



Media Pack 2020

Media on demand

For 100 years BMJ has been helping Merchants maximise existing business opportunities, discover new ones and help measure themselves against their peers. 7801 (ABC audited) issues are distributed each month to building, plumbing, bathroom, kitchen, hardware and timber merchants targeting owners, directors and managers - the key people that we know make the buying decisions.

Media Partnership/Supplements

We work closely with many industry organisations and Successfully produce the NBG Supplement on their behalf. Renowned for our Trailblazers publication which is viewed by the industry as the benchmarking standard for the UK merchant industry, retained on merchants' desks and referred to all year. Being featured in this prestigious publication is a must for any supplier seeking visibility amongst the top merchants. This is one supplement everyone waits for each year.

Online

The ground-breaking www.buildersmerchantsjournal.com and its weekly newsletter were the first in the UK merchant market. They are regularly updated and distributed to ensure they bring merchants the news they need when they need it.

Face to face

The BMJ Industry Awards is our prestigious annual event recognising success in our industry and a great networking event opportunity.

FEATURES LIST 2020



(July 2018-June 2019)

Month	Main Features	Also Including	Show Previews/Supplement
January	Sustainability Workwear Transport	Merchant Focus 10 mins with Product News	NBG Supplement Merchant League Tables
February	IT Timber Plumbing & Drainage Sealants & Adhesives	Merchant Focus 10 mins with Product News	Futurebuild
March	Landscaping Painting & Decorating Rainwater Management	Merchant Focus 10 mins with Product News	
April	Sustainability Doors & Windows Heavyside Timber IT	Merchant Focus 10 mins with Product News	TRAILBLAZERS
May	Sustainability Bathrooms & Showers Kitchen	Merchant Focus 10 mins with Product News	
June	Timber Transport Insulation IT	Merchant Focus 10 mins with Product News	BMJ Industry Awards Supplement
July	Sustainability Roofing Sealants & Adhesives	Merchant Focus 10 mins with Product News	NMBS Conference
August	Timber Workwear Ironmongery & Security IT	Merchant Focus 10 mins with Product News	BMJ 100 YEARS SPECIAL
September	Painting & Decorating Rainwater Management Heating & Plumbing	Merchant Focus 10 mins with Product News	UK Construction Week
October	Sustainability Transport Bathroom & Showers Kitchen IT	Merchant Focus 10 mins with Product News	Painting & Decorating Show
November	Heavyside Special Insulation Roofing	Merchant Focus 10 mins with Product News	
December	Timber Ironmongery & Security Festive 50 IT Sealants & Adhesives	Merchant Focus 10 mins with Product News	

Editors comment

In print and online BMJ is the link between the UK merchanting industry and its suppliers. Always at the forefront of what's happening, the title exists to inform, educate and occasionally entertain, the owners, directors and managers of the UK's merchant companies.

Meet the team

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www.buildersmerchantsjournal.com
www.bmjindustryawards.com
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Advertising Rates and Data

Magazine display rates

Insertions	1	6	12
Full page	£2,000	£1,925	£1,800
Half page	£1,050	£975	£850
Quarter page	£695	£625	£500
DPS	£3,800	£3,750	£3,200
Front Cover	£2,800		
Back Cover	£2,300		
Inside Front Cover	£1,950		
+ Gatefold	£4,500		



Dimensions

Advert size	Type	Trim	Bleed	BMJ SUPPLIER DIRECTORY
Half page - H	137 x 213	153 x 229	159 x 235	12 MONTHS - £750
Half page - V	98 x 288	114 x 306	120 x 312	6 MONTHS - £400
Full page		306 x 229	312 x 235	Loose inserts and specialist positions available on request.
Quarter page - Portrait		94 x 135		
Quarter page - H		76 x 229		
Double page spread		306 x 458	312 x 464	
Front cover		229 x 229	235 x 246	

OPEN DOCUMENTS. Originated in: QuarkXpress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign. We cannot accept Word, PowerPoint or Publisher documents. COLOUR must be CMYK. (No RGB colours. No spot colours.) No embedded ICC profiles. All FONTS must be supplied. Mac fonts only. No PC fonts. Fonts used in Illustrator eps documents must be converted to paths. Fonts used in layered Photoshop documents must be rasterised. IMAGES/LOGOS: File formats: tiff, eps, jpeg only. Images to be at least 300dpi at 100% (size used in ad).

PDFs: Before creating a PDF, ensure your document complies with the above colour, font and resolution specs. Ensure all layers are flattened. Distilled using Acrobat 4 or

higher. Highest quality compression. Pictures placed in the document must only be tiff, eps or jpeg. Allow for at 3mm bleed and include crop marks. When checking your PDF click on 'Overprint Preview' to check that all information appears. A hard colour copy must accompany digitally supplied ads.name indicating the magazine/client/issue.

DELIVERY: Files larger than 6MB: Please send via 'We Transfer' website.

Files under 6MB: Can be e-mailed directly to our Production Department. khoo@datateam.co.uk

FILE NAMING PROTOCOL: All artwork must be given a file name indicating the magazine /client /issue.

E-Newsletter

Our weekly e-newsletter is distributed to 4,500 recipients each month and the following rates apply

POSITIONS	3 MONTH	6 MONTH	12 MONTH
LEADER BANNER	£1,800	£2,650	£3,500
MID NEWS BANNER	£1,500	£2,400	£3,000

468x60 pixels (leader)
680x90 pixels (mid)

Website

www.buildersmerchantsjournal.com

POSITIONS	3 MONTH	6 MONTH	12 MONTHS
LEADER BANNER	£1,800	£3,300	£6,000
CAROUSEL BANNER	£1,500	£2,700	£4,800
HEADLINE BANNER	£1,000	£1,500	£2,000
SKYSCRAPER	£2,250	£3,300	£5,500
MPU	£1,200	£1,800	£3,000
BUTTON	£900	£1,500	£2,000
TAKEOVER	POA		

(specs on request)

Advertising deadlines 2020

Issue	Copy Deadline	Inserts at printer	Mail out date
January	Friday 20th December	Friday 10th January	Friday 17th January
February	Monday 20th January	Friday 31st January	Tuesday 11th February
March	Monday 24th February	Friday 28th February	Tuesday 10th March
April	Monday 30th March	Friday 3rd April	Tuesday 14th April
May	Monday 27th April	Friday 1st May	Tuesday 12th May
June	Monday 25th May	Friday 29th May	Tuesday 9th June
July	Monday 22nd June	Friday 26th June	Friday 10th July
August	Monday 27th July	Friday 31st July	Wednesday 12th August
September	Tuesday 25th August	Friday 3rd September	Thursday 10th September
October	Monday 22nd September	Friday 2nd October	Thursday 8th October
November	Monday 26th October	Friday 30th October	Monday 11th November
December	Monday 23rd November	Monday 30th November	Wednesday 9th December

Editorial deadline - 6 weeks prior to publication date.