

# Blue Bricks

MAGAZINE



## Advertising Rate Card

## Advertising Rate-card

### How can I market with Blue Bricks Magazine?

We offer a variety of ways that businesses can advertise and engage with our audience in an effective way, an audience that isn't just from one region. As a business, we are expanding rapidly.



### Print Advertorial

Maximise the impact of your message by delivering it to our readers in the editorial design of the magazine (making it look like an article) full A4 page **£585**

### Print Advertisement

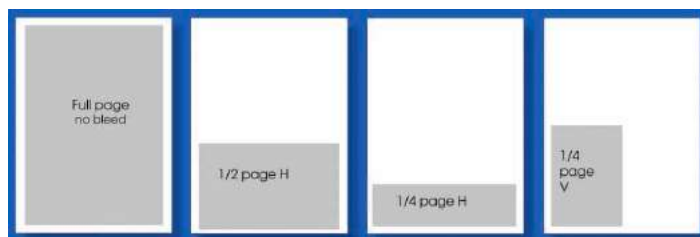
All advertisements must follow our advertising policy and be presented in PDF or high-res png format.

1/4 A4 page (V & H) **£125**

1/2 A4 page **£240**

Full A4 page **£450**

Full back page **£875**



### Email & SMS Marketing

Our members engage with us by email for things such as offers, coupons, promotions or value-added. So be sure that if you choose this method, your offer presents real, tangible value to our members for it to perform well.

Email shot to all magazine readers and members: **£1,500**

SMS message to all magazine readers and members: **£4,500**

*Email and SMS delivery is limited to one campaign quarterly.*

## Email Notifications

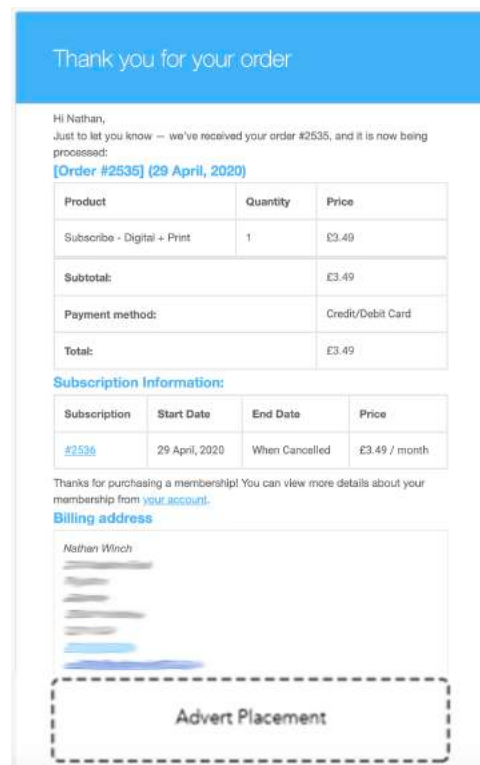
Have your logo and details in every user notification email, from 'Your copy has been shipped' to password update emails, appear in all the captive email messages that users **will** open.

A more permanent and effective form of email marketing, but is much less invasive; yielding much greater engagement from our members.

### All Notification Emails:

- When a newly registered magazine is shipped*
- When we communicate with a member*
- When a member's renewal payment fails*
- When a member reset's their password*
- When a member renews their membership*
- When a member updates their account information*

