



BathroomandKitchenUpdate.com



# MEDIA INFORMATION 2021





# Content

Launched in September 1994, BKU is the only true product magazine in the bathroom and kitchen marketplace.

At the forefront in coverage of the latest products and services and an ABC audited publication, BKU reaches 15,666 key buyers and specifiers within bathroom, kitchen and bedroom retailers, architects and interior designers, house builders, property developers and renovators, distributors and wholesalers, plumbers and builders merchants, leading DIY multiples, installers and manufacturers.

BKU enables buyers and specifiers to source up-to-the-minute product information and the very latest general industry news – a one-stop resource to a comprehensive range of products and services through its pages and on the website.

Each month we review the latest product innovations in all industry sectors with extensive previews of forthcoming events, exhibitions and industry news – direct from experts in their fields.

Both print and digital versions are produced each month, Digital media gives readers immediate access to the advertiser's products simply by clicking on the website address on each article and along with the published contact telephone number the advertiser benefits from these rapid response mechanisms.

Each digital issue appears on [www.bathroomandkitchenupdate.com](http://www.bathroomandkitchenupdate.com) for a minimum of three months with editorial permanently archived for fast and easy retrieval.

Don't forget to download the BKU app! All our magazines are available to download for FREE on all android and IOS devices - further demonstrating our commitment to keeping our finger on the pulse, developing our readership and ensuring advertisers have the quickest route to market.

# Advertising

(Price per insertion excluding VAT)

Number of insertions	1	3	6	12
Front Cover	£2495	£2395	£2295	£2195
Back Cover	£1980	£1980	£1980	£1980
Other Cover Positions	£1925	£1925	£1925	£1925
Double page spread	£3547	£3102	£2838	£2607
Full page	£1871	£1597	£1452	£1320
Half page	£997	£858	£792	£726
Quarter page	£609	£522	£478	£440
Classified	£15 per single column centimetre (incl free spot colour)			
Recruitment	£25 per single column centimetre			

## Online Advertisement Opportunities & Rates

Website advertising is a really effective medium and due to its popularity advertising is available on a first come first served basis.

SIZE	3 months	6 months	
Skyscraper	£895	£1695	600 x 160
Digital Ticker tape	£1795	£2895	50 words & Logo + Weblink
Invasive Pop Up Banner	£2250	£3995	
Digital Front Cover Bellyband	£1795	£2895	

Website Brochure Bay    £995 for 12 months

SIZE	3 months	6 months	Dimensions
Banner Ad	£330	£600	468 x 60
Button Ad	£195	£330	120 x 90
Spot Ad	£135	£240	140 x 70

## Advertorial Rates

**Single Product Entry** to include 1 colour photograph and 150-words\*  
£155 (Discount for 2+ entries)

**Half Page Profile** including 2 photographs, company logo and up to 200 words\* £450 (Discount for 2+ entries)

**Single Page Profile** including up to 4 photographs, company logo and up to 400 words\* £850

**Double Page Profile** including up to 8 photographs, company logo and up to 800 words\* £1550

## Dimensions (height x width)

	Type (mm)	Trim (mm)	Bleed (mm)
Front Cover		229 x 306	235 x 312
Double Page	420 x 265	458 x 306	464 x 312
Full Page	195 x 265	229 x 306	235 x 312
Half Page (V)	94 x 265		
Half Page (H)	195 x 135		
Quarter Page (V)	94 x 135		
Quarter Page (H)	195 x 66		
Classified	£15 per column (cm)		

# Digital/online

– what can we offer?

## SOCIAL MEDIA/WEBSITE

BKU has a team of social media and website experts on hand to help promote your brand. We can offer social media opportunities as part of a campaign which could see your marketing message reach thousands, and potentially hundreds of thousands! The BKU website is updated daily with the latest news from the industry, this is a great place to view previous issues of BKU and view the latest news. There is also a recruitment section updated weekly and direct links to all the social media outlets that are constantly monitored.

## WEBINARS

Work with us on a sponsored Webinar and we can guarantee you sales leads! You talk personally to your target audience about an industry wide concern or debatable area, offering expert advice and knowledge. Create poll questions for your audience to ascertain their needs, answer their questions live and even continue the discussion on twitter afterwards. We will capture all of this information, along with the contact details of every viewer which we will pass on to you afterwards. We urge you to get in touch to find out more about this innovative opportunity!



# Features 2021

## JANUARY

- Focus on Distributors
- Best of German
- Hoods
- Baths, Basins & WC's

## FEBRUARY

- Kitchen Ranges & Components
- Cloakrooms & En-Suites
- Hot, Cold & Filtered Taps
- Heating & Lighting

## MARCH

- Works Surfaces & Splashbacks
- Stainless Steel
- Multifunctional Mirrors & Mirrored Cabinets
- Kitchen Storage

## APRIL

- Annual Bathroom Edition (Includes all aspects pertaining to the bathroom including Tiling, Flooring, Heating, Accessories etc)
- Software Solutions
- Kitchen Sinks, Taps and Waste disposal Units
- Flooring & Tiling

## MAY

- Best Of British Edition (Manufacturing & Design)
- Affordable Ranges
- Compact Bathrooms
- Components Inc Heating & Lighting
- Colour Revolution

## JUNE

- Extractors
- Brassware & Accessories
- Kitchens, Doors & Carcasses
- Independent Living
- Storage Solutions

## JULY

- Handbook & Buyers Guide 2021-2022
- Work Surfaces & Splashbacks
- Bathroom Furniture
- Hot, Cold & Filtered Taps
- Innovation & Design

## AUGUST

- Focus on Distributors
- Stainless Steel
- Designers Ranges
- Space Saving
- Software Solutions

## SEPTEMBER

- Annual Kitchen Edition (Includes all aspects of the kitchen such as furniture, appliances, components, lighting, sinks etc)
- Baths, Basins & WC's
- Wellness & Hydrotherapy
- Showers, Trays & Enclosures

## OCTOBER

- Statement Appliances
- Storage Solutions
- Multifunctional Mirrors & Mirrored Cabinets
- Brassware & Accessories

## NOVEMBER

- Independent Living
- Innovation & Design
- Kitchens, Doors & Carcasses
- Bathroom Furniture
- Worksurfaces & Splashbacks

## DECEMBER

- Front Cover, Logo Special
- Product Review 2021
- Showers, Trays & Enclosures
- Flooring & Tiling
- Kitchen Sinks, Taps and Waste disposal units

**COPY DEADLINES** For editorial please supply copy and image (s) by 15th of the month prior to publication.

For advertisements please supply PDF of artwork by 20th of the month prior to publication. **Email: [bathroom@datateam.co.uk](mailto:bathroom@datateam.co.uk)**