

BUILDING DESIGN & **CONSTRUCTION**

THE CHOICE OF INDUSTRY PROFESSIONALS

2025

MEDIA PACK



The BDC Platforms

As one of the leading UK building platforms, the Building Design & Construction brands are one of the premier outlets for the promotion of creatives, content and other marketing material. Now in its second decade, BDC provides an in-depth guide tailored to executives in every sector of the industry.

Reaching an enormous trade audience of some 150,000+ individuals monthly via the Monthly print/digital Magazine, Mailchimp Newsletter and Website. The BDC Platform reaches a vast array of procurement decision makers to provide the ideal platform for the promotion of product, service, and excellence.

As testament to this notion, the publication is used by marketers of all shapes and sizes to promote products and services relevant to the building sector in a professional manner.

Enquire

For further information please contact:

01484 437 312

enquiries@bdcmagazine.co.uk



THE BDC PLATFORMS

02

The BDC Brands - The Choice of Industry Professionals

The Full BDC Platform is categorised into 10 key brands to keep BDC at forefront of this fast-moving and dynamic industry. With sound journalism and up-to-date news, company reviews and reactions to the stories that are affecting your industry today, BDC keeps you one step ahead.

BUILDING DESIGN & CONSTRUCTION BUSINESS

BDC Business uncovers & promotes the key issues that change the industry, these include; Finance, Legal, Appointments, Training & Skills, Overseas & International, Business Tools and Software & IT.

BUSINESS



BUILDING DESIGN & CONSTRUCTION RESIDENTIAL

BDC Residential focuses on the housing sector. With news & reviews from Developers to landlords including; New Builds, Property Management, BTR, Student, Care & Retirement Living and Housing Associations.

RESIDENTIAL



BUILDING DESIGN & CONSTRUCTION COMMERCIAL

BDC Commercial deals with the business property sectors, these include; Industrial, Manufacturing, Office, Retail & Hospitality and the Private sector. We feature all areas in commercial property; from development to facilities management.

COMMERCIAL



BUILDING DESIGN & CONSTRUCTION PUBLIC SECTOR

BDC Public Sector focuses on what main government and local authorities are doing with their property & estates. Working with; Healthcare, Education, Town Planning, Government services and Agencies.

PUBLIC SECTOR



BUILDING DESIGN & CONSTRUCTION TRADES & SERVICES

BDC Trades & Services reports on all the trades in the industry including; Building, Interiors, Roofing, Structural, PAFM, Fire Prevention & Security, Civil & Heavy Engineering, M&E and much more...

TRADES & SERVICES



BUILDING DESIGN & CONSTRUCTION PRODUCTS & MATERIALS

BDC Products & Materials reviews, promotes and aims to let our readers know what's the best to use for all areas of the industry including; Building Products, Tools, Plant & Machinery, Appliances and Systems.

PRODUCTS & MATERIALS



BUILDING DESIGN & CONSTRUCTION UTILITIES & INFRASTRUCTURE

BDC Utilities & Infrastructure is the go to place for updates on all infrastructure for the Transport systems including; Rail, Ports and Highways. Also covering all the Power & Energy Networks, Water Navigations Routes and Off-shore Engineering.

UTILITIES & INFRASTRUCTURE



BUILDING DESIGN & CONSTRUCTION SUSTAINABILITY & NET ZERO

BDC Trades & Services reports on all the trades in the industry including; Building, Interiors, Roofing, Structural, PAFM, Fire Prevention & Security, Civil & Heavy Engineering, M&E and much more...

SUSTAINABILITY & NET ZERO



BUILDING DESIGN & CONSTRUCTION TECHNOLOGY

BDC Technology reviews and details what is hot in the modern world - Including; Manufacturing Techniques, IT, New Designs, BIM, Renewables and much more - This Brand will point you to progress and innovation in today's evolving market.

TECHNOLOGY



BUILDING DESIGN & CONSTRUCTION DESIGN, PLAN & CONSULT

BDC Design, Plan & Consult covers the roles of project managers, architects, and consultants, offering insights into strategic planning, architectural design, and consultancy for building, construction, infrastructure, and property projects.

