

# Targeted readership & circulation

Established in 1991, **Professional Builders Merchant** has a proven track record of delivering practical, informative and engaging content on the subjects that matter most to our targeted audience of decision makers in the merchant sector.

- ★ **PBM** has a full ABC Profile Circulation Certificate.
- ★ The latest ABC Certificate (July 2017 to June 2018) shows that **PBM** has the highest controlled free circulation within the merchant sector of 9,500 (audit issue). 100% of these are individually requested, making **PBM** the preferred publication in the sector.



- ★ The ABC Profile indicates the two single most important factors for advertisers using merchant trade titles. Not only do we now target more core merchants, but we also offer the opportunity to reach more active decision makers than any of our rivals.
- ★ Our readers include the sector's leading builders', plumbing, heating and timber merchant businesses. Within those firms, **PBM** targets all the key decision makers — owners, directors, branch managers and counter staff managers.
- ★ The ABC Profile is vital because it provides essential information — fully audited by an independent body — which can be used by advertisers and agencies to compare the strength of merchant titles. With these latest figures, **PBM** reinforces its position as the No. 1 business magazine for merchants.



# Focused editorial content



## REGULAR FEATURES

- Company Profile** Corporate insights and updates
- Face to Face** Q&A session with merchant-facing staff
- Supplier's Soapbox** Comment and opinion
- Point of Sale** A detailed look at supplier support at the point of sale
- Training Focus** Merchant-focused courses and content

**PBM** is also uniquely placed to capitalise on its relationship with its sister publications *Professional Builder* and *Professional Heating & Plumbing Installer*, offering an instant insight into the interests and buying behaviour of merchants' key trade customers. Each issue includes a showcase of the latest news, products and advertising campaigns as featured in these leading trade titles, putting **PBM's** readers in prime position to benefit from active suppliers and industry trends.

**Plus:**

Every edition of **PBM** provides a regular round-up of news stories, appointments, business support, industry events and exhibitions in addition to market information and merchant profiles.



Offering a balanced blend of news, industry comment, feature articles, business information and product innovation, **Professional Builders Merchant** provides comprehensive coverage of the key issues affecting all merchant organisations – from the national chains to the smallest independent alike.

In addition to the areas detailed on our Features List, every issue of **PBM** also includes stand-alone articles on the topics that matter most to our readers such as industry analysis and forecasts, sales & merchandising, legislation, training, health and safety, security and other important operational and management issues.

With articles written by experts in their respective fields, **PBM's** content is produced firmly with the merchant in mind.

### **JANUARY**

Kitchens & Bathrooms  
Transport, Handling & Storage  
Information Technology

### **FEBRUARY**

Plumbing & Heating  
Bricks, Blocks & Hard Landscaping  
Tools, Fixings & Adhesives  
*Top 20 Merchant Chart: showcasing the performance of the sector's largest merchant businesses*

### **MARCH**

Information Technology  
Doors, Windows & Security  
Workwear & Equipment

### **APRIL**

Plumbing & Heating  
Gardens & Landscaping  
Drainage & Water Management

### **MAY**

Tools, Fixings & Adhesives  
Bricks, Blocks & Hard Landscaping  
Paints & Woodcare

### **JUNE**

Timber & Joinery  
Roofing, Flooring & Insulation  
Plaster, Dry Lining & Building Boards  
*BMF All Industry Conference preview*

## ■ **Features** list 2019

### **JULY/AUGUST**

Plumbing & Heating  
Information Technology  
Transport, Handling & Storage

### **SEPTEMBER**

Gardens & Landscaping  
Tools, Fixings & Adhesives  
Bricks, Blocks & Masonry

### **OCTOBER**

New & Self-build  
Drainage & Water Management  
Kitchens & Bathrooms

### **NOVEMBER**

Repair, Maintenance & Improvement  
Information Technology  
Tools, Fixings & Building Chemicals