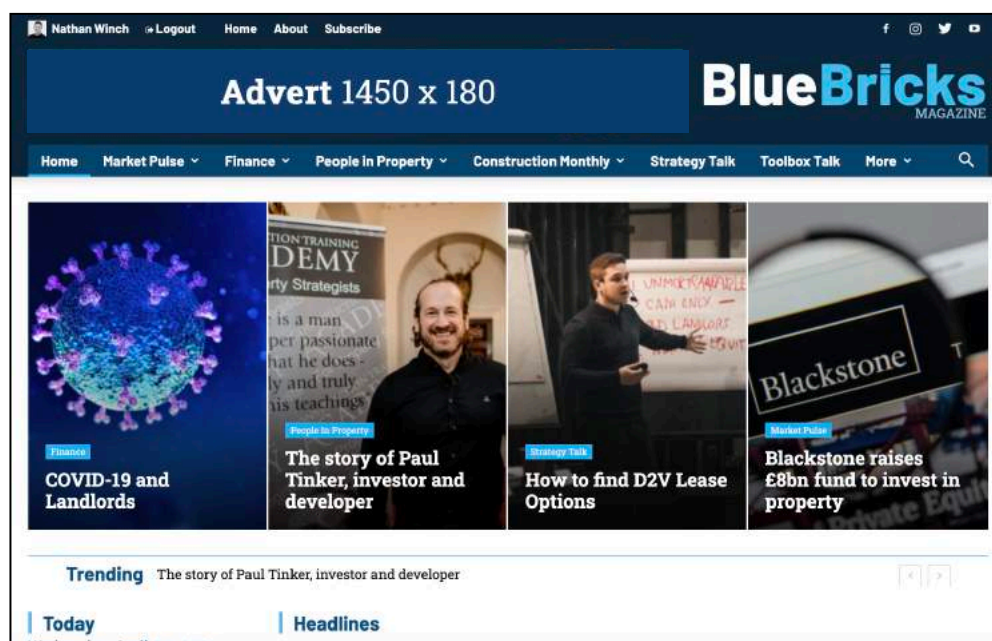
**£475** per month (term discounts)



37.5mm x 178.5mm

## Website Banner

Display your message at the top of every page on our website, in the form of a banner advertisement: **£1,750** per month (term discounts).



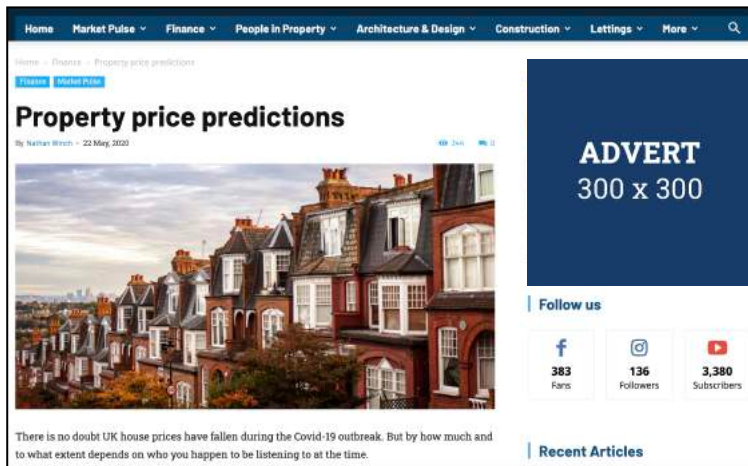
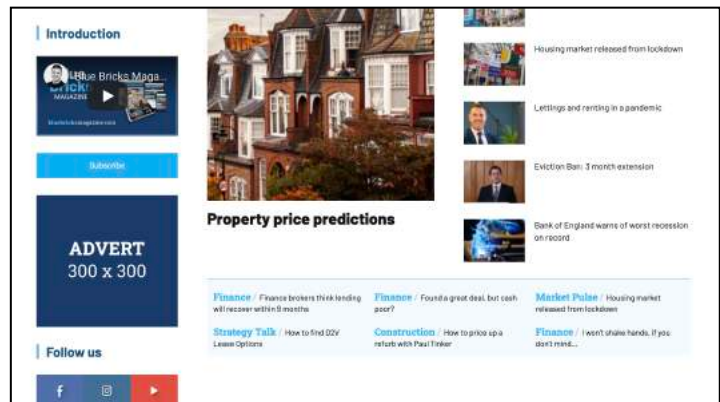
## Website Placement

We have a range of website placements to display your message to our 1,000+ weekly readers; within articles, sidebars and section sponsorship.

### Homepage Box Ad

Displayed on the homepage of the website as a 300 x 300 pixel advert with link.