DESIGN, PLAN & CONSULT



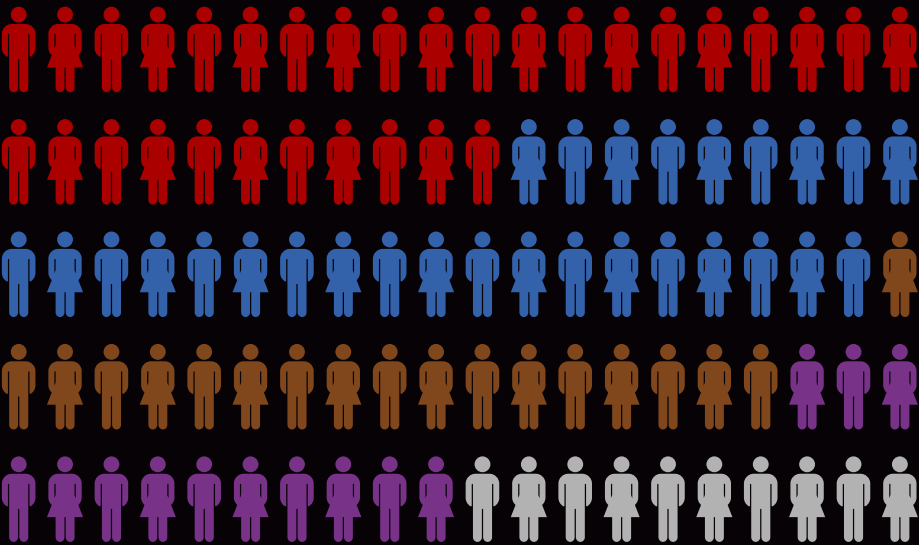
THE BDC BRANDS

03

Platform Readership & Audience

In excess of 150,000 cross platform reach

READERSHIP BY SENIORITY



31%

MANAGEMENT
SITE/ESTIMATING/HSE ETC.

13%

CHAIRMAN/
CHIEF EXECUTIVE

18%

PURCHASING
OFFICER

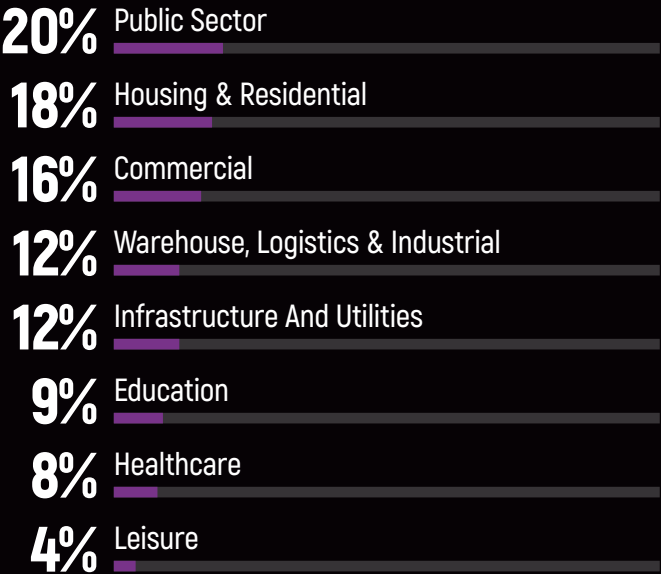
10%

OTHER
ROLE

28%

MANAGING
DIRECTOR

READERSHIP BY SECTOR



READERSHIP BY SERVICE



Platform Readership & Audience

A ready made audience for your business

93%

agree "I'm interested in learning about new developments and products related to my sector."

87%

agree "I make/influence construction related purchases at least once a year for my company."

66%

are business owners

88%

are senior managers

100k

monthly readership

79%

3+ visits per month

100%

are qualified professionals

16min

average read time

BDC Social Media

BDC has a rapidly growing LinkedIn community of over 15,000 industry professionals, with a target to surpass 20,000 followers by 2026. Each month, our magazine is posted on the day of release, giving followers immediate access to the latest insights and trends in the building, construction, and property sectors. In addition, all news posts from the BDC website are shared with our audience, consistently driving strong engagement, with some posts reaching over 20,000 industry experts. Don't miss out—follow BDC now to stay informed and connected!



Get your Web post 'BOOSTED'

Buy a Web post on the BDC Website and give it a BOOST through the LinkedIn platform all for £750. Guaranteeing a minimum of 200 direct clicks. Just choose your audience type, industry and location.

