

reFURB

THE JOURNAL OF REPAIR, MAINTENANCE AND RETROFIT

MEDIA PACK 2024



REFURB

ABOUT THE MAGAZINE

Refurb Projects launched in 1987 to cater for the expanding Repair, Maintenance, Improvement and Refurb sectors of the UK Building Industry.

This represents a massive market, with refurbishment in the Health, Leisure, Education and Social Housing sectors expecting to be the mainstay of the industry for the foreseeable future.

Sustainability and the protection of the built environment are essential ingredients of the refurbishment market, and Refurb Projects Journal is a leader in reporting and promoting these ideals.

The magazine is distributed on a bi-monthly basis. Issues are released as the following:

Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec

CIRCULATION

The circulation of REFURBISHMENT PROJECTS has been put together after extensive research amongst Architects and Builders - the two major functions involved in the vast and expanding Refurbishment market.

All recipients of RP are known to have an involvement in this specific sector of the building market and this profile provides a platform for advertisers of building products and services to reach a vital target audience.

CIRCULATION PROFILE

1) ARCHITECTS:	In Private Practice; Central and Local Government; Working for Contractors; Involved in major Industrial & Commercial concerns	3124
2) BUILDING / REFURBISHMENT CONTRACTORS:	Major Building Contractors and Specialist Sub-Contractors including Project Managers and Regeneration Contractors	4261
3) PROPERTY DEVELOPERS	Key decision makers and specifiers	962
4) BUILDING & QUANTITY SURVEYORS:	Specifiers working in the Public Sector where building work is carried out. Also in Industry & Commerce	2168
5) INTERIOR DESIGNERS	Design, specifying and planning.	450
6) HOUSING ASSOCIATIONS:	Procurement Officers in all major associations	1190
7) EDUCATION, HEALTH	Estate Managers, Project Managers	1962
8) LOCAL AUTHORITIES & HOUSING ASSOCIATIONS	Maintenance/Repair Managers	464
9) SPORT AND LEISURE	Key sector decision makers	281
10) HOSPITALITY	Specialist hospitality refit/refurb	521

TOTAL: 15383

Online Circulation: RefurbProjects.com has emerged as the leading news/information source in the industry. We have over 23,000+ subscribers to the digital edition of our Journal and weekly newsletter. This target audience can be accessed by our advertising partners for direct email promotions; a very cost-effective way of ensuring that your product reaches its intended audience. Please telephone us on 0208 504 1661 for more information.

FEATURES PROGRAMME 2024

Every edition of the publication has many sections covering the Refurb, Refit and Restore sector. These include News, New Products and Services. Below is a calendar of in depth features which become the issue's main focus

JAN / FEB

Insulation / Energy Efficiency
Education Infrastructure
Fire Safety & Security
Coatings, Sealants & Paints

MAR / APR

Heating & Ventilation
Retrofit
Roofing & Cladding
Landscaping & External

MAY / JUNE

Coatings, Sealants & Paints
Doors, Windows, Glass & Glazing
Fire Safety & Security
Interiors & Interior design

JULY / AUG

Insulation / Energy Efficiency
Sustainability
Social Housing
Roofing & Cladding
Timber & Timber Frames

SEPT / OCT

Flooring & Floors
Renewable Energy
Heating & Ventilation
Lighting & Electrical

NOV / DEC

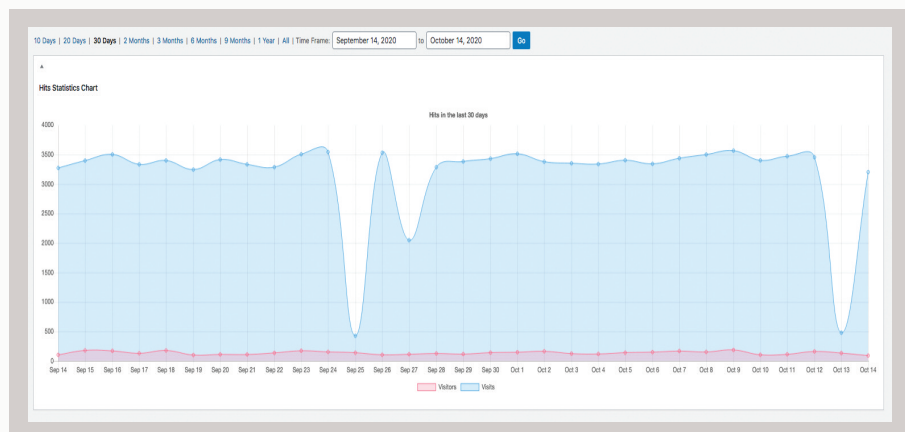
Building Conservation / Restoration
Roofing & Cladding
Building Services
Interiors & Interior design

ONLINE MARKETING OPPORTUNITIES

Building product and services companies are looking for more online opportunities to cover the massive repair, maintenance, retrofit and refurb sectors of the UK Building Industry.

Refurb Projects has built up an impressive list of over 23,000+ digital subscribers and our website, www.refurbprojects.com, is fast becoming **the** destination for industry daily news.

Each month we receive over 100,000 page views
(see data right and below)



Summary		
Online Users:		
	Visitors	Visits
Today:		
Yesterday:	92	3,205
Last 7 Days:	135	480
Last 30 Days:	1,120	24,531
Last 365 Days:	4,282	98,257
Total:	62,538	878,725
	394,364	3,421,126

Our weekly round-up of the week's top stories is sent out to our 23,000+ subscribers, sponsorship (in the form of Leaderboard advertising) is now available. You can also send your own solus html advertising to our subscribers.

Interested?

There are many ways you can use Refurb Projects to reach your target audience.

In Print

Advertising on our website (Banner, MPU, Promoted News)

Sponsorship of our weekly newsletter

Solus 'E-Shot' to our subscriber base.

For more details, contact Carole Titmuss, Publisher of Refurb Projects.
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Digital Subscriber Database



Architects	22.35%
Building Contractors	23.46%
Building Merchants	1.48%
Building Surveyors	3.3%
Housebuilders	6.36%
Housing Associations	5.43%
Planners	1.23%
Public Sector Procurement	9.81%
Specialist Sub-Contractors	10.44%
Interior Designers	7.48%
Others	8.64%

PRINT ADVERTISING RATES AND SPECS

	1	3	6	Area(mm)	Trim(mm)	Bleed(mm)
DPS	£800	£720	£650	420 x 294	415 x 294	426 x 305
FULL PAGE(A4)	£650	£585	£500	260 x 184	210 x 296	300 x 218
HALF PAGE VERTICAL	£350	£300	£260	260 x 89		297 x 105
HALF PAGE HORIZONTAL	£350	£300	£260	184 x 125		150 x 218
QUARTER PAGE	£200	£180	£170	125 X 90		
FRONT COVER COLOUR	£900					
BACK COVER COLOUR	£800					
Inside front/inside back cover	£750					

Loose & bound in Inserts Acceptable - Rates by arrangement with publisher

Refurb Projects **Buyers Guide**, An Indexed section to provide detailed information on products and services. This easy-to-use directory format can be updated in each edition to publicise current innovations under your chosen specialist heading. This section is also included online www.refurbprojects.com

12 MONTHS ADVERTISING FOR ONLY £250 + VAT invoiced annually.

COLOUR REQUIREMENT High resolution PDF or JPEG files at 300 dpi

COPY DATE: Two weeks prior to publication.

View our publication on www.yumpu.com



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MANUFACTURING MACHINERY WORLD

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