

Selfbuild

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



MEDIA PACK

LIVE EVENTS • PRINT • DIGITAL • SPONSORSHIP

Selfbuild

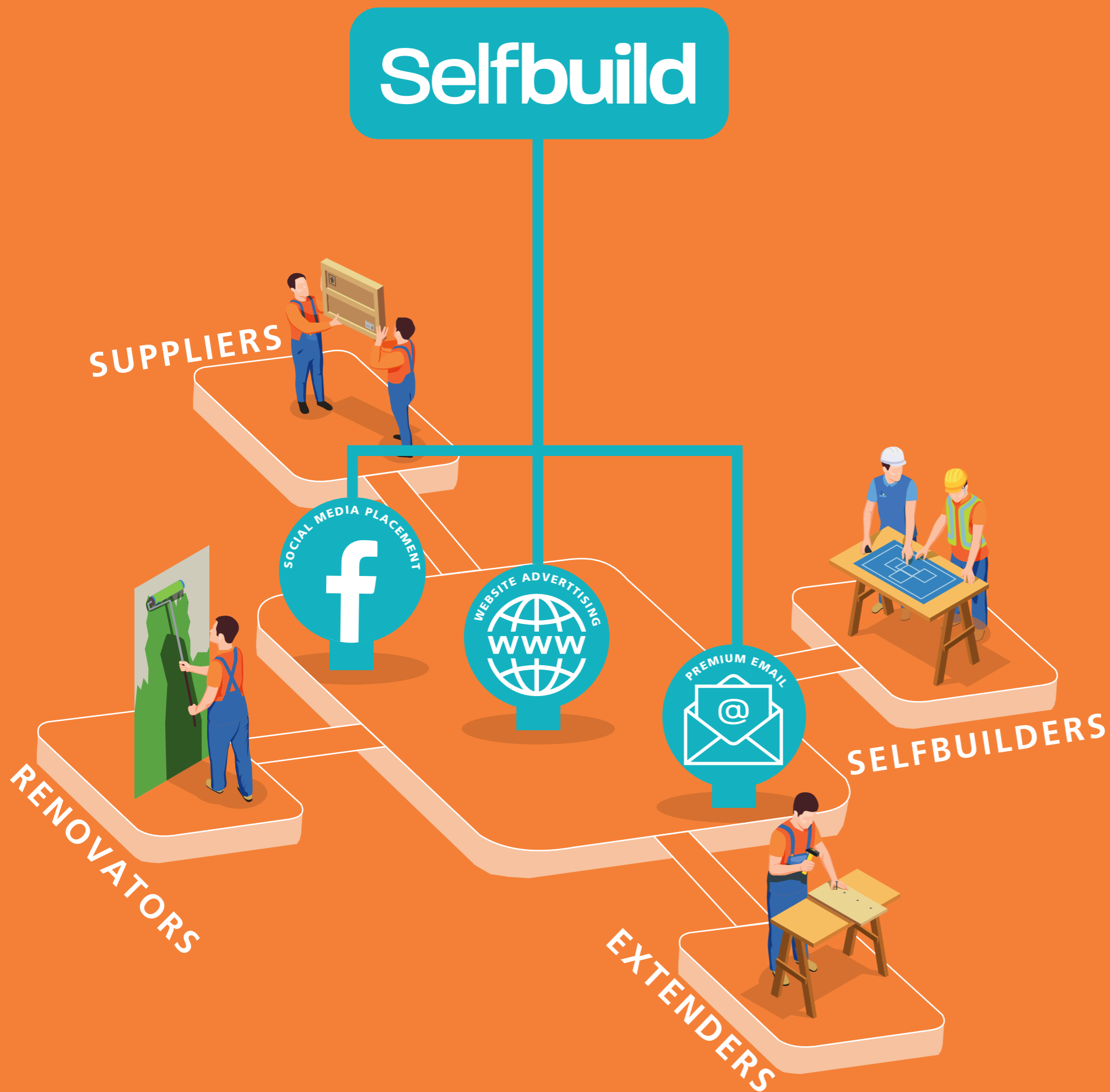
BUILDING YOUR SUCCESS

DIGITAL



Connecting suppliers with Ireland's self-build, extension, and renovation market across multiple platforms