BDC Magazine Advertising Information

Building Design & Construction magazine is constantly at the forefront of this fast-moving and dynamic industry. With sound journalism and up-to-date news and reaction to the stories that are affecting your industry today, BDC magazine keeps you one step ahead.

For over 20 years, BDC has been the go-to resource for business professionals in the industry. With its contemporary design, a news section packed with current events, interviews with the trade's top professionals, and in-depth case studies on leading businesses, the magazine puts you in touch with the developments of your industry. It's our business to help your business.

With a fresh and current approach, the magazine has attracted an engaged readership with subscribers including Management Level Executives and Key Decision Makers.

When you pick up a copy of BDC magazine, you're in good company.



BDC Digital Magazine

Over the last 6 years, the digital version of BDC has really taken off. Distributed through the Mailchimp Newsletter to over 100k industry professionals each month and also promoted through the home page of the BDC website for 3 months. Each digital issue of BDC has amazing OTS value. The digital magazine uses the **MYEBOOK** publishing software for a seamless browsing experience. MYEBOOK is fully transparent to every visitor in the number of unique views each publication receives. When visiting each issue of the BDC Digital Magazine, you can check yourself.

BDC Print Magazine

With a current circulation of just under 6000 industry professionals, the print version of the magazine is where it all started. We are proud of continuing to print the magazine. To take a 12-month subscription of the print magazine, please email enquiries@bdcmagazine.co.uk with your request. We charge £150 for 12 issues.

Magazine Advertising Spaces

Get your business seen!

With a number of advertising spaces, sizes and placements available, Building Design & Construction Magazine can effectively tailor space in the magazine to your marketing needs. Whether you wish to promote your business in the magazine's UK building news pages, as standalone advertorial, or within existing individual features on leading construction companies, we can provide the space you need to communicate your message. Please note that we do provide a free design service for all print advertisements.

The Technical Bits

All advert content and text should be sent digitally via email, either as a word doc or embedded in the email. If the text is provided as hard copy then we do not accept responsibility for any errors occurring during re-typing.

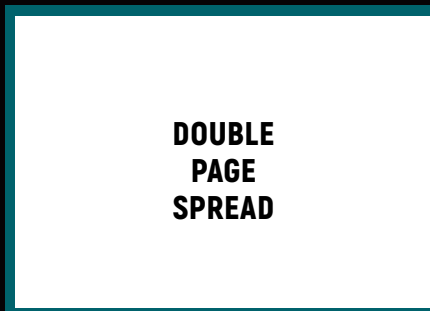
Images and logos should be sent digitally via email as high-resolution JPEGs (300dpi). We will not accept anything else lower than this.

All complete adverts must be provided as print-ready PDFs with embedded fonts and high-resolution images, or alternatively as high-resolution JPEGs (300dpi).

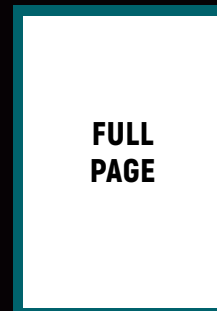
All adverts VAT not included.

*Prime position adverts +20%.

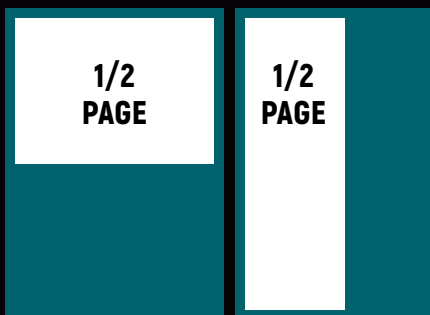
DOUBLE PAGE ADVERT



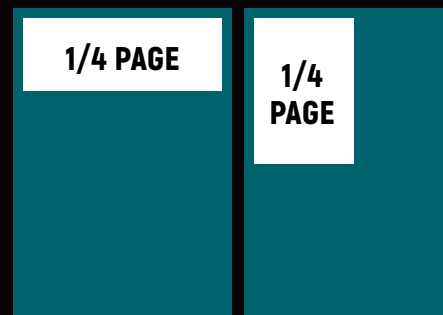
FULL PAGE ADVERT



1/2 PAGE ADVERT



1/4 PAGE ADVERT



TYPE	SIZE	SPEC	PRICE
Double Page Spread	Trim: 440 x 297mm Type: 400 x 260mm	Gutter: 20mm Bleed: 5mm	£3350
Full Page	Trim: 210 x 297mm Type: 185 x 260mm	Gutter: 20mm Bleed: 5mm	£2250
1/2 Page Horizontal	183mm x 128mm	-	£1350
1/2 Page Vertical	90mm x 260mm	-	£1350
1/4 Page Horizontal	183mm x 62mm	-	£850
1/4 Page Vertical	90mm x 128mm	-	£850

