



sustainablebuilding

MEDIA PACK 2010

“I love it...it’s the best in its field” (Miles Keeping, Partner, King Sturge LLP)

Sustainable Building newsletter was launched in January 2007 in response to the growing demand for information on this subject. Since then, it has built a readership of decision makers who are serious about sustainability and interested in finding out about innovative products and services that help them to achieve practical results.

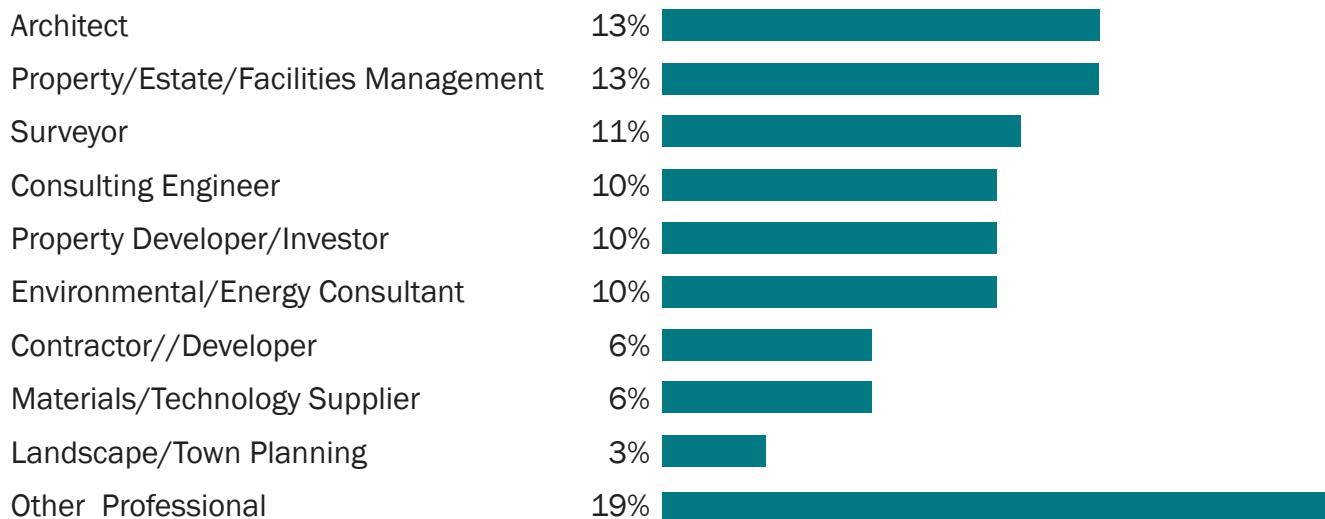
We can offer advertising packages to reach these readers at very competitive rates:

- Marketplace pages in the monthly newsletter
- Space in the monthly e-bulletin
- Advertising space and sponsorship of specialist reports
- Sponsorship and exhibition space at our conferences

Who reads Sustainable Building?

Readers of Sustainable Building include senior managers and specialists in architecture, consulting engineering, surveying, local government, energy/environmental consulting and property developing/investing. They are key specifiers of environmental products and services.

Sustainable Building Readership Profile

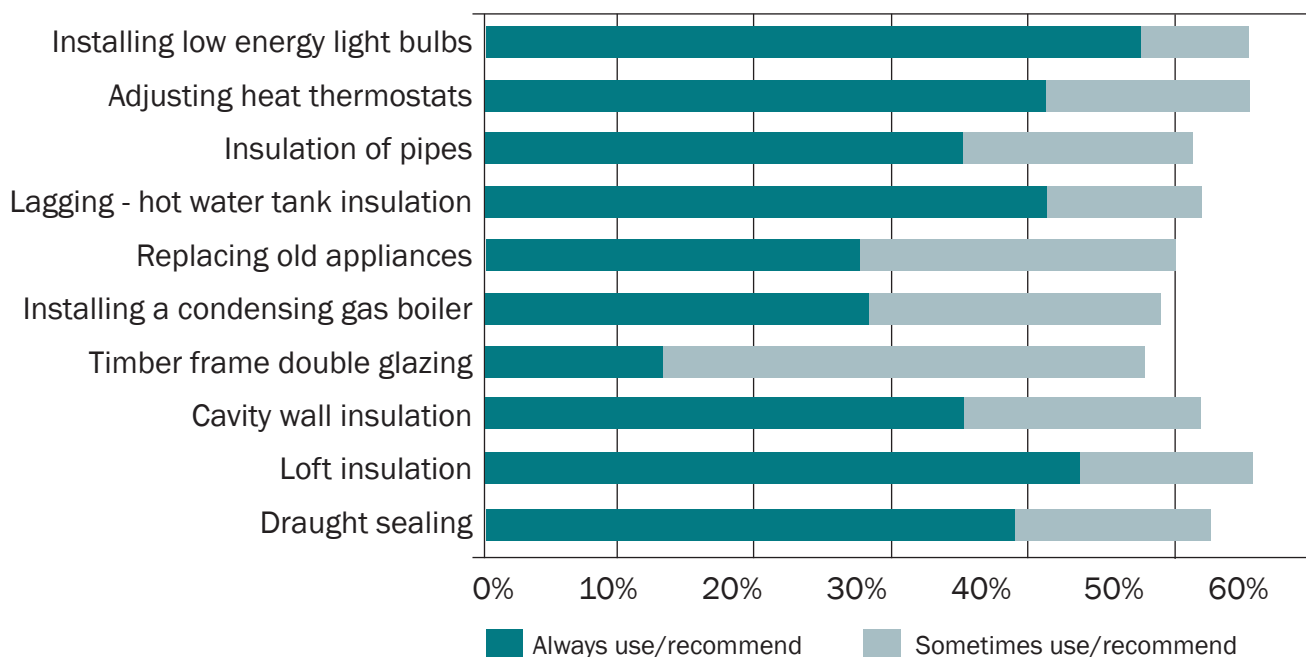


Source: Sustainable Building readership survey September 2007, % of all readers

Sustainable Building has an average of three readers per copy. This means it reaches a readership of at least 3,000 targeted individuals – more when copies are distributed at major events such as Ecobuild and Interbuild.

