


Blue Bricks

MAGAZINE

ADVERTISING INFORMATION PACK

A photograph of a row of colorful terraced houses under a blue sky with clouds. The houses are in various colors including red, white, and yellow. The image is used as a background for the lower half of the page.

Please note: The prices shown in this Information Pack are market value and do not include the LNPG discount. The 40% discount on advertising will be applied to these prices.

PROMOTE YOUR BUSINESS TO OVER 14,000 READERS

Blue Bricks is a property magazine with a national following of property investors and developers. Our audience consists of full-time property professionals who are buying more investment properties each year and view investing as a career over a hobby. Some of our audience and features build tens of homes a year, with eight-figure deals in their pipeline.

Sponsorship with Blue Bricks introduces your business to these people. It gets you in front of a niche, hard-to-target audience who gladly pay a premium for goods and services because they understand the value of seeing return on their investment.

Magazine advertising positions you as an authority. People don't throw their magazines out, they pass them to friends or put them on the coffee table in their office. Your advert will be seen time and time again. And, since every new member gets access to all back issues, your magazines will be seen by our future customers too.

Featuring with us will give you credibility. You can become an overnight authority or thought leader, and our dedicated team of copywriters and designers will give you this professional look and feel without you needing to lift a finger.

To get involved, simply choose from our packages below and email  sam@bluebricksmagazine.com with your selection.



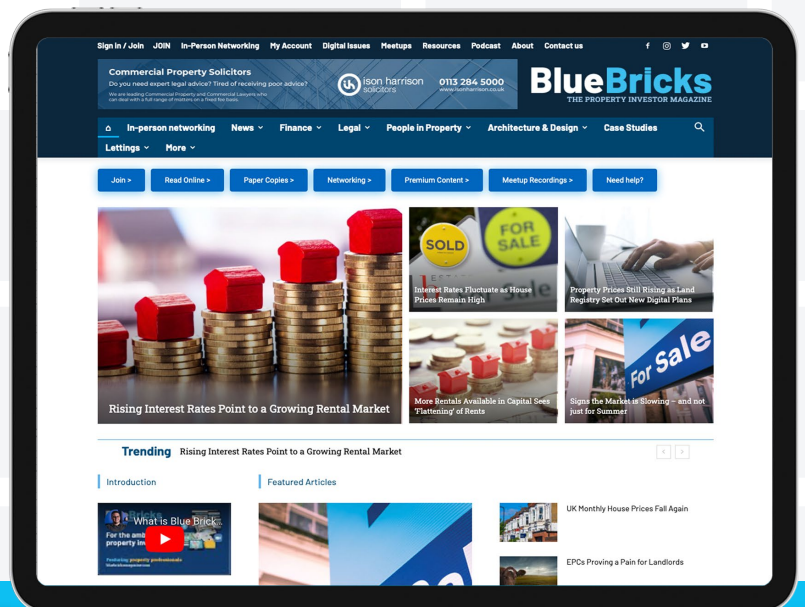
ADVERTISING DISCOUNTS

Each package comes with a discount depending on the length of the advertisement. We recommend a minimum of three months advertising to see the best results.

Discounts are as follows:

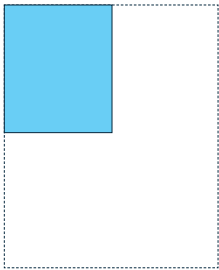
(Paid upfront). Guaranteed best placement.

DURATION	DISCOUNT
3 Months	5% off per month
6 Months	10% off per month
9 Months	15% off per month
12 Months	20% off per month

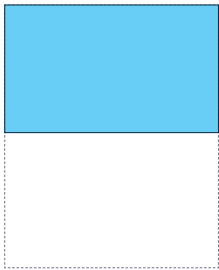


INDIVIDUAL COSTS

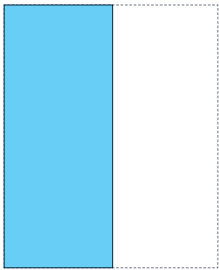
ADVERTISEMENT SIZE	COST
Quarter page	£270
Half page	£525
Full page	£997
Advertorial	£1,200
Front cover 1/3 page	£1,557
Back cover	£1,447
Inside front cover	£1,110
Inside back cover	£1,075



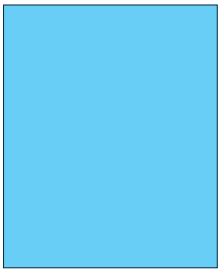
Quarter Page
105mm wide x 148mm high
Bleed: 3mm



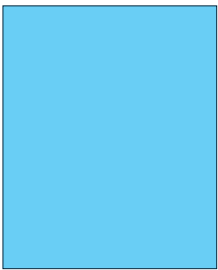
Half Page Horizontal
210mm wide x 148mm high
Bleed: 3mm



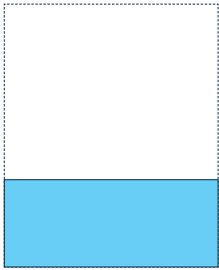
Half Page Vertical
105mm wide x 297mm high
Bleed: 3mm



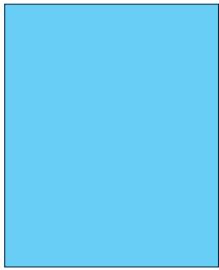
Full Page
210mm wide x 297mm high
Bleed: 3mm



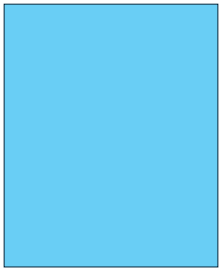
Advertorial
One page advertorial
Word count: 700 words



Front Cover 1/3 Page
210mm wide x 99mm high
Bleed: 3mm



Back Cover
210mm wide x 297mm high
Bleed: 3mm



Inside Front/Back Cover
210mm wide x 297mm high
Bleed: 3mm

TECHNICAL SPECIFICATIONS

All complete artwork must be provided as print-ready PDFs with embedded fonts and high resolution images, or alternatively as high resolution JPEGs. All files must be 300dpi (high resolution) and CMYK.

If any file is supplied with RGB or Pantone images or colours, we cannot be held responsible for any colour change as a result of converting them to CMYK.


Please add 3mm on all four sides and keep all text and logos 10mm from edge.

OPTIONAL COSTS

OPTIONAL EXTRAS	COST
Design of advert	£70
Writing of advert	£20
Social Media promotion for advertorials/magazine features	£35 per post
Dedicated email blast	£100
Sidebar advert on website	£70 (1 x month)
Banner advert on website	£200 (1 x month)
Dedicated podcast	£100
Podcast advert	£55
Promotion at one in-person event	£155

Bespoke packages available upon request



Contact  hi@bluebricksmagazine.com
for more information on our advertising
packages and for enquiries about
bespoke packages

Blue
Bricks
MAGAZINE