Magazine Advertorials

Advertorials/Edit

All editorial, high resolution images, logos and contact information provided by yourselves.

ADVERTORIALS	PRICE
2 Page 700-950 words	£2250
2 Page Premium 700-950 words Also includes newsletter exposure	£2500
2 Page Super Premium 700-950 words Also includes front cover logo & strapline and newsletter logo/link exposure	£3500
4 Page 1400-1900 words Also includes contents page logo	£3750
4 Page Super Premium 1400-1900 words Also includes front cover logo & strapline, contents page logo and newsletter logo/link exposure	£4500
6 Page 2000-2500 with 300 word case study Also includes front cover strapline, contents page logo & newsletter logo/link exposure	£5000
6 Page Super Premium 2000-2500 words with 300 word case study Also includes MAIN front cover image & strapline, contents page logo and newsletter logo/link exposure	£6500

Ask for a quote on larger articles, our stand-alone brochures and trade association year books.



2 PAGE
ADVERTORIAL



FRONT COVER
EXPOSURE

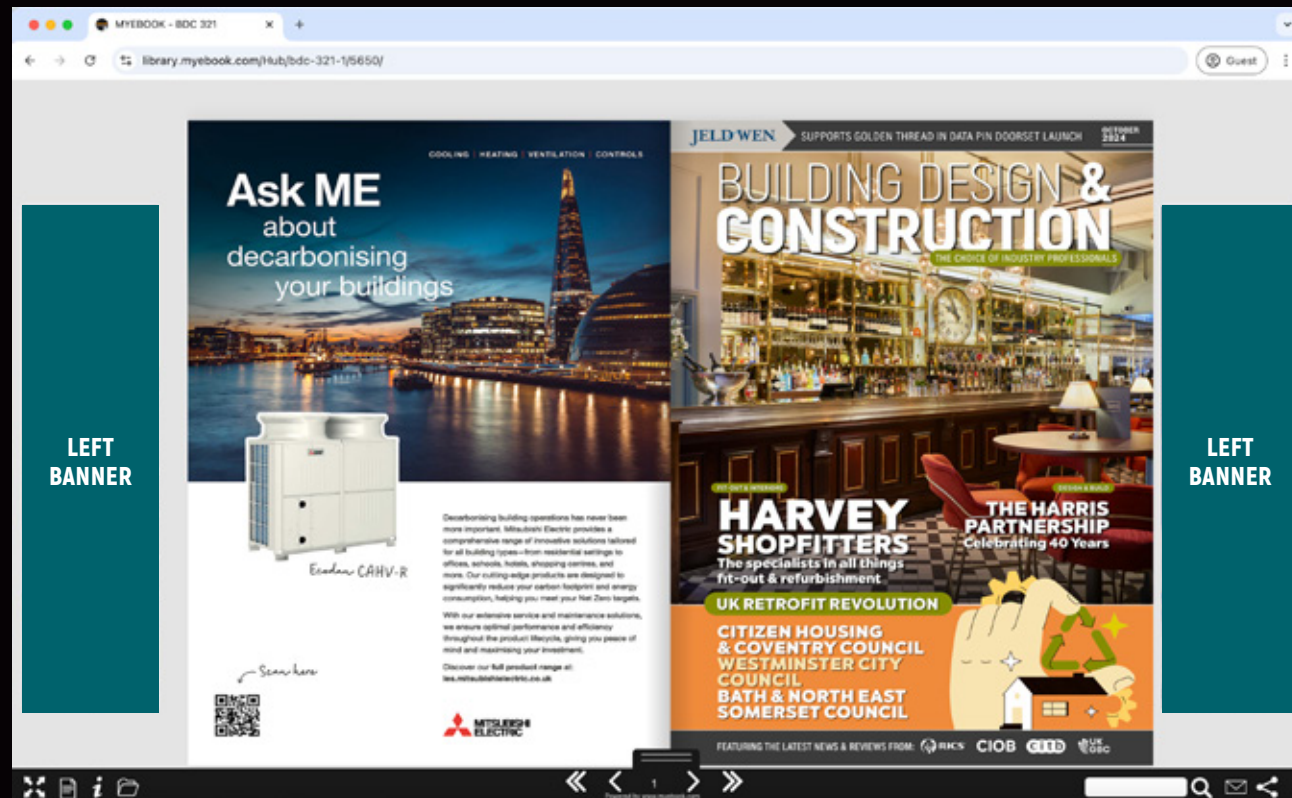
ADVERTORIALS

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Digital Magazine Banners

MYEBOOK Premium Banners (Digital Magazine only)

Hosted by MyEbook viewer, we have a greater display of digital functions for our entire digital magazine readership. Your banner will be seen by all readers who see every page.



LOCATION	SIZE	SPECIFICATION	PRICE
Left Hand Side Banner	160px W x 600px H	File type: jpg, gif, png. Links: dofollow	£1995 per issue (monthly)
Right Hand Side Banner	160px W x 600px H	File type: jpg, gif, png. Links: dofollow	£1995 per issue (monthly)
Both Banners (Left & Right)	160px W x 600px H	File type: jpg, gif, png. Links: dofollow	£3495 per issue (monthly)
Video/Youtube Page Display	-	Half page video. Youtube/Vimeo URL required	£995 per issue (monthly)