Selfbuild



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

SOCIAL MEDIA PLACEMENT

DRIVES OVER 1,000 TARGETED VISITORS TO YOUR WEBSITE

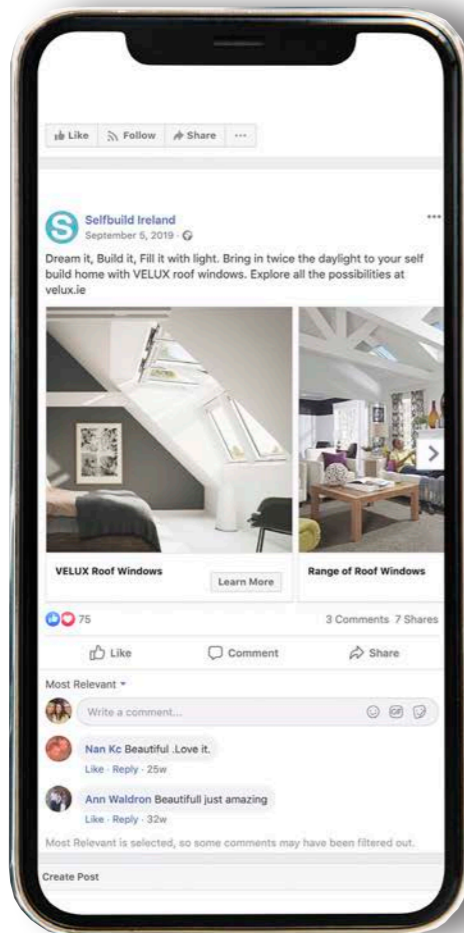
Advertising on Facebook makes it easy to find the right people, capture their attention and get results. Our page allows you to reach a targeted audience, delivering your message from a trusted source.

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.

91 K+ followers

27 K+ reach

1,035 clicks



WEBSITE ADVERTISING

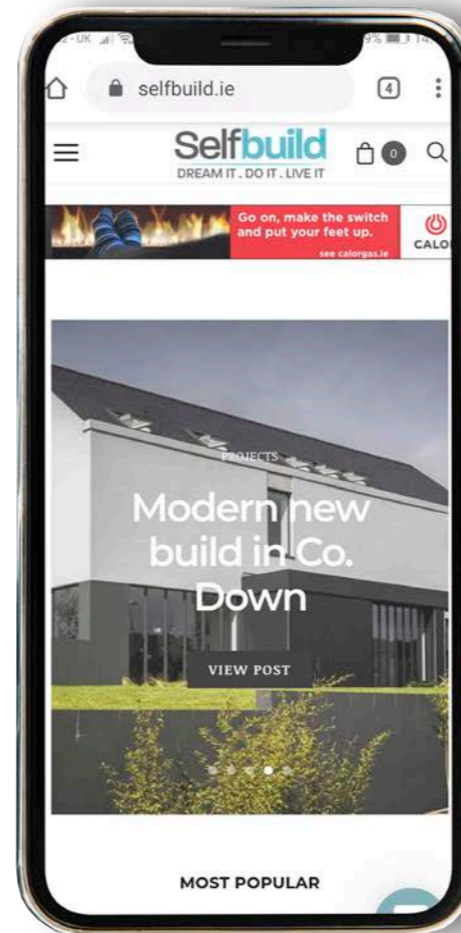
RAISE BRAND IDENTITY WITH THE FULL SELF-BUILD MARKET IN IRELAND

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.

600 K+ annual visitors

120 K+ advert impressions per month

65 clicks per month



PREMIUM E-MAIL

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

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.

84 K+ addresses

26 K+ opens

1,555 clicks



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 meets 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



COMPANIES WE HAVE WORKED WITH

DIGITAL

	£	€
PREMIUM EMAIL	1100	1300
SOCIAL MEDIA POST	600	690
WEBSITE (12 MONTHS)	1250	1450
WEBSITE (6 MONTHS)	770	900

Note: A full design service is provided free of charge for all advertisements booked saving you time and further costs.

LIVE EVENTS

		BELFAST	DUBLIN	CORK
SPACE ONLY	per sqm	£182	€239	€212
SHELL SCHEME	per sqm	£212	€279	€252
HARD SHELL	per sqm	£227	€294	€267

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.

MAGAZINE

	£	€
FULL PAGE	1300	1560
HALF PAGE	725	870
QUARTER PAGE	480	576

Note: A full design service is provided free of charge for all advertisements booked saving you time and further costs.

Note: Discounts are applied when booking multiple products together as a package providing a cost effective marketing plan for exposure throughout the year.

COSTS