### **DECEMBER**

Plumbing & Heating  
Timber & Joinery  
*In Focus: Business Essentials*

#### **REGULAR FEATURES:**

In addition to the product category-focused features detailed above, each issue of PBM will present targeted and content-driven articles that put readers in prime position to engage with active suppliers and industry trends. These include:

**Supplier Profile:** Corporate insights and updates

**Face to Face:** Q&A session with merchant-facing supplier staff

**Point of Sale:** A detailed look at supplier support at the point of sale

**Soapbox:** Comment and opinion

**Training Focus:** Merchant-focused courses and content

Every edition also provides a review of the latest news, appointments, events, informed opinion from industry experts and a round-up of the sector's new products. Best practice is shared through regular merchant profile features and news from leading merchant organisations.

**If you would like to submit an article or synopsis for consideration, please contact the editorial team for details and copy deadlines. Email: [pbm@hamervile.co.uk](mailto:pbm@hamervile.co.uk)**

## Display Advertising Rates & Mechanical Data

<b>Space</b>	<b>Per Insertion</b>	<b>Type (mm)</b>	<b>Trim (mm)</b>	<b>Bleed (mm)</b>
DPS	£4,170	390 x 255	420 x 289	426 x 295
Full Page	£2,270	180 x 255	210 x 289	216 x 295
1/2 Page DPS	£2,270	390 x 124	420 x 140	426 x 146
1/2 (H)	£1,200	180 x 124	210 x 140	216 x 146
1/2 (V)	£1,200	88 x 255	103 x 289	106 x 295
1/4 Page	£650	88 x 124		
1/4 (H) strip	£720	180 x 60	210 x 73	216 x 76
1/4 (V) strip	£720	45 x 255	50 x 289	53 x 295

### Cover Positions

Outside back: **£2,700**; Inside Front: **£2,600**; Inside back **£2,500**

### High Profile Opportunities (£POA)

- Belly banding
- Wrap-arounds (gummed to spread)
- Bound outserts
- 1 page gatefold
- Tip-ons - front cover
- Bound inserts
- Loose inserts

All adverts should be supplied as high res 300 dpi, CMYK PDFs, Tiffs or jpegs together with a colour proof.

Advertising copy deadlines are 4 weeks preceding publication dates which are during the first week of the month. Cancellation period is 6 weeks prior to publication date.

## Contacts

**Editor**, Paul Davies — [pbm@hamerville.co.uk](mailto:pbm@hamerville.co.uk)

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01923 237799 [www.hamerville.co.uk](http://www.hamerville.co.uk)

[www.professionalbuildersmerchant.co.uk](http://www.professionalbuildersmerchant.co.uk)

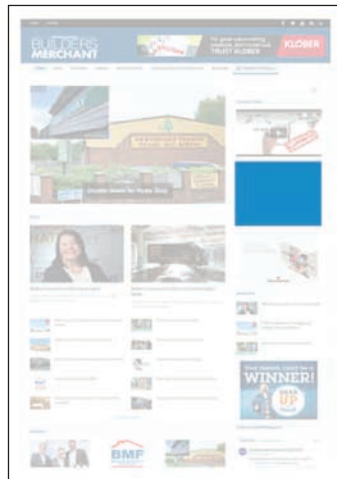
# Website

Professional Builders Merchant provides a leading digital source of information for all active merchants at [www.professionalbuildersmerchant.co.uk](http://www.professionalbuildersmerchant.co.uk). It gives access to all the latest news and product updates, business trends and supplier information. All the features are fully searchable and there is exclusive online-only content including business legislation, industry events and special features.