Full Page Website Display	-	Full webpage. URL required	£995 per issue (monthly)

Magazine Scheduling

Talk to us today

Building Design & Construction Magazine is released twelve times a year.

We have schedules when we need to book space, get copy in and also when the magazine is released.

Please send all advertising and advertorial requests to enquiries@bdcmagazine.co.uk.

Issue Booking Deadline

January 08 Nov 2024
February 06 Dec 2024
March 09 Jan 2025
April 07 Feb 2025
May 07 Mar 2025
June 09 Apr 2025
July 09 May 2025
August 10 Jun 2025
September 09 Jul 2025
October 08 Aug 2025
November 09 Sept 2025
December 09 Oct 2025

Issue Copy Deadline

January 20 Nov 2024
February 13 Dec 2024
March 20 Jan 2025
April 19 Feb 2025
May 20 Mar 2025
June 18 Apr 2025
July 20 May 2025
August 20 Jun 2025
September 18 Jul 2025
October 20 Aug 2025
November 19 Sept 2025
December 20 Oct 2025

Magazine Issue Release Dates

January 17 Dec 2024
February 22 Jan 2025
March 19 Feb 2025
April 20 Mar 2025
May 22 Apr 2025
June 21 May 2025
July 24 Jun 2025
August 23 Jul 2025
September 21 Aug 2025
October 23 Sept 2025
November 21 Oct 2025
December 20 Nov 2025

BDC Forward Features

BDC is a monthly broadcast magazine, so as well as all our features, we keep up to date with the latest news & reviews with all our regular sections & BDC Brands. We work with many governing bodies & associations through the whole industry and publish many articles for them in BDC. For further email enquiries@bdcmagazine.co.uk.

BDC Specials

BDC Specials focuses on the hottest trends and developments in the industry, featuring a themed section in each issue. These insights provide in-depth coverage of key sectors shaping the market. To stay ahead, email our team for details on upcoming specials planned for the next 2-4 months.

