

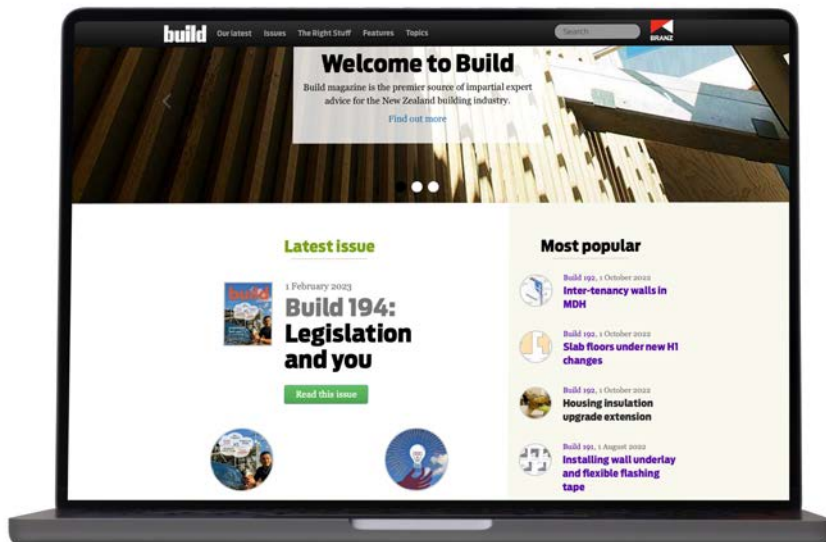
build

BUILDING KNOWLEDGE

NEW ZEALAND'S PREMIER BUILDING INDUSTRY MAGAZINE



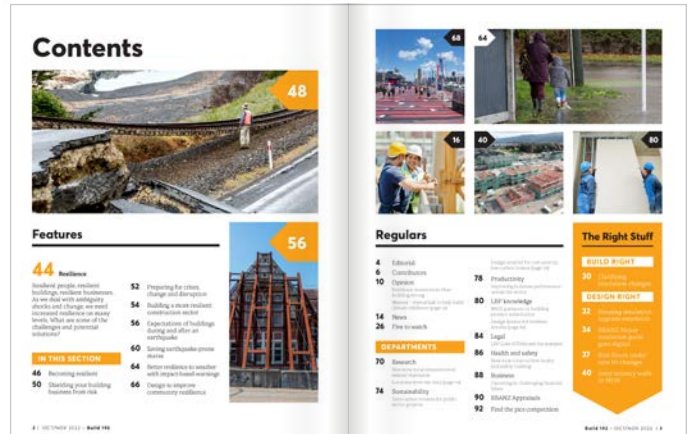
PUBLISHED EVERY 2 MONTHS



Building knowledge

Build is New Zealand's premier building industry magazine. Published every 2 months by BRANZ in hard copy and online, its mission is to inform, educate and challenge builders, architects, designers and others to create a building system that delivers better outcomes for all. *Build* contains:

- quality practical technical information to enhance building design and construction practice
- impartial findings and advice from unbiased industry research
- information on topical industry issues, including changes in the Building Code and standards, new opportunities and trends.



Build is the number one magazine choice for the New Zealand building and construction sector.

What our readers have to say:*

- 'Great articles, current and topical. I often search and read topics online.'
- 'Find the articles very useful to stay up to date and learn about new products on the market.'
- 'By far the best magazine for the building industry, very informative and keeps everyone up with Building Code changes.'
- 'The technical articles are a great source of knowledge and education that I can call on for reference and show to other people to help understand a situation.'

* BUILD READERS' SURVEY 2021

Building readers

In the 12 months to March 2023, *Build's* average hard copy circulation was 34,323 copies*, reaching over 60,000 decision-makers right across the construction industry. Complementing this is *Build online*, which had 28,557 users in February 2023.

Build influences builders, architects, designers, building officials, manufacturers, subcontractors, engineers, building suppliers, education providers, building owners and others in the building industry.

As well as being sent to its subscribers, *Build* is sent to members of organisations and associations including:

- licensed building practitioners
- New Zealand Certified Builders
- Registered Master Builders Federation
- Building Levy members
- New Zealand Institute of Architects
- Architectural Designers New Zealand
- Building Officials Institute of New Zealand
- New Zealand Institute of Building
- New Zealand Institute of Building Surveyors
- New Zealand Institute of Quantity Surveyors.