**£365** per month



### Sidebar Ad

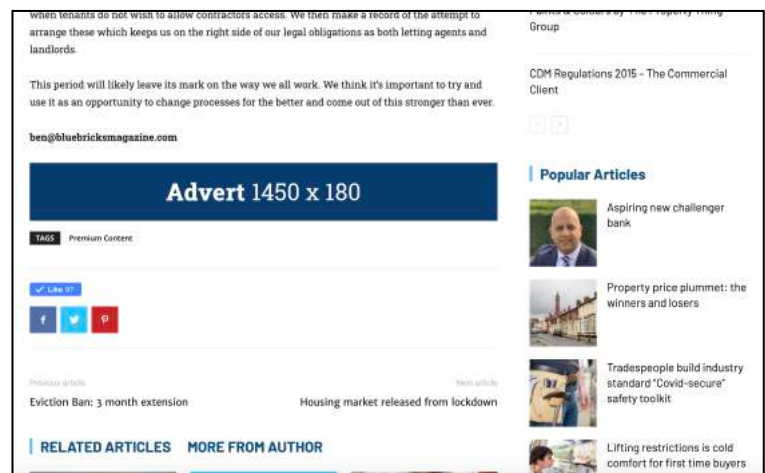
Displayed as a 300 x 300 ad with link on all pages featuring the sidebar, such as articles, checkout and account dashboard.

**£440** per month

### Article Ad

Displayed at the end of every article as a 1450 x 180 ad with link.

**£320** per month



We also offer a range of bespoke advertising arrangements, such as article or section sponsorship, pop-ups and monthly 'themes'.

## Content Platform Placement

Blue Bricks Magazine is not just a magazine. We are much more than that. We host a regular, bi-weekly podcast, meet ups, regular YouTube videos and much more. **Get access to our members across multiple content platforms.**

### Podcast Sponsorship

Sponsor an episode of our bi-weekly podcast.

**£250** per episode



### Networking Meet Sponsorship

Sponsor one of our famous networking meet ups, hosted both in person and virtually.

**£300** per meet up

### YouTube Video Sponsorship

Sponsor one of our YouTube videos across our multiple channels, directly to our thousands of subscribers.

**£450** per video



## Our Audience Demographics

Blue Bricks Magazine is a popular, growing publication with a wide ranging audience. All property investors (both aspiring and established) all looking for recommendations for services such as **legal, purchasing, tradespeople, maintenance, management, finance, lettings and sales.**

**5** Content  
**platforms**  
Print, Online, Podcast,  
YouTube & Networking

**^** High level of  
**engagement**  
across all our social  
media channels

**61%**  
Male members

**39%** Female  
members

**1,500+**  
Users per week  
and counting



# Our Advertising Guidelines

Blue Bricks Magazine Ltd, operating as Blue Bricks Magazine ("the Publication") as a publication operates to advertising guidelines and standards.

## General Principles

The placement of advertisements within the Publication will be coordinated to ensure that they do not compromise the the content of the Publication.

The Publication has approved categories of advertising that are acceptable for placement given the geo-demographics of the audience of our readers. The Publication reserves the right to refuse to promote or to remove any individual advertisement, which, in the opinion of the Publication, is considered inappropriate.

All adverts must adhere to the codes of conduct laid down by the Advertising Standards Authority (the "Code") and must not conflict with the Publication's aims and priorities, as well as the aims and priorities of the Publication's associates. The Advertising Standards Authority's Code includes provisions that marketing communications:

- Must be legal, decent, honest and truthful
- Must not bring advertising into disrepute, in addition must not bring the publication into disrepute
- Must conform to the Code
- Must respect the principles of fair competition

In addition to the categories listed immediately below, there may also be some specific controls and policies associated with individual placements, these will be assessed on a case-by-case basis.

Specific categories of organisations, products or services which may not advertise or be advertised in the Publication are as follows:

## Types of organisations:

1. Political organisations
2. Lobby groups
3. Manufacturers and distributors of tobacco products
4. Manufacturers and distributors of alcohol
5. Payday lenders

## Products:

6. Tobacco
7. Alcohol
8. Pornography and/or adult content
9. Gambling and betting services
10. Payday loans

## Disclaimer

Whilst every effort has been made to make sure the accuracy of the content of the advertisements contained in the Publication, the Publication cannot accept any liability for errors or omissions contained in any of the advertisements provided by an advertiser. The Publication does not accept any liability for any information or claims made by the advertisement or by the advertisers. Any inclusion of the Publication, or the Publication's associates' names on an advertisement or marketing communication should not be taken as an endorsement by the Publication or any of its associates or partners.