



MEDIA PACK
2009/2010

Overview

Getbuilding.co.uk is a one-stop-shop providing information and advice to anyone undertaking a self-build, renovation, eco build, remodel, extension, conversion or DIY project.

Through a coordinated approach to marketing and communication as well as a huge audience, Getbuilding.co.uk is a fantastic source of leads and direct links for any business to target potential clients.

Getbuilding.co.uk provides your business with a huge audience to target with minimal wastage. With a variety of advertising opportunities you can rest assured that there is an option to suit your business and your budget!



**GET
BUILDING
co.uk**

Website Introduction

Getbuilding.co.uk – everything you need for your project in one place!

The website is absolutely FREE to visitors and provides a wide range of advice, information and resources that visitors can use and download to help their project along.

From basic advice pages, through to, 'How To' guides, budget planners and build planners, visitors will be able to get everything they need with ease. We also offer a 48 hour response service to help bring customers the information they want, directly to their mailbox.

Finally, a directory of relevant businesses enables visitors to find a supplier or contractor, relevant to their project, easily and quickly.

Advertising with Getbuilding.co.uk gives you a wider exposure, a bigger web presence and increased enquiries from new customers.



Facts & Figures

Our coordinated approach provides a maximum exposure, offering more than three times that of some of our main competitors.

By attending a variety of events around the UK, from Scotland to Somerset and everywhere in between we aim to provide an exposure of around **500,000** through event presence alone.

Add to that the online marketing, search engine optimisation, reciprocal linking & direct marketing campaigns and the exposure level easily reaches more than **750,000**.

With exhibitions, events and marketing activities taking place throughout the year, Getbuilding.co.uk will provide a continuous feed of new visitors to the site and new potential customers to your advertising.



User Profile/Target Market

The target market covers a wide variety of groups within the UK's general public.

The self-build market is a growing market with around 20,000 homes per year now being built on a self-build basis. This is around 12% of the UK's new build market, which is currently valued in the region of £4.39 billion.

The majority of self-builders are ABC1 with a large disposable income and; senior management or professional, building a house of 4 bedrooms or more and are between the age of 35 and 55.

95% of self-builders source products and services for their project, meaning that advertising can be the difference between you winning a new customer or losing them to a competitor. With most self-build projects taking around 10 months to complete, there is a regular annual stream of new self-builders or repeat builders looking for new products and services for their project.



Directory Advertising

Our intuitive website design means that visitors are guided from generic information pages through to relevant suppliers in the directory, so if a user is looking at an information page about Kitchens there will be a link to take them directly to Kitchen Suppliers in the directory.

The site is designed to give the visitor everything they want and as much choice as possible, so with that in mind we have maintained a minimal directory listing cost to allow smaller businesses to advertise as well as the larger companies.

You can advertise in the directory for just £85 + VAT for a full year. Alternatively, see our package offers to really maximise your advertising spend.

To discuss your advertising requirements either call us on 0191 645 0130 or e-mail advertising@getbuilding.co.uk

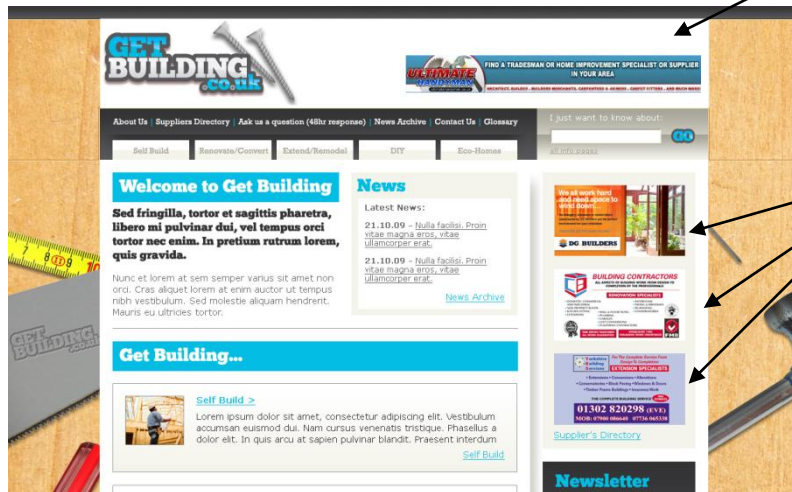


GET BUILDING
co.uk

Banner Advertising

We have a variety of banner options available to suit your business and your budget.

Standard pricing is shown in the table to the right and the diagram below identifies where these banners are positioned – all in prime visual positions.



	Main Head Banner (468 x 60 pixels)	Side Banners (125 x 125 pixels)
Homepage	£1495	£1250
Full Sections: <ul style="list-style-type: none"> •Self-build •Renovate & Convert •Extend & Remodel •DIY •Eco-homes 	£1395	£1150
Information Pages Homepage	£1195	£995
Information Section	£795	£650

Each banner slot is 'randomised' to keep the site fresh, however, there is a maximum of 5 advertisers per slot.



E-mail Advertising

With a guarantee to our visitors that they will receive no more than 15 product e-mails within a calendar year, space is definitely at a premium in our email marketing campaigns.

Each product e-mail will give visitors an insight into a maximum of 3 products from different suppliers or you can choose an exclusive product e-mail to make sure your product gets centre stage.

A standard product e-mail slot will cost **£495 + VAT**

For a **product exclusive** e-mail (your product only) you can pay just **£1295 + VAT**.

To discuss your advertising requirements or to find out more about some of our package offers either call us on 0191 645 0130 or e-mail advertising@getbuilding.co.uk



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Contact Us

If you have any questions or queries or if you want to discuss your advertising requirements in more detail please feel free to contact us;

E-mail:

advertising@getbuilding.co.uk

Phone:

0191 645 0130



Get Building Limited
(company registration number 6971841)

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