* MAGAZINE360.CO.NZ/PUBLISHER/BRANZ/BUILD



Build is the New Zealand building sector's highly influential magazine and online information resource. Its engaged readers take action after reading articles – or advertisements – in the magazine and online.

Building influence

Valuable content: After reading *Build*, 67% of readers archived articles for future reference and 69% discussed an article with others.

Valuable advertising: 28% of *Build* readers phoned an advertiser or visited an advertiser's website after reading *Build*, while 15% went on to purchase a product or service. 38% did things differently, using a new technique or product.

Building engagement

Essential reading: 96% of *Build* readers consider the magazine to be essential, very useful or useful.

Highly engaged: 74% of readers spend 30 minutes or longer reading each issue of *Build*, with the printed copy preferred by 60%.

Highly relevant: 87% of readers read at least half of the magazine, while 68% read most, if not all, of each issue of *Build*.

Building effectiveness

Useful information: *Build* magazine is seen as essential or very useful for 80% of all readers. Specifiers (architects, designers) are most likely to see it as essential (29%).

Highly shared: 41% share their copy of *Build* with others. Over half of those who share their copy share it with at least two others with an average of 2.23 readers for each printed copy of *Build*.

What *Build* readers are saying...*

92%

agree *Build* is easy to understand

93%

rated their overall satisfaction with *Build* as very good or good

96%

rated *Build* as essential, very useful or useful

83%

archived articles for future reference, discussed an article with others or applied something they learned

66%

said *Build* challenges them to think about improving their work

74%

spend 30 minutes or longer reading each issue of *Build*

* FROM 2021 BUILD READERS' SURVEY

Editorial schedule and deadlines

ISSUE	RELEASE DATE	MAIN FEATURE	AD BOOKING DEADLINE	AD MATERIAL DUE	ONSERTS BOOKING DEADLINE	ONSERTS DUE
Build 196 Jun/Jul 23	1 Jun 23	Adapting to climate change	1 Apr	15 Apr	1 May	15 May 2023
Build 197 Aug/Sep 23	1 Aug 23	Building resilience	1 Jun	15 Jun	1 Jul	15 Jul 2023
Build 198 Oct/Nov 23	1 Oct 23	Innovation	1 Aug	15 Aug	1 Sep	15 Sep 2023
Build 199 Dec 23/Jan 24	1 Dec 24	Retrofitting	1 Oct	15 Oct	1 Nov	15 Nov 2023
Build 200 Feb/Mar 24	1 Feb 24	Legislation update	1 Dec	6 Dec	8 Jan	15 Jan 2024
Build 201 Apr/May 24	1 Apr 24	Natural disasters	1 Feb	15 Feb	1 Mar	15 Mar 2024
Build 202 Jun/Jul 24	1 Jun 24	Sustainability	1 Apr	15 Apr	1 May	15 May 2024

NOTE: THE FEATURES SCHEDULE IS SUBJECT TO CHANGE WITHOUT NOTICE.

FEATURE SUSTAINABILITY

Make way for change

The days when sustainable design was just a nice-to-have will soon be behind us. The government has flagged significant upcoming changes to its Building for Climate Change programme and other workstreams. It's time for industry to start looking up for the challenges to come.

BY SAUND VINCIG, FREELANCE TECHNICAL WRITER



What's coming?

The government has announced a range of changes to its Building for Climate Change programme, including a new focus on net-zero emissions and a new focus on building resilience. The changes are expected to be implemented over the next few years.

What's the impact?

The changes will have a significant impact on the building industry, particularly in terms of design and construction. Industry professionals will need to stay up-to-date on the latest developments and ensure their buildings are compliant with the new requirements.

FEATURE

The industry can't sit back and let clients be the primary drivers for sustainability

As the industry looks to the future, it's clear that sustainability is no longer just a buzzword. It's a reality that all building professionals must embrace. The industry can't sit back and let clients be the primary drivers for sustainability. It's time to take ownership of the process and ensure that all buildings are designed and constructed with sustainability in mind.

BY SAUND VINCIG, FREELANCE TECHNICAL WRITER



Where is the industry going?