<b>Visitor Stats:</b> Average users per month	<b>3,113</b>	Session Duration	<b>00:04:43</b>
Average sessions per month	<b>3,836</b>	Bounce Rate	<b>28.2%</b>
Average pageviews per month	<b>5,988</b>		



**Leaderboard**  
 728 x 90px  
 £900 / month



**MPU**  
 300 x 250px  
 £850 / month



**Featured video**  
 £500 / month



**Homepage carousel or homepage advertorial**  
 £600 / month



**Sponsored section**  
 728 x 90px  
 £300 / month



**Inline MPU**  
 300 x 250 px £850 / month



**Skin**  
 desktop only  
 £600 / week

All adverts to be supplied in jpeg or gif format.

**Contact:**

Craig Jowsey, Group Advertisement Manager [craig@hamerville.co.uk](mailto:craig@hamerville.co.uk) 01923 237799  
 Sam Shannon-Tinsley, Advertisement Manager [stinsley@hamerville.co.uk](mailto:stinsley@hamerville.co.uk) 01923 237799

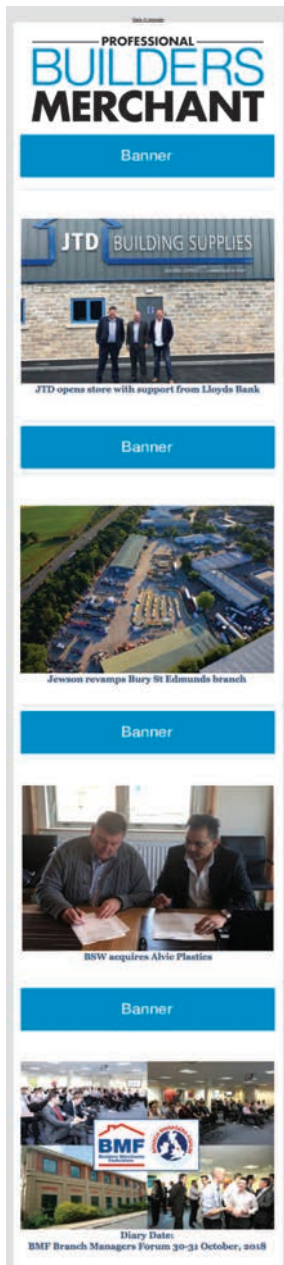
# Email

## PBM Newsletter

The regular **Professional Builders Merchant** email newsletter is sent out weekly to nearly 6,000 active merchants. It is designed to keep them updated on all the latest and most relevant content to hit the site. There are four prominent banner positions available to advertisers on each newsletter:

**Reach - 5,993**      **Rate - £500 per banner**

**Spec - 468 x 60px**



## Sponsored Solus Newsletter

Twice a month there is an opportunity for an advertiser to promote its brand directly to potential customers through solus sponsorship of a bespoke email. Content is exclusively from the one company and can be provided as complete HTML code or made up by us to the template specification below:

**Reach - 5,993**      **Rate - £1,200**

### Specification:

Up to 10 word heading

Up to 50 word intro

Up to 400 word main text

Lead Image 1 – 480 x 315px

Images 2 and 3 - 225 x 225px

Image 4 – 480 x 225px

Company logo and contact details / URL Links

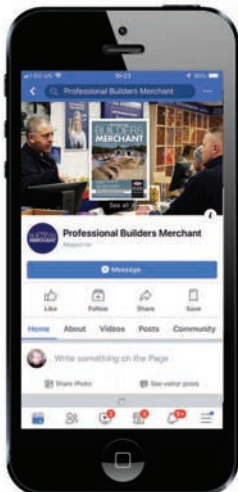


# Social media

By understanding the target audience, what they engage with and what social media platforms they use, **Professional Builders Merchant** continues to expand and build up the engaged **Facebook** and **Twitter** following.



<i>Facebook Likes</i>	<b>359</b>
<i>Facebook Reach</i>	<b>1,720</b>
<i>Facebook Impressions</i>	<b>3,142</b>
<i>Twitter Followers</i>	<b>7,904</b>
<i>Twitter Impressions</i>	<b>68,500</b>



**rates:** 1 post - £250      3 posts - £675