

PublicSectorBuilding

established 1989 - in partnership with buildingtalk.com

 MEDIA INFORMATION 

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KORU
MEDIA LIMITED



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Bringing news to the public sector for over 30 years

The market place

According to AMA Research (2017) by 2021 the Public Sector Construction Marketplace will be worth over £70 billion.

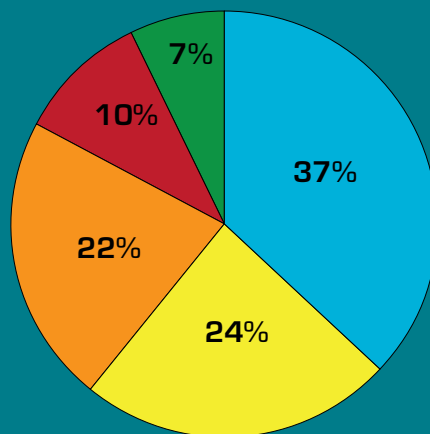
Those who make the decisions on how to spend this money and control these budgets read Public Sector Building Magazine.

Established in 1989, the magazine's in-depth news, industry comment, product reviews and case studies regularly influence the purchasing decisions its readers make.



Who reads PSB?

Readership breakdown



- Public sector architectural practices 37%
- Education/health authorities 24%
- Housing associations and authorities 22%
- House builders and developers 10%
- Government and public sector agencies 7%

How does PSB deliver response?

By capturing essential information from readers in three ways (online, email and reader reply service) advertisers can accurately monitor who is asking for information on their company or product. This means PSB delivers:

- Trackable leads
- Increased web traffic
- Awareness and exposure



When is PSB published?

The magazine is published six times a year in **January, March, May, July, September and November**, and is mailed at the beginning of the month.

What advertising options are available?

PSB offers bespoke solutions such as display advertising, editorial reproductions and advertorials, alongside sponsored email broadcasts.

All advertising options include:

- Reader Response Service. Using a unique number, responses are emailed directly to your preferred email address
- Duplication on a dedicated e-zine

Digital Issue and Twitter

PSB's fully interactive digital e-zine is also distributed a minimum of twice a month to approximately 22,000 Buildingtalk newsletter subscribers and can be downloaded from the website www.buildingtalk.com/psb-magazine-products. The digital issue also includes hyperlinks to all advertiser's websites and email addresses.



PSB manages a twitter account and PR stories can be tweeted to further enhance your display advertising package @psb_mag

What do PSB advertisers think?

In a crowded market place filled with magazines that are circulated to specifiers within the construction industry PSB is our choice to reach specifiers within the Public Sector. Liaising with the sales representatives at Koru Media leaves us feeling like we are dealing with professionals, a safe pair of hands which makes buying decisions easier. The package deals that we buy across all platforms enables our clients to benefit from print and online at competitive rates.

Simon Taylor
Managing Director, Simon Taylor Consulting

PSB is a 'go to' publication that we regularly recommend to our clients when they're looking to reach key decision makers in the construction industry.

Leigh Simpson
Founder & CEO, Insynth Marketing

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■ FEATURES LIST 2021 ■

January

- Hospitals, Health + Continuing Care
- Drainage, Plumbing + Water Management
- Doors + Windows
- Safety + Security
- Outdoor Spaces + Regeneration
- Insulation + Acoustics
- Kitchens, Bathrooms + Inclusive Design

March

- Heating, Damp Prevention + Indoor Air Quality
- Roofing, Cladding + Façades
- Fire Detection + Prevention
- Modular Building + Offsite Construction
- Schools, Academies + Further Education
- Social Housing + Affordable Living
- Floors, Walls + Ceilings

May

- Doors + Windows
- Energy Efficiency + Renewables
- Hospitals, Health + Continuing Care
- Insulation + Acoustics
- Kitchens, Bathrooms + Inclusive Design
- Outdoor Spaces + Regeneration
- Maintenance, Refurb + Refit

Regular Features:

- What's New – All the latest product developments
- Press Room – Company news, appointments, awards and accreditations
- Product Directory – A round-up of product/application stories (extra to the main sections)



- The editors will accept synopses for non-promotional, thought-led features up to two months ahead of the issue date.
- Paid-for product/application stories can be sent to the editorial team at any time and bookings will be placed into a relevant section.
- Display advertising copy deadlines will be agreed at the time of booking.

July

- Roofing, Cladding + Façades
- Heating, Damp Prevention + Indoor Air Quality
- Floors, Walls + Ceilings
- Fire Detection + Prevention
- Social Housing + Affordable Living
- Schools, Academies + Further Education
- Drainage, Plumbing + Water Management

September

- Kitchens, Bathrooms + Inclusive Design
- Insulation + Acoustics
- Doors + Windows
- Safety + Security
- Hospitals, Health + Continuing Care
- Modular Building + Offsite Construction
- Maintenance, Refurb + Refit

November

- Floors, Walls + Ceilings
- Schools, Academies + Further Education
- Heating, Damp Prevention + Indoor Air Quality
- Roofing, Cladding + Façades
- Fire Detection + Prevention
- Social Housing + Affordable Living
- Energy Efficiency + Renewables



Print display advertising

Full Page	£1,200	210 wide x 297mm high (+3mm bleed)
Double Page Spread	£2,400	420 wide x 297mm high
Half Page	£600	Horizontal - 183 wide x 124mm high Vertical - 86 wide x 267mm high
Quarter Page	£300	Vertical - 86 wide x 124mm high Horizontal - 183 wide x 58mm high
Junior Page	£800	136 wide x 194mm high

For more information contact : Davina Glover – 01527 407249 or Julie O'Rourke – 01527 407247



Editorial options

1/6 Page	£99	Up to 120 words + image
1/4 Page	£165	Up to 200 words + image + company details
1/2 Page	£300	Up to 300 words + 2 images + company details
Full Page	£595	Up to 600 words + 3/4 images + company details
Double Page Spread	£1,100	Up to 1,000 words + 5/6 images + company details

Company Spotlight double page spread: £700 – This is limited to one client per feature and includes a full page of editorial and up to six press releases on the facing page.



Press Room options

1/6 page	£99	130 words + image + company details
1/4 page	£150	200 words + image + company details
1/2 page	£280	300 words + 2 images + company details



Email broadcast

Delivered to 2,890 GDPR compliant subscribers within the following sectors: architectural practices active in the public sector, housing authorities, housing developers, contractors and public sector agencies.

Solus broadcast **£385**

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