Selfbuild
CONNECTING HOME BUILDERS & SUPPLIERS THROUGHOUT IRELAND FOR OVER 25 YEARS

MEDIA PACK
LIVE EVENTS • PRINT • DIGITAL • SPONSORSHIP
Meet the SelfBuild Market across Ireland

BELFAST • DUBLIN • CORK

FEB • SEPT • NOV
44K+ TARGETED VISITORS

DISPLAY, DEMONSTRATE & DISCUSS

INCREASED BRAND AWARENESS

485+ EXHIBITORS

FACE TO FACE

is still the most powerful marketing platform & vital in reaching the affluent self-build, extension & renovation market across Ireland.
After each event we send out a survey to find out more about our visitors. This helps us to know our audience and gives exhibitors a snapshot of the quality of the people coming to the shows.
3 different stand options are available.

- **SPACE ONLY**
  - Area marked out on carpet ready for you to build your own stand.
  - Comes with:
    - Double socket
    - Power for the weekend

- **SHELL SCHEME**
  - Ready to dress option with walls made from metal frame & PVC infill panels.
  - Comes with:
    - 1.5m strip light
    - Exhibitor name sign
    - Double socket
    - Power for the weekend

- **HARD SHELL SCHEME**
  - Ready to dress option with walls made from Melamine Faced Chipboard and the walls are finished in white. Can be painted by the exhibitor.
  - Comes with:
    - 1.5m strip light
    - Exhibitor name sign
    - Double socket
    - Power for the weekend

All stands are provided fully carpeted and with a double socket.

Walled stands also include a 5ft light and company name sign.
THEATRE
What's Included: Branded theatre, Event promotion – 2m+ impressions, Show guide advert & branding

TRAM
Branding on the free carpark to venue tram – visitors will visit your stand just to thank you for the lift! (Note: Belfast event only)

CAFÉ
Visitors need a break – remind them of your message while they grab a cuppa!

SPONSORSHIP OPTIONS
• THEATRE
• TRAM
• CAFÉ

Sponsorship opportunities promote your company further and increase brand awareness and influence with our audience. We can tailor sponsorship packages to suit your company's needs.
Ireland’s go-to resource for the self-build, extension & renovation market
PROVIDING ADVICE, INSPIRATION, NEWS, PRODUCTS, AND SERVICES TO THE HOME BUILDING & IMPROVEMENT MARKET ACROSS IRELAND FOR OVER 25 YEARS.

A TRUSTED SOURCE OF INDEPENDENT, UP TO DATE INFORMATION.

LINKING SUPPLIERS TO A TARGETED AND ACTIVE AUDIENCE.

GUIDING IRELANDS SELF-BUILD MARKET THROUGH THEIR PROJECTS.
DISTRIBUTION

Ireland’s quarterly go-to resource for quality advice, inspiration and information for the self-build, extension and renovation market.

Each issue 34,000+ readers source, review, explore and buy the products and services in our magazine providing an excellent marketing channel to reach this market.

REACHING SELF-BUILDERS THROUGHOUT THEIR JOURNEY

An average selfbuild project takes 3 years reflected in our average subscription duration.

From the dreaming stage to completion SelfBuild advises, informs, and influences readers on their project making it an invaluable marketing channel for companies wanting to reach this active market.

Grab this audience’s attention throughout their plans and secure their business.

REACHING A TARGETED AUDIENCE VIA NEWSAGENTS, SUBSCRIPTIONS, DIGITAL CHANNELS & LIVE EVENTS.

READER PROFILE

USING SELFBUILD’S EXTENSIVE MARKET REACH TO PROMOTE & DISTRIBUTE THE MAGAZINE ENSURES YOUR MESSAGE REACHES AN ACTIVE AUDIENCE.

- 90K+ social media followers
- 611K+ annual website visitors
- 45K+ event visitors

CHANNELS
- TRADE
- DREAMERS
- ARCHITECTS
- EXTENDERS & RENOVATORS
- SELFBUILDERS

STATS
- 59%
- 14%
- 5%
- 15%
- 17%
- 32%
- 27%

90K+
611K+
45K+
We offer various advertising options and we can organise packages to best suit your company’s needs.

**STANDARD**
- Premium, full, half and quarter page options.
- Full design included in the price.

**SPONSORED**
- Article based advertising about your company, your product or your industry.
- Full editorial included in the price.

