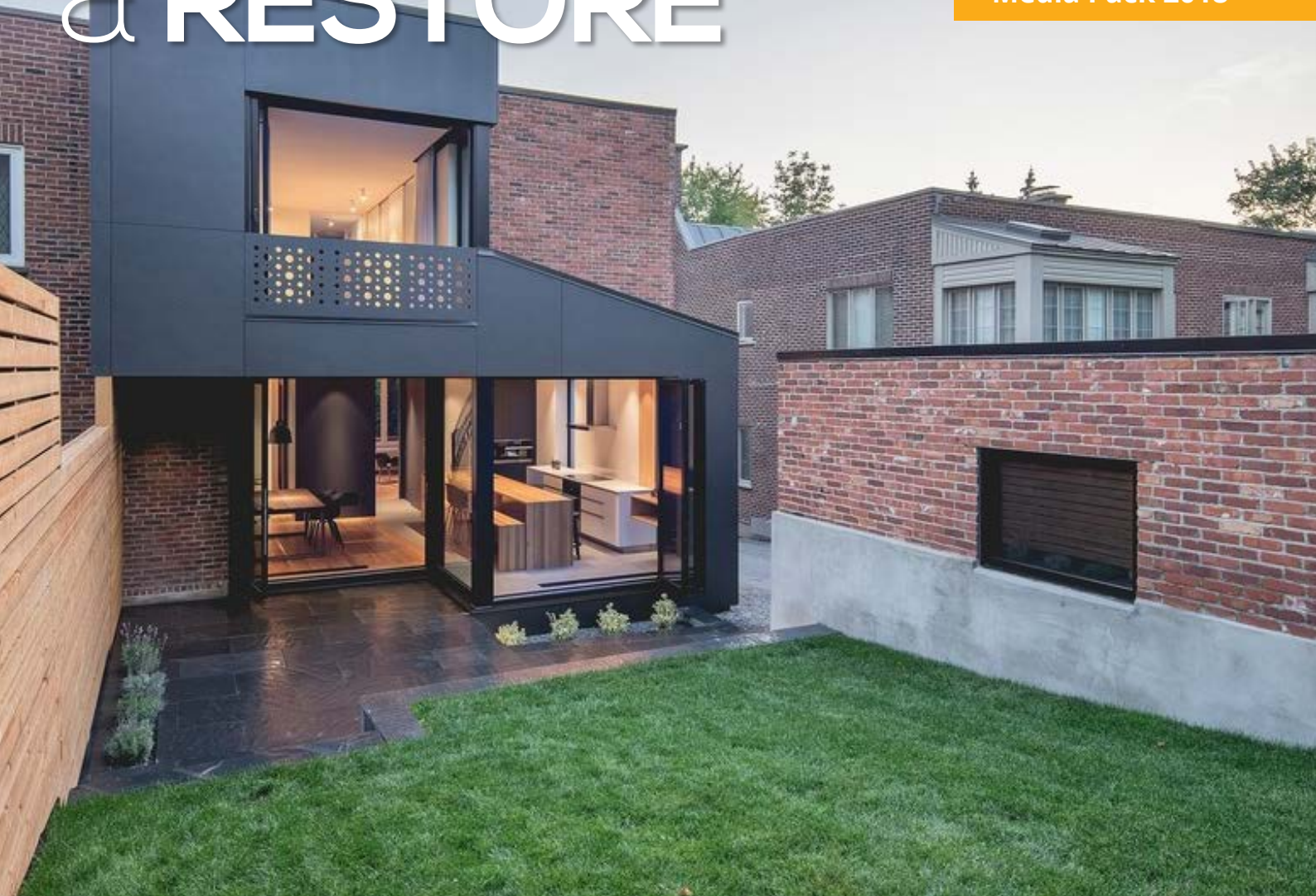


# REFURBISHMENT & RESTORE

Media Pack 2018



## ABOUT US

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Refurbishment & Restore magazine was founded by MH Media Global Ltd. Since its creation, the magazine has matured into one of the key publications in the refurbishment, maintenance and renovation industry due to its circulation and revered content. The magazine serves not only to provide its readers with the most relevant products on the market, but also aims to enlighten its audience through well-researched, informative editorial content within the fastest moving sector in the building and design industry.

With a total circulation nearing 62,500 strong, the magazine is distributed to individuals and professionals within the refurbishment and renovation industry such as Builders, Refurbishment Contractors, RIBA Architects, House Builders, Property Developers, Housing Associations, Quantity & Building Surveyors, Local Authorities, Interior Designers, Shop-fitting Contractors and key decision makers within the

Hotel, Sport and Leisure sector, who are undertaking major refurbishment and renovation projects to conversion, extension or improvement of an existing property.

The renovation and refurbishment industry represents almost 50% of the total building work undertaken within the UK. The market is forecast to increase by £3 billion in just a year, taking it from £43 billion in 2016 to £46 billion in 2018.