The industry is moving towards a more sustainable future. This means that buildings must be designed and constructed to be energy-efficient, resilient, and healthy for the people who use them. Industry professionals must embrace this change and ensure that their buildings are designed and constructed with sustainability in mind.

What's the impact?


The impact of sustainability on the building industry is significant. It's not just about reducing carbon emissions and improving energy efficiency. It's also about creating buildings that are healthy, resilient, and comfortable for the people who use them. Industry professionals must embrace this change and ensure that their buildings are designed and constructed with sustainability in mind.

DEPARTMENTS LEGAL

Rating new and existing buildings

Increasing numbers of new and existing commercial, educational and industrial buildings are achieving a Green Star sustainability rating – a trend that will help Aotearoa New Zealand meet its international climate-reduction obligations while delivering long-term benefits to the building's occupants.

BY SAUND VINCIG, FREELANCE TECHNICAL WRITER



Green Star rating

The Green Star rating is a sustainability certification that recognizes buildings that have achieved high standards of sustainability. It's a trend that is growing in popularity, and it's expected to continue to grow in the coming years.

Other rating systems for existing buildings


There are several other rating systems for existing buildings, including the Green Star rating. Each system has its own set of criteria and standards, and it's important for building professionals to understand the differences between them.

FEATURE

Case study - University of Auckland

The University of Auckland has achieved a Green Star rating for its new building, a testament to the university's commitment to sustainability. The building is designed and constructed to be energy-efficient, resilient, and healthy for the people who use it.

BY SAUND VINCIG, FREELANCE TECHNICAL WRITER



The building's features

The building features a range of sustainable design and construction features, including a glass facade, energy-efficient lighting, and a green roof. These features have helped the building achieve a Green Star rating.

The impact

The building's sustainable design and construction features have had a significant impact on the university's carbon footprint and energy consumption. It's a testament to the university's commitment to sustainability.

FEATURE SUSTAINABILITY

Manufacturing sustainability

For a building that covers the area of six rugby fields, going for a Green Star rating was a big feat. It's a testament to the building's sustainable design and construction, and it's a testament to the building's owner's commitment to sustainability.

BY SAUND VINCIG, FREELANCE TECHNICAL WRITER



What's the impact?

The building's sustainable design and construction features have had a significant impact on the building's carbon footprint and energy consumption. It's a testament to the building's owner's commitment to sustainability.

Green Star rating

The Green Star rating is a sustainability certification that recognizes buildings that have achieved high standards of sustainability. It's a trend that is growing in popularity, and it's expected to continue to grow in the coming years.

FEATURE

Lighting the work environment

The building's lighting design is a key feature of its sustainable design. The lighting is designed to be energy-efficient, resilient, and healthy for the people who use it. This is a testament to the building's owner's commitment to sustainability.

BY SAUND VINCIG, FREELANCE TECHNICAL WRITER

Managing heatwaves

The building's design includes a range of features to help manage heatwaves, including a green roof and energy-efficient lighting. These features have helped the building maintain a comfortable temperature even during the hottest months of the year.

Focus on usability


The building's design also focuses on usability, with a range of features that make the building easy to use and navigate. This is a testament to the building's owner's commitment to sustainability.

FEATURE HEALTH AND SAFETY

Inspirational reinstatement of Christ Church Cathedral

A team brought together to reinstate Christ Church Cathedral in Christchurch developed a sophisticated work plan to deal with critically important working from height and access safety requirements and to ensure positive heritage facts.

BY ANDREW CLARKE, CHRISTCHURCH MASONRY, MAISON 1010



A disrupted heritage building

The cathedral is a significant heritage building and its reinstatement is a major project. The team has developed a sophisticated work plan to deal with the challenges of working from height and access safety requirements.

Work plan

The team has developed a work plan that includes a range of safety measures, including the use of safety harnesses and fall protection. This has helped ensure the safety of all workers on the project.

FEATURE HEALTH AND SAFETY

Christ Church Cathedral Reinstatement Project

The project has been a success, thanks to the team's commitment to safety and sustainability. The cathedral is now open to the public and is a testament to the team's hard work and dedication.

BY ANDREW CLARKE, CHRISTCHURCH MASONRY, MAISON 1010



Working safely from height

The team has implemented a range of safety measures to ensure that all workers are safe when working from height. This includes the use of safety harnesses, fall protection, and regular safety training.