**ADDITIONAL BENEFITS**
- Full design service included in the cost
- Free editorial on all news and sponsored content pieces
- Peer review option
- Answer reader’s questions and position your company as an expert in the field

**ADVERTISING OPTIONS**
- **STANDARD**
- **SPONSORSHIP**
- **BENEFITS**
SPRING 2021
- Budget
- PI Insurance
- Solicitors and claims assessors
- Garden
- Building Methods Guide - Concrete builds, Timber frame builds, Modern structural methods, Solutions for thermal bridging

SUMMER 2021
- Budget
- Marking out the house
- The connected home (home automation)
- Garden
- Systems Guide - Heat and hot water systems, Heat emitters, Ventilation systems, Renewables
- Going off-grid

AUTUMN 2021
- Budget
- Equipment hire
- Road openings
- Garden
- Budget Guide - how to design and build a low cost home, percentage breakdown of costs, breakdown of fees, averages per sqm for structural components (materials), averages per sqm for finishes (materials), averages for one-offs, averages for HVAC, labour costs

WINTER 2021
- Budget
- Sight lines
- Screed types
- Garden
- Kitchen Guide – Inspiration, design configurations, lighting, kitchen units, worktops, taps and sinks, cookers, must-have appliances

UPCOMING ARTICLES
Connecting suppliers with Ireland’s self-build, extension, and renovation market across **multiple platforms**
WE KEEP IN TOUCH WITH OUR AUDIENCE ACROSS MULTIPLE PLATFORMS PROVIDING ADVICE, INSPIRATION AND BUILDING TRUST SO YOU CAN...

- DRIVE TRAFFIC TO YOUR WEBSITE
- GATHER DIRECT LEADS
- IMPROVE YOUR BRAND IDENTITY
- DELIVER YOUR MESSAGE
- INFLUENCE, INFORM AND ENGAGE WITH AN ACTIVE AUDIENCE
- CONNECT WITH SELF-BUILDERS ACROSS IRELAND
Advertising on Facebook makes it easy to find the right people, capture their attention and get results. Our page allows you to reach a targeted audience, delivering your message from a trusted source.
We design and manage all aspects of the post to ensure you reach the right people in the right area and at the right time.

**SOCIAL MEDIA PLACEMENT**

**DRIVES OVER 1,000 TARGETED VISITORS TO YOUR WEBSITE**

Full of ideas, information inspiration and advice selfbuild.ie is Ireland's leading source of information to the self-build and renovation market and the perfect platform to raise awareness of any brand.

**WEB DESCRIPTION ADVERTISING**

**RAISE BRAND IDENTITY WITH THE FULL SELF-BUILD MARKET IN IRELAND**

A dedicated email straight to our subscriber’s inbox showcasing only your company, product or service. Provides an opportunity to send a bespoke message to an audience actively engaged in building or renovating their dream home.
Include multiple website links, video content, images, and your own brand message to inform and influence a targeted audience.

**PREMIUM E-MAIL**

**MULTIPLE MESSAGES, TO A TARGETED AUDIENCE, WITH OVER 1500 VISITORS TO YOUR WEBSITE**

**ENGAGEMENT OPTIONS**

- SOCIAL MEDIA
- WEBSITE ADVERTISING
- PREMIUM EMAIL

**Additional benefits:**
- We design and manage all aspects of your digital advertising.
- A post delivery report provides statistics for all digital activity allowing you to measure your ROI.
SelfBuild is the perfect platform to show our products and generate leads from a targeted and active audience.

Tom Givan Dungannon Window Co.

SelfBuild has helped us take the next step with our business. A great way to meet lots of new, relevant clients and contacts. Thank-you, great success!

Phil Bailie
Skyline Timelapse & Video

Another well organized, well laid out and above all, well attended event. The effort put into attracting the right audience does not go unnoticed and the quality of visitor speaks for itself. If SelfBuild can get the numbers over the threshold then the exhibitors will almost certainly continue to do business.

Mark Gribbon
Setanta Construction
### SPACE ONLY

<table>
<thead>
<tr>
<th></th>
<th>BELFAST</th>
<th>DUBLIN</th>
<th>CORK</th>
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<tbody>
<tr>
<td>per sqm</td>
<td>£182</td>
<td>€239</td>
<td>€212</td>
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### SHELL SCHEME

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<tr>
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<th>DUBLIN</th>
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<tbody>
<tr>
<td>per sqm</td>
<td>£212</td>
<td>€279</td>
<td>€252</td>
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### HARD SHELL

<table>
<thead>
<tr>
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<tr>
<td>per sqm</td>
<td>£227</td>
<td>€294</td>
<td>€267</td>
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Note: Stands start from 6 sqm and can be made in any size or orientation to suit display requirements, assist with customer interaction and to meet all budgets.

### COSTS

<table>
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<tr>
<th></th>
<th>£</th>
<th>€</th>
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<tbody>
<tr>
<td>PREMIUM PAGE</td>
<td>1375</td>
<td>1650</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>1300</td>
<td>1560</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>725</td>
<td>870</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>480</td>
<td>576</td>
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Note: A full design service is provided free of charge for all advertisements booked saving you time and further costs.

### DIGITAL

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<thead>
<tr>
<th></th>
<th>£</th>
<th>€</th>
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<tbody>
<tr>
<td>PREMIUM EMAIL</td>
<td>1100</td>
<td>1300</td>
</tr>
<tr>
<td>SOCIAL MEDIA POST</td>
<td>600</td>
<td>690</td>
</tr>
<tr>
<td>WEBSITE (12 MONTHS)</td>
<td>1250</td>
<td>1450</td>
</tr>
<tr>
<td>WEBSITE (6 MONTHS)</td>
<td>770</td>
<td>900</td>
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Note: Discounts are applied when booking multiple products together as a package providing a cost effective marketing plan for exposure throughout the year.