Sustainable Building readers are responsible for specifying a variety of energy saving products in the retrofit and refurbishment projects they work on:

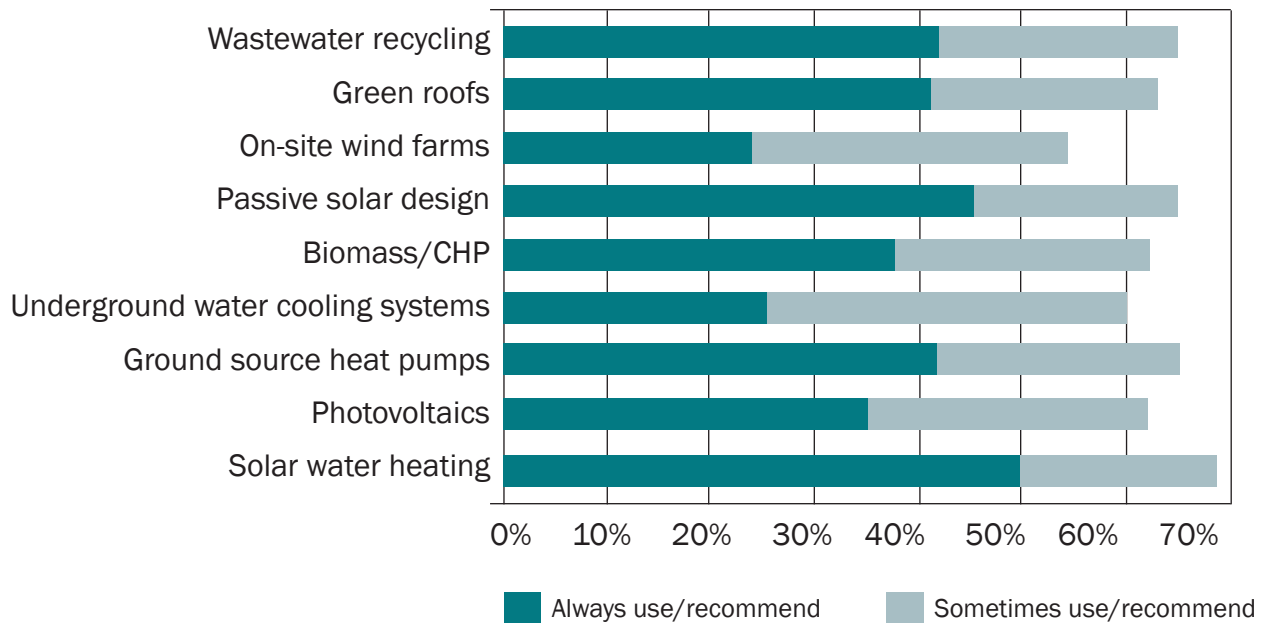
Energy Efficiency Measures Specified



Source: Sustainable Building readership survey September 2007, % of all readers

They also specify a variety of innovative techniques, including renewables, in their new build projects:

Renewables and Innovative Techniques Specified



Source: Sustainable Building readership survey September 2007, % of all readers

Editorial Features

News in brief

A quick overview of products, contract awards, research, building standards and other news on sustainable building.

Practical guidance on energy efficiency

Innovative ways to make energy savings. Examples showing how energy efficiency measures, passive design and renewables work together in successful projects.

Case studies

Detailed technical coverage of new build and retrofit projects from those with practical experience of implementation.

Cost analysis

Research on the costs of alternative energy technology versus the savings to be made both in energy bills and carbon emissions.

Energy legislation and policy tracker

Ensuring compliance with the law and setting strategy for the future. Tracking what's happening at a policy level in the UK and Europe.

Tenders and competitions

A round-up of all open tenders and competitions for sustainability experts.

There are regular special features on materials, such as:

- Green roofs
- Flooring
- Heat pumps (water/ground/air)
- Solar & PV

Ratecard

Advertising agencies get 10% discount on these rates

Market place advertising (print only)

Single panel (88 x 28 mm)	£350 for three months	£600 for six months
Double panel (88 x 60 mm)	£700 for three months	£1,200 for six months

Display and recruitment advertising (print and e-bulletin)

Quarter page full colour (123 x 87 mm)	£450
Half page full colour (123 mm x 180 mm)	£795
Full page full colour (267 mm x 180 mm)	£1,450

Loose leaf inserts

£175 per 1,000

Technical specifications

Finished advertisement to be sent by email to:
customerservice@sustainable-build.com

Artwork to be a minimum resolution of 300 dpi saved in full colour as TIFF, EPS, JPEG, indd, psd or high resolution PDFs.

Programmes used: InDesign CS2 Photoshop CS2, Illustrator CS2.

If you cannot supply your advert within the technical specifications and require us to create it on your behalf, a minimum charge of £50 will apply.

Contact information

For further information or to book contact:

Vicky Hague

Sales Executive

vickyhague@newzeeye.com

Tel: 020 8969 1008

Fax: 020 8969 1334

Sustainable Building is published by independent company Newzeeye Ltd:

The Chapel

Wellington Road

London

NW10 5LJ

www.newzeeye.com

sustainablebuilding