BUILDING DESIGN & CONSTRUCTION BUSINESS	BUILDING DESIGN & CONSTRUCTION PRODUCTS & MATERIALS	BUILDING DESIGN & CONSTRUCTION RESIDENTIAL
BUILDING DESIGN & CONSTRUCTION COMMERCIAL	BUILDING DESIGN & CONSTRUCTION PUBLIC SECTOR	BUILDING DESIGN & CONSTRUCTION UTILITIES & INFRASTRUCTURE
BUILDING DESIGN & CONSTRUCTION TRADES & SERVICES	BUILDING DESIGN & CONSTRUCTION TECHNOLOGY	BUILDING DESIGN & CONSTRUCTION DESIGN, PLAN & CONSULT
BUILDING DESIGN & CONSTRUCTION SUSTAINABILITY & NET ZERO	BUILDING DESIGN & CONSTRUCTION MONTHLY SPECIALS	Check out our Forward Features Information for 2025. FORWARD FEATURES →

Newsletters

In addition to traditional advertising opportunities, Building Design & Construction Magazine works with a number of leading organisations on a content marketing basis. The BDC Newsletter plays a major part in the BDC Platforms. With over 100k industry professionals on our 3 mailing lists, the BDC Newsletter covers a large part of our readership for the magazine.

This ensures that editorial and promotional messages receive the return on the investment required and that, simultaneously, our readers find the content interesting, engaging and educational from a personal perspective – a best of both worlds scenario.

Using the technology of **MAILCHIMP** the #1 email marketing and automations brand for our main mailing list, this BDC platform is optimised with amazing AI & Analytic reports. Also as the BDC Newsletter has been sent using Mailchimp for the last 3 years, we have a hardened distribution with 96% successful deliveries to inboxes. We only provide data reports from the Mailchimp list, which has over 70% of our subscriber database.

Enquire

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BANNER PRICE

Premium Header Position
Standard Banner **£2250**

Premium Header Position
Double Banner **£2500**

Lower Header Position
Standard Banner **£1950**

Lower Header Position
Double Banner **£2350**

Middle Position
Standard Banner **£1500**

Choose the BDC Brand category you wish to be next to

Middle Position
Double Banner **£1750**

Choose the BDC Brand category you wish to be next to

Footer Position
Standard Banner **£950**

Footer Position
Double Banner **£1250**

Takeover*
includes 4 double banner positions as sole sponsor for the newsletter. **£4950**

*Please note – this has to be booked in advance as areas may have already been reserved)

PREMIUM HEADER POSITION

BUILDING DESIGN & CONSTRUCTION

THE CHOICE OF INDUSTRY PROFESSIONALS

LOWER HEADER POSITION

BDC MAGAZINE COVER

BDC NEWS, REVIEWS & FEATURES

MIDDLE POSITIONS

Choose the BDC Brand category you wish to be next to

BDC NEWS, REVIEWS & FEATURES

BDC NEWS, REVIEWS & FEATURES

FOOTER POSITION

Banner Specifications

Standard Banners: 600 x 90px

Double Banners: 600 x 180px

Please send as jpg or png only.

Solus E-Shots

BDC has a loyal digital distribution list and we are dedicated to mailing no more than 30 times a year via both our own 12 Monthly BDC Newsletters and purchased SOLUS E-Shots. Using the main Mailchimp list as our distribution service for the BDC Newsletter,

We can track geo-location, unique open rates, click rates and much more.

BANNER	PRICE
1 Solus E-shot Send	£3750
2 Solus E-shot Send	£6250
3 Solus E-shot Send	£ 7500

Enquire

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KINGSPAN



Product Awareness Training – Stay Compliant

As you know, Contractors have a responsibility to make sure that products are installed correctly. There may also be a requirement to provide photographic evidence to Building Control to show that what has been built matches the design!

Our Product Awareness Training team are on hand to provide you with everything you need to know to make sure that best practice is followed.

What support can I get?

You can build your team's knowledge with on-site training and support. Our experienced product technicians cover the full range of Kingspan insulation products and applications, from roofing to roofing and everything in-between, including both internal and external wall insulation. The training covers:

- Product overview
- Substrate applications
- Fixing and storage
- Handling advice
- Sitework and detailing advice
- Installation information covering cutting, fitting, adhesives, protection layers and tape jointing
- Standards and approvals information

What about actual installations?

We also offer site visits. Our Product Awareness team will carry out an inspection of all Kingspan insulation products installed on your site. A comprehensive report will be completed which includes photographs with comments and recommendations for any remedial actions that may be needed, to make sure that the building is fully compliant with the latest regulations and advice.

Click here to request guidance, book product awareness training or a site visit today

Please note: This service is available in GB only. Where possible, site visits and training will be carried out in person. However, due to geographic limitations and individual circumstances we can provide a site visit and guidance either by phone or video.