Access safety requirements

The team has also implemented a range of measures to ensure that all workers have safe access to the work areas. This includes the use of scaffolding and other access equipment.

Print advertising sizes and rates



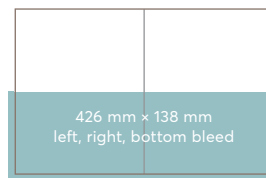
FULL PAGE

Trim area: 210 mm x 275 mm
Bleed area: 3 mm (216 mm x 281 mm)
Image area: 186 mm x 245 mm



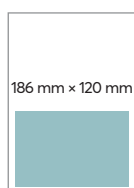
DOUBLE PAGE SPREAD

Trim area: 420 mm x 275 mm
Bleed area: 3 mm (426 mm x 281 mm)



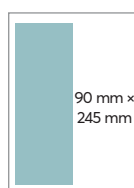
HALF DOUBLE PAGE HORIZONTAL

Trim area: 420 mm x 135 mm
Bleed area: 3 mm (426 mm x 138 mm)



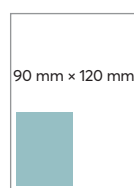
HALF PAGE HORIZONTAL

Size: 186 mm x 120 mm



HALF PAGE VERTICAL

Size: 90 mm x 245 mm



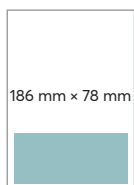
QUARTER PAGE

Size: 90 mm x 120 mm



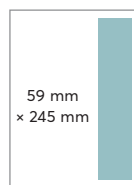
COVER SHEET

Size: 195 mm x 165 mm



THIRD PAGE HORIZONTAL

Size: 186 mm x 78 mm



THIRD PAGE VERTICAL

Size: 59 mm x 245 mm

MECHANICAL

Column depth 235 mm
Column width 56 mm
2 or 3 columns per page
175 lpi screen
Perfect bound
Sheetfed offset



Rates (per issue and exclusive of GST)

SIZE	1X	3X	6X
Full page	\$4,400	\$4,260	\$4,060
Double page spread	\$7,950	\$7,680	\$7,425
Half double page	\$4,400	\$4,260	\$4,060
Half page	\$3,120	\$2,950	\$2,780
Third page	\$2,605	\$2,480	\$2,370
Quarter page	\$2,360	\$2,260	\$2,150
Cover sheet	\$3,465	-	-

Special position premium

Outside back cover plus 15%.
Inside front or back cover, page 1 or special requests plus 10%.
Gatefold price on application.

Products to watch

\$830 to showcase your innovative product.

Onserts

From \$450 per 1,000 – that's only 45 cents per hit.
Onserts over 4 pages from \$525 (size and weight is restricted).
Minimum charge \$450.

Design service

\$150 per hour.

Products to watch

'Products to watch' is an exciting, alternative, affordable advertising opportunity in *Build* magazine.

Have you got an interesting new building and construction industry product? If so, submit details of it for us to consider for inclusion in 'Products to watch'. Examples may include the latest builders' or architects' tools or toys or innovative building materials or products.

Two to five products are selected to feature in each issue. A decision on the products included will be made by the *Build* editorial team. Submission of information does not guarantee acceptance.

Material needed

Material submitted needs to include:

- product name
- a short description (40 to 80 words)
- a high-resolution good-quality image of the product only, preferably clear cut or on a plain background
- RRP (if applicable)
- website and/or phone number
- BRANZ Appraisal logo (if applicable).

Images

- Images should be a high-resolution JPG or TIFF file preferably clear cut with a clipping path or quick mask alpha channel.
- Photoshop files are acceptable.
- All images are to be CMYK or greyscale, not RGB or other colour formats.
- Recommended resolution is 300 dpi or above at 100%.

Cost

'Products to watch' is an affordable paid advertising promotion. The cost is \$830 + GST.

Disclaimer

Inclusion does not imply an endorsement or technical approval of the product by BRANZ.

Where to send material

Email information to be considered to buildadverts@branz.co.nz
Include 'Products to watch' in the subject line.



Onserts

Need an affordable way to get your material to potential customers? We can offer you muscle and reach by inserting your material with BRANZ's *Build* magazine.

Architects, builders, building officials – we can reach them all. With many groups on our database for you to choose from and six different areas, we make it easy for you to reach your target audience.