To keep up with such a fast growing industry, it is extremely important to avoid getting left behind – by subscribing to Refurb & Restore magazine, it ensures that you are one step ahead of your competitor as you shall directly benefit from gaining increased insight and awareness as all of the editorial content is carefully sourced by our in-house Editor. The literature provides knowledge on the latest trends, upcoming products and industry developments.

Each advertisement that is placed within in the magazine is thoughtfully positioned in a certain feature, promoting cohesiveness and structure to the publication. In doing so, our readers are able to ascertain products quickly and efficiently.

A hyperlink is also incorporated into the advert which serves to guide readers to the advertisers website. A full tracking facility is also available upon request of the advertiser in order to gain an understanding of 'placement strategy' 'web hits', and 'reader interaction'.

Not only is the publication available in hard copy format, which is currently circulated to 12,845 readers, it is also reproduced digitally. Through producing the magazine in different mediums, we are able to target readers who prefer to remain loyal to the long-established printed edition, and also reach out to those who prefer to read the magazine's content on their tablet, smartphone or computer.

# ADVERTISING SERVICES

We offer a vast range of advertising and marketing options. Whether you require quality sales leads or high-impact market awareness of precise target mailings, we can offer the complete package.

## Display Advertising

Magazine – A choice of spaces, sizes and rates to fit your needs for advertising within our printed and digital editions.

Leaflets / Inserts – A choice of loose or bound-in inserts.

## Digital Advertising

Web Banner – These can be purchased to appear on our company website for three months, six months, one year or more.

Solus Email / E-shot – Supply us with an HTML file which we will send out to our unique list of subscribers: We can track email addresses of everyone who has clicked on your website, how many clicks you have received, and supply 'open' rate statistics from the email campaign.

Newsletter – The newsletters are sent out to our refined unique circulation monthly so is perfect for time sensitive news.

## Digital Requirements

Artwork should be sent over in the following formats: JPEG, PDF. Any images, or PDF files must be supplied as 300 DPI high resolution.

## Free Artwork Services

We offer the opportunity to create your artwork absolutely free of charge. All we would need from yourselves are the high-res images (including the logo), text and full contact details. If requested, the designer can then send you a proof of your designed artwork. The deadline for submitting artwork for our designer to create is two weeks prior to closing the issue. Upon booking in, our sales team will inform you of this cut-off point.

# RATES & SPECIFICATIONS

Type	Area	Trim	Bleed
Double Page Spread £4,000	400mm x 277mm	420mm x 297mm	426mm x 303mm
Full Page £2,250	190mm x 277mm	210mm x 297mm	216mm x 303mm
Half Page Horizontal £1,495	180mm x 132mm	N/A	N/A
Half Page Vertical £1,495	88mm x 267mm	N/A	N/A
Quarter Page £975	88mm x 132mm	N/A	N/A
Product Showcase / Editorial £250	140 words of text, contact number, website and a full colour image	N/A	N/A

Editorial Submission:

Please Email Editorial PR to: [louise@refurbandrestore.co.uk](mailto:louise@refurbandrestore.co.uk) or post to:

Whole pages, half pages and quarter pages supplied as a high-resolution PDF or JPEG file or as an InDesign file together with all required JPEG, TIFF or EPS images and fonts. Product Showcase and Editorial text as Microsoft Word file or similar JPEG or PDF at 300dpi at size required or a brochure with copy to use. If sending a brochure please highlight or indicate copy and picture/illustration required.

All prices are subject to VAT.

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# REFURBISHMENT & RESTORE



## TRADE SHOWS & EXHIBITIONS TIMETABLE

As well as distributing over 12,000 hard copies to our dedicated readership, each edition of Refurb & Restore also attends a number of exhibitions and trade shows up and down the country throughout the year where we promote our client base with a further 5,000 copies at each show.

Trade Show / Exhibition	Dates	Distributed Issue(s)
Surface Design Show 2018	6th - 8th February 2018	Issue 09 Jan/Feb 2018
KBB	4th - 7th March 2018	Issue 09 Jan/Feb 2018
Ecobuild	6th - 8th March 2018	Issue 09 Jan/Feb 2018
Grand Designs	5th - 13th May 2018	Issue 10 Mar/Apr 2018
Housing 2018	26th - 28th June 2018	Issue 11 May/June 2018
The Landscape Show	18th - 19th September 2018	Issue 13 Sep/Oct 2018
100% Design	19th - 22nd September 2018	Issue 13 Sep/Oct 2018
Kent Construction Expo	4th October 2018	Issue 13 Sep/Oct 2018
UK Construction Week	9th - 11th October 2018	Issue 13 Sep/Oct 2018
London Build 2018	24th - 25th October 2018	Issue 13 Sep/Oct 2018
Scotland build	Date TBA	Date TBA
Home Event	Date TBA	Date TBA