Further information on the Kingspan range is available on: www.kingspan.co.uk

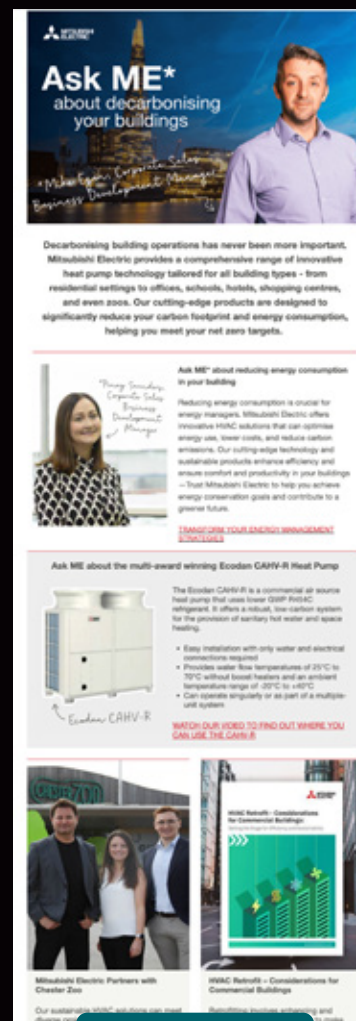
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SEE FULL EMAIL →

MITSUBISHI



Ask ME* about decarbonising your buildings

Decarbonising building operations has never been more important. Mitsubishi Electric provides a comprehensive range of innovative heat pump technology tailored for all building types - from residential settings to offices, schools, hotels, shopping centres, and even zoos. Our cutting-edge products are designed to significantly reduce your carbon footprint and energy consumption, helping you meet your net zero targets.

Ask ME* about reducing energy consumption in your building

Reducing energy consumption is crucial for energy managers. Mitsubishi Electric offers innovative HVAC solutions that can optimise energy use, lower costs, and reduce carbon emissions. Our cutting-edge technology and sustainable products enhance efficiency and ensure comfort and productivity in your buildings - from Mitsubishi Electric to help you achieve energy conservation goals and contribute to a greener future.

Ask ME about the multi-award winning Ecodan CAHV-R Heat Pump

The Ecodan CAHV-R is a commercial air source heat pump that uses low GWP R32 refrigerant. It offers a robust, low-carbon system for the provision of sanitary hot water and space heating.

- Easy installation with only water and electrical connections required
- Provides water flow temperatures of 25°C to 75°C without fossil heaters and an ambient temperature range of 35°C to +45°C
- Can operate singly or as part of a multiple-unit system

WATCH OUR VIDEO TO FIND OUT WHERE YOU CAN USE THE CAHV-R

Mitsubishi Electric Partners with Chester Zoo

Our sustainable HVAC solutions are used to provide a comfortable and healthy environment for the animals and visitors at Chester Zoo.

Mitsubishi Electric - Collaborations for Commercial Buildings

Our sustainable HVAC solutions are used to provide a comfortable and healthy environment for the animals and visitors at Chester Zoo.

SEE FULL EMAIL →

UCEM



Transforming cities and shaping communities

Our cities are the beating heart of our communities, societies and economies. They're the intricate networks of design, development, decisions and policies that impact the lives of everyone every day. Urban planners play a crucial role in balancing all of these functions, and without their expertise, society wouldn't be able to function.

Are you passionate about designing sustainable and innovative urban environments? On UCEM's part-time, online **MSc Urban Planning** programme, you will study the relationship between our urban and natural environments, and gain the knowledge and expertise needed to help realise a sustainable built environment.

Why choose our online MSc Urban Planning?

- Flexible learning:** Our fully online programme allows you to balance your studies with your professional and personal commitments, providing you the flexibility to learn at your own pace, from wherever you are.
- Leadership skills:** Develop your leadership, negotiation and critical thinking skills, giving you the confidence to engage internal and external stakeholders.
- Comprehensive curriculum:** Our programme covers essential topics such as planning sustainable environments, governance, and planning process, practice and leadership, equipping you with the skills needed to address the complex challenges of urbanisation.
- Global network:** Connect with a diverse community of students and professionals from around the world, fostering valuable networking opportunities and broadening your perspectives.

Urban planners leave a lasting legacy through the projects they implement. The parks, buildings, and infrastructure they design and build.