From \$450 per 1,000 – that's only 45 cents per hit. Onserts over 4 pages from \$525 (size and weight is restricted, so please ask).

* Minimum charge of \$450 applies.

FROM

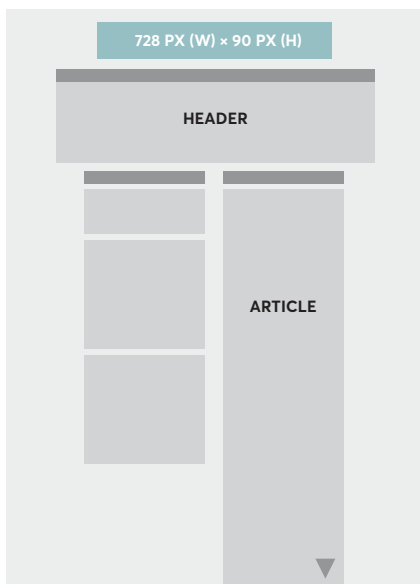
\$450

PER 1,000

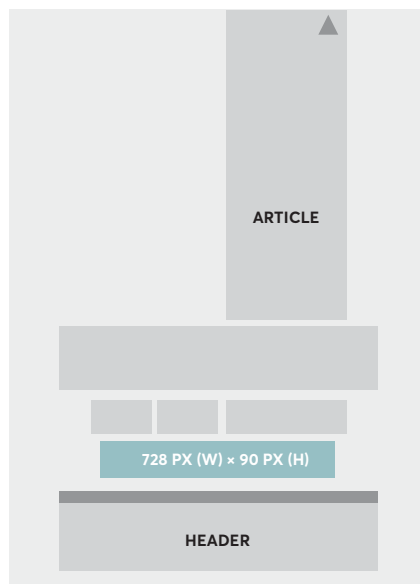
That's only 45¢ per hit

Online advertising sizes and rates

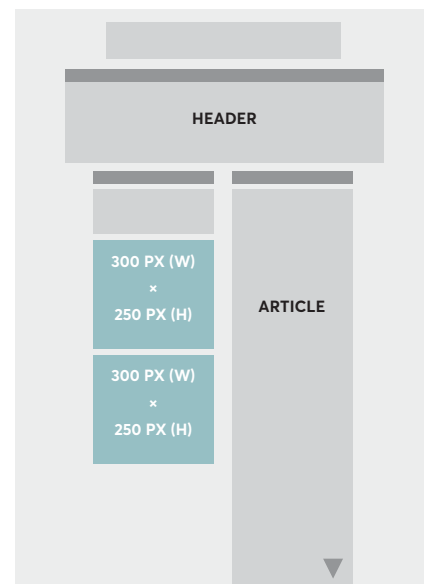
LEADERBOARD (TOP)



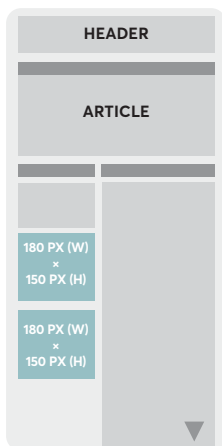
LEADERBOARD (BOTTOM)



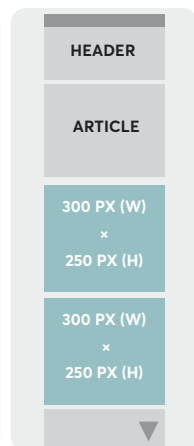
MEDIUM RECTANGLE



SMALL RECTANGLE MOBILE DEVICE



MEDIUM RECTANGLE SMARTPHONE



POSITIONS

LEADERBOARDS

Leaderboards display when the browser is 768 pixels or more wide. They can be:

- top – above the navbar/header
- bottom – above the footer.

RECTANGLES

A medium rectangle appears on article pages in the left column when the browser is at least 768 pixels or below the article when the browser is under 481 pixels. This is replaced by a small rectangle in the left columns when the browser width is 481 to 767 pixels.

SHARE OF VOICE

A maximum of three advertisements will appear in each advertising position, sold on a first-come basis.

DEADLINES

Bookings close on the 15th of the previous month. Material is due by the 20th of the previous month.

