mean the difference between success and failure.



Media Partner of



Reasons to advertise...

- ✓ Over 80% requested copies
- ✓ Direct contact to named individuals responsible for making purchasing decisions
- ✓ Comprehensive database which is updated monthly
- ✓ Case studies
- ✓ Specific editorial on building, planning, design and restoration issues
- ✓ Latest products and services information
- ✓ Quality colour reproduction and design
- ✓ Leaflet insertion facility
- ✓ Free artwork and design service
- ✓ Loyal, responsive and targeted audience

Contact our Sales Department on: 01491 411848 or email: b4e@schoolspublishing.co.uk

Admin & Editorial: admin@schoolspublishing.co.uk visit: www.b4ed.com

Schools Publishing Ltd., St James's House, 118 Greys Road, Henley-on-Thames, OXON RG9 1QW

Tel: 01491 411848 Fax: 01491 411416 VAT Registration Number: 757208321



FEATURES LIST 2010

Building 4 Education – The only national journal covering all aspects of construction in today’s education sector.

<p>JANUARY Publication Date 05.01.10</p> <ul style="list-style-type: none"> • BSEC preview • Plant hire & machinery • Flooring • Architecture 	<p>FEBRUARY Publication Date 11.02.10</p> <ul style="list-style-type: none"> • Access control • Modular building • Going green – SUP • General furniture 	<p>MARCH Publication Date 09.03.10</p> <ul style="list-style-type: none"> • Washroom & hygiene • Swimming pools • Exterior envelope • Disabled access
<p>APRIL Publication Date 12.04.10</p> <ul style="list-style-type: none"> • Perimeter security • Health & safety • Roofing • ICT suites 	<p>MAY Publication Date 10.05.10</p> <ul style="list-style-type: none"> • Fire protection • Modular building • Sport surfacing • Flooring 	<p>JUNE Publication Date 10.06.10</p> <ul style="list-style-type: none"> • CCTV • Landscaping • Windows • Science equipment
<p>JULY/ AUGUST Publication Date 04.08.10</p> <ul style="list-style-type: none"> • Fire protection • Modular building • Air conditioning • Electrics & lighting 		<p>SEPTEMBER Publication Date 10.09.10</p> <ul style="list-style-type: none"> • Whole security • Interbuild preview • Architecture • Disabled access
<p>OCTOBER Publication Date 08.10.10</p> <ul style="list-style-type: none"> • Modular building • Catering equipment • Theatre equipment • Sports equipment 	<p>NOVEMBER Publication Date 10.11.10</p> <ul style="list-style-type: none"> • Security guards • Sound proofing • Disabled access • Sealants & adhesives 	<p>DECEMBER Publication Date 08.12.10</p> <ul style="list-style-type: none"> • Flooring • Paints & finishes • Drainage & plumbing • Building restoration

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ADVERTISEMENT RATES

Inside Front Cover	£1400
Inside Back Cover	£1400
Outside Back Cover	£1400

Double Page Spread	£1900
Full Page Bleed	£1200
Half Page	£700
Quarter Page	£450

Classified	£9.50 psc
Leaflet Inserts	£95.00 per thousand <i>subject to weight</i>
Products & Services	<i>from</i> £135

Discounts available for series bookings, five inserts 5% discount, 10 inserts 10% discount.

10% Discount for known agencies only.

All costs shown are exclusive of VAT, currently 15%.

Terms & Conditions available on our website.

TECHNICAL DATA

Full Page (A4 + 3mm bleed)	303 x 216 mm
Half Page Portrait	262 x 88 mm
Half Page Landscape	128 x 180 mm
Quarter Page Portrait	128 x 88 mm
Quarter Page Landscape	61 x 180 mm

CLASSIFIED COLUMNS

1 Column	42 mm
2 Columns	88 mm
3 Columns	134 mm
4 Columns	180 mm

ARTWORK

High resolution, press ready PDF format with all fonts either embedded or converted to outlines. Colour space: CMYK.

All advertisements must be clearly identified with the publication name and data, full contact details of the client and accompanied by a colour proof.

DEADLINES

COPY DATES: 10 days prior to publication

CANCELLATIONS: One month before publication date



SPONSORSHIP PACKAGE

Schools Publishing Limited is delighted to offer Sponsorship Packages of its three titles in the education sector: Building for Education, Independent Education Today and Further Education Today.

Sponsorship of these titles offers maximum exposure within the magazines, increasing brand awareness within the education marketplace.

We offer sponsorship of our highly informative news pages, which host articles provided by key associations, organisations and prominent figures within the respective sectors of each title.

Our sponsorship package offers a unique method of promoting your company's brand to its target audience in the education sector – our readers!

Sponsorship Rates

This package comprises of – contents page banner 45cm² (1/8 page approx) + company logo on all editorial pages (minimum of 6 guaranteed)

1 Title	x	3 Issues	£1,350.00
1 Title	x	6 Issues	£2,430.00
2 Titles	x	3 Issues	£2,430.00
2 Titles	x	6 Issues	£4,374.00
3 Titles	x	3 Issues	£3,240.00
3 Titles	x	6 Issues	£5,832.00

Optional Extras

Web Banner	£100.00 / month, per site
Display Advertising	20% discount
1/8 Classified Advert	£500.00 / 6 months, per title

Please note: Company logo on all editorial pages (minimum of 6 guaranteed) – Does not include insertions paid for by other clients!

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ONLINE ADVERTISING RATES & DATA 2010

BANNER ADVERTISING

- The most prominent position available
- Guaranteed to feature on every page of the website in a fixed position
- Your advertisement may rotate with a maximum of two other advertisers
- Direct link to your website



SKYSCRAPER ADVERTISING

- The second most prominent position available, located on the right hand side of every page
- Guaranteed to feature on every page of the website in a fixed position
- Direct link to your website

BUTTON ADVERTISING

- Located on the left hand side, below the navigation bar, this cost effective option offers prominent advertising on every page of the website
- Fixed position on every page
- Direct link to your website
- No rotation with any other advertisements

TECHNICAL SPECIFICATIONS

- Advertisements cannot include audio
- An active URL must be supplied with your advertisement to link to your website
- Flash files must contain an active URL link
- For campaigns exceeding one month in duration, one new artwork can be supplied each month
- The costs shown are based upon the client supplying complete and final artwork/graphics

SUPPLYING ARTWORK/COPY

All advertisements should be sent (as attachments), in PC or MAC format, to admin@schoolspublishing.co.uk no later than 5 working days prior to publication date.

	RATES			TECHNICAL SPECIFICATIONS		
	1 MONTH	6 MONTHS	12 MONTHS	DIMENSIONS W x H IN PIXELS	MAX FILE SIZE	FORMAT
BANNER	£120	£540	£936	550 x 60	20KB	GIF, JPEG, SWF
SKYSCRAPER	£75	£338	£585	80 x 250	20KB	GIF, JPEG, SWF
BUTTON	£50	£225	£390	140 x 71	15KB	GIF, JPEG, SWF

All advertisements / links will be placed on the website within 5 working days of confirmation of your order and receipt of the necessary text/graphics. Any cancellations must be made in writing to admin@schoolspublishing.co.uk, 4 weeks prior to publication. Terms and conditions apply, please visit www.b4ed.com

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