SEE FULL EMAIL →

SOLUS E-SHOTS

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The BDC Website Platform

Great rates for great returns

Opportunities on the Building Design & Construction Magazine website vary significantly in size, scope, and type. Our website maintains an open-door policy for industry professionals and organisations to utilise our platform for marketing and accessing the extensive readership of our construction industry online. This includes both established professionals and those interested in construction opportunities.

To support organisations in reaching the construction readership, Building Design & Construction Magazine offers a consultancy-founded service for discussing marketing goals and proposing the best means to access the audience. We offer flexibility in advertising composition and design, with our in-house design and digital teams ensuring that all advertisements on the platform receive the best reception for the BDC Brands.

Enquire

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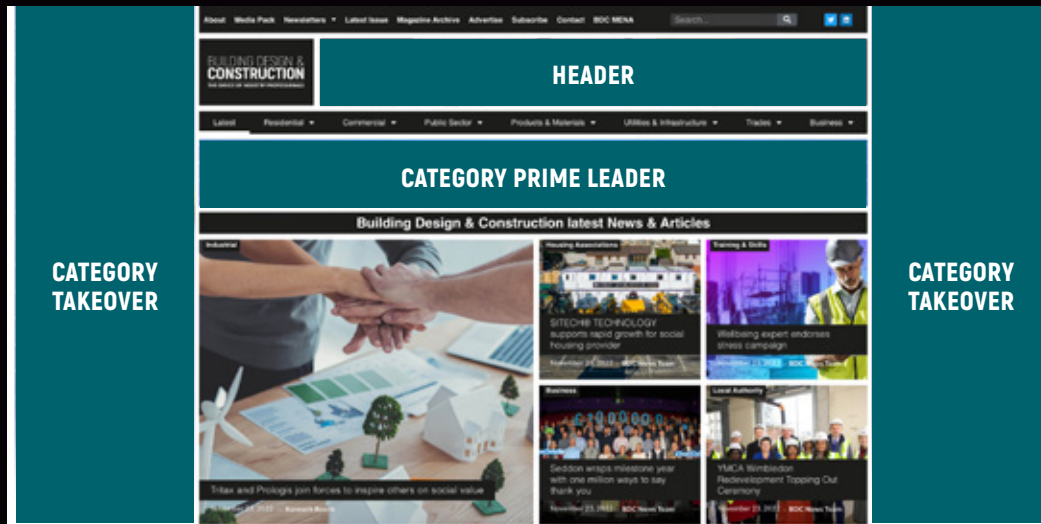
A global audience

As affiliated partners of Google News, MEDIATEL and NewsNow, BDC has potential to leverage this reach and take your sponsorship to a global audience of millions. With targeted placements, you know your advert is in front of the right audience with BDC. With the use of visual images, display advertising helps to create stronger brand awareness. To discuss placed content options - including webinars, white papers and premium, paid-for content - contact your BDC account manager.



WEBSITE ADVERTISING

Website Banner Rates/Specs



BANNER

SIZE

PRICE

Header (Site wide)

960 x 117px

£1950

Home Page Take Over

(inc. Prime & Both Leader banners – 5 different banners)

On request

£3250

Home Page Super Category MPU (all 7 banners)

380 x 410px

£2000

★ Brand Category Takeover (All 10 Brand category banners)

On request

£2250

Brand Category Web Story Header & Footer Banners

825 x 100px

£1050

Brand Category Prime & Secondary Leaders

1170 x 117px

£1350

Brand Category Prime Leader

1170 x 117px

£950

Brand Category Second Leader

1170 x 117px

£650

Brand Category News (2 banners)

870 x 117px

£650

Brand Category Sidebar

345 x 453px

£500

BLOCK DISCOUNTS AVAILABLE

x3 Months = 25%

x6+ Months = 35%

*** All prices are based for the term of one calendar month.



WEBSITE BANNER RATES

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Enquiries

Kenneth Booth

Magazine Manager

+44 (0)1484 437 312

kenneth.booth@bdcmail.co.uk

Sales

sales@bdcmagazine.co.uk

Editorial & Advertising Enquiries

enquiries@bdcmagazine.co.uk

Accounts

+44 (0)1484 437 313

www.bdcmagazine.com

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