WHERE TO SEND MATERIAL

Email the image and URL link by the 20th to buildadverts@branz.co.nz

Rates (per month and exclusive of GST)

AD TYPE	SIZE	CASUAL	6 MONTHS	12 MONTHS
Leaderboard (top)	728 px (w) x 90 px (h)	\$770	\$720	\$670
Medium rectangle	300 px (w) x 250 px (h)	\$460	\$410	\$360
Small rectangle	180 px (w) x 150 px (h)			
Leaderboard (bottom)	728 px (w) x 90 px (h)	\$610	\$560	\$510

Print material specs

SOFTWARE

ACROBAT PDF PREFERRED

High-resolution PDFs are our recommended file format. We require a **press-optimised PDF**, distilled with Acrobat 4.0 or greater.

Please ensure:

- all fonts are embedded
- images are CMYK and at least 300 dpi
- black areas are set to overprint
- bleed and trim marks are included.

ADOBE ILLUSTRATOR

All fonts need to be outlines or embedded and all images embedded or links attached. Save as EPS.

ADOBE PHOTOSHOP

Ensure files are in CMYK mode and 300 dpi at 100% scaling. Save as EPS or TIFF.

UNACCEPTABLE SOFTWARE

Word, Publisher and PowerPoint files will not be accepted.

FILE SETTINGS

BLEED

All bleed adverts should have register and crop marks located at least 3 mm outside the trim area, 5 mm is recommended.

DOUBLE PAGE SPREADS

Please supply the PDF as two single pages, not as a spread.

IMAGES

All images are to be CMYK or greyscale, not RGB or other colour formats. Recommended resolution is 300 dpi or above at 100%. If the file needs transparency flattening when printing, all images must be high resolution.

COLOURS AND FONTS

Text and images must be supplied CMYK or greyscale, no spot or RGB colours. No embedded colour profiles. Embed all fonts, including in EPS files.

BRANZ APPRAISAL LOGO

An advertisement for a product with a current BRANZ Appraisal should include the Appraisal logo with number and date.

Online material specs

IMAGES

All artwork to be RGB colour, flattened with no transparency layers. Recommended minimum resolution is 72 dpi.

ADVERT SIZES

All dimensions in pixels, width by height:

- Leaderboard 728 px by 90 px.
- Medium rectangle 300 px by 250 px.
- Small rectangle 180 px by 150 px.

FORMAT

Artwork should be JPG, PNG or GIF.

FILE SIZE

Artwork must not exceed 150 KB.

HYPERLINKS

Supply a complete URL with image.

Email all adverts to:
BUILDADVERTS@BRANZ.CO.NZ

Advertising sales

Jonathan Taggart

T: 027 269 8639

E: jonathan.taggart@branz.co.nz

General enquiries

E: build@branz.co.nz

W: www.buildmagazine.co.nz

Terms and conditions

1. BRANZ reserves the right to refuse or omit any advertisement that it deems unsuitable for publication for any reason whatsoever and may insert above or below any copy the word 'ADVERTISEMENT'. 2. Any production/layout work to be done by BRANZ may incur an extra charge. 3. Unless a preferred position is specified, available and payment of the appropriate loading undertaken, the placement of the advertisement shall be at the discretion of BRANZ. BRANZ will attempt to meet advertisers' requests for preferred positions, but such requests cannot be guaranteed. While every care is taken, BRANZ will not accept liability for any loss whatsoever incurred through error or non-appearance of any advertisement. 4. Cancellation notice must be received in writing no later than 5 pm on the due date for advertising material. 5. In the event of advertising material not being received by the agreed deadline, BRANZ reserves the right to charge in full for the space booked and to use existing client material if available. 6. A copy of the publication and an invoice for the advertisement will be forwarded on publication. Payment is due by the 20th of the following month. 7. All advertisements and inserts/onserts submitted to BRANZ for inclusion in *Build* magazine or *Build online* will be subject to a technical review and audit of the material. BRANZ reserves the right, at its sole discretion, to refuse for publication or return to the advertiser for alteration any material including (but not limited to) material BRANZ deems to be technically incorrect or that BRANZ considers breaches advertising standards generally accepted or legislated in New Zealand, including material that relates to ethics, comparative advertising or advertising that focuses on competitors' products or services or environmental claims or material that BRANZ considers attempts to look like or copy a genuine *Build* article. The technical review does not imply any endorsement or approval of the product by BRANZ. 8. Full terms and conditions are on the *Build* booking confirmation form.