



## media pack 2009

### WRITTEN TO BE READ; READ TO BE GREEN

SELF IS NEITHER AN INSTRUCTION MANUAL,  
A SHOPPING CATALOGUE, NOR A MANIFESTO.

IT IS A **REAL** MAGAZINE, FOR **REAL** PEOPLE,  
WITH **REAL** CHOICES TO MAKE – GOOD CHOICES FOR THE BETTER.

**DEVELOP • DESIGN • BUILD • STYLE • LIVE**

*SELF: A MAG FOR LIFE.*

### a sense of Self...

Sustainability; it is big and it is clever. And, that's a good thing... we just never said it was easy. Achieving a more sustainable lifestyle is all about engaging responsibly with the issues and still being able to reach a clear decision. It's about getting good things done, better. And then, there's sustainable self-build...

#### **Sustainability begins at home**

If buying a home of your own is a famously stressful experience, then what price building one, and doing so sustainably, to boot?

Indeed, you don't even need to go so far as full new-build development – you can remodel, renovate, restore, refurbish, extend, adapt, convert, make over, do up.

The market for sustainable self-build has witnessed fierce growth in demand for expert advice and technical detail – on everything from ethical mortgage lenders, to low-flush loos; from building with straw bales, to choosing a replacement boiler; from specifying low-energy lighting, to

calculating the true cost of zero-carbon carpet. Practical examples and project case studies are essential.

The self-build life, though, also calls for a vision of coherence, often created out of the chaos on site. The natural desire is for the whole to be greater than simply the sum of the parts.

In short, self-builders need Sustainability to make sense.

#### **Self awareness**

Self is the new quarterly publication for Sustainable Lifestyle & Self-Build, from the creators of the leading UK magazine for Sustainability, Business & the Built Environment, *sustain*'.

Self is a magazine for people who are aware of *some* of the issues, ask *some* of the questions, have *some* of the answers, but need to know *more*.

Self means *more*: Written to be read; read to be green.

Self: *A Mag for Life.*



# THE TIME FOR **SUSTAINABILITY** TO FIND ITS VOICE IS NOW - THE MARKET NEEDS A **MEDIA PARTNER** THAT **UNDERSTANDS** THE ISSUES



sustainable lifestyle + self-build



## Self Knowledge:

Whilst mainstream interest in Sustainability might be a relatively recent phenomenon, Sustainability is not, *per se*, a new concept. At sustain' magazine, for 10 years and more since the publication's launch in 1998, the writing has quite literally been on the (office) wall:

"Sustainability is the word; the word is our business."

Quoted in broadsheets including the Guardian, the Sunday Times and the Sunday Telegraph, on topics ranging from alternative energy to eco kitchens, I have spent the decade, as Founding Editor of sustain' and now Publisher of Self, bending the ear of anyone prepared to listen to my urgent advocacy of sustainable lifestyles and business practice.

Now, the market dynamic is beginning to deliver. Now, personal demand is fuelling business supply. The time for Sustainability to find its voice is Now. Self is Now.

The market needs a quality media partner that understands Sustainability. Why else would an Editor like myself have been enlisted to act as Judge for such as the Environment Agency 'Water Efficiency Awards', the 100% Design/Detail 'Most Sustainable Product' Award, the Interbuild 'Most Sustainable Product' Award, plus the Dalsouple 'Transform the Future' Design Competition, with Kevin McCloud?

Sustainability matters. Communication matters.

Self knowledge matters.

Nobody has all the answers, but at Self, we ask a lot of good questions. We're in this together.

Jim McClelland MA - **EDITOR**

## Self: forward features

Issue 1	Issue 2	Issue 3	Issue 4
<b>DEVELOP</b> Green Mortgages On-site Renewables & Off Grid reSUS - Refurb & Restore	<b>DEVELOP</b> Community Build SUDS & Water Management reSUS - Refurb & Restore	<b>DEVELOP</b> Investment Values and Resale Green Demolition reSUS - Refurb & Restore	<b>DEVELOP</b> Location Extensions reSUS - Refurb & Restore
<b>DESIGN</b> Code for Sustainable Homes Timber Frame Natural Building Materials	<b>DESIGN</b> Passive Design Water - Is H <sub>2</sub> O the new CO <sub>2</sub> ? Living Roofs (Green & Brown)	<b>DESIGN</b> Prefabrication: Going Off-Site Open-plan & Upside Down Reclaimed	<b>DESIGN</b> EPCs & HIPS Outsulation Biomimicry
<b>BUILD</b> (Eco) Builders Merchants Brick & Block Insulation EPCs & Part L	<b>BUILD</b> Project & Site Management Timber Sourcing & Specification Sustainable Windows & Doors	<b>BUILD</b> Contaminated Land Plasterboard Building Management Systems	<b>BUILD</b> Waste Roofing Airtightness & Build Quality
<b>STYLE</b> Eco Kitchens Flooring & Floorcoverings Furniture	<b>STYLE</b> Eco Bathrooms Lighting Design Shutters, Louvres, Curtains & Blinds	<b>STYLE</b> Conservatories Stairs Fabrics	<b>STYLE</b> Home Office Anything But Paint (A.B.P) Vintage/period/antique/retro
<b>LIVE</b> The New Austerity Eco-Burial Low-Carbon Lifestyles	<b>LIVE</b> Online Shopping Landscaping & Biodiversity Health & Wellbeing	<b>LIVE</b> Transition Households Grow Your Own Eco-Pets	<b>LIVE</b> Time Banks Bikes & Storage Recycling & Compost

## news submission

Have you got an interesting project, or product,  
sustainable service, or solution?  
Then give us a call...

Call: **0161 830 5584** or  
email: [news@sustainmagazine.com](mailto:news@sustainmagazine.com)

## Self: submission deadlines

Issue	Synopsis	Editorial	Copy	Inserts	Issue	Synopsis	Editorial	Copy	Inserts
Sep '08 (V1.1)	27/06/08	25/07/08	13/08/08	22/08/08	Summer '09 (V1.3)	03/04/09	01/05/09	15/05/09	04/06/09
Dec '08 (V1.2)	12/09/08	03/10/08	31/10/08	19/11/08	Autumn '09 (V1.4)	05/06/09	03/07/09	31/07/09	09/08/09



# GROWTH IN THE **SELF-BUILD** MARKET IS FORECAST TO SEE THE SECTOR WORTH AN ESTIMATED **£5.5 BILLION BY 2010**

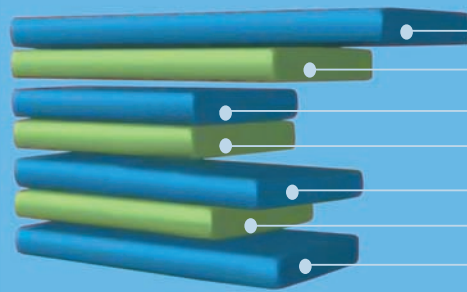


sustainable lifestyle + self-build

## Self: the routes to market

In addition to reaching an audience of Subscribers ranging from green architects and community developers, to sustainable self-builders and ethical consumers, Self magazine is to be sold and distributed quarterly through a portfolio of approved outlets, avenues and networks, as follows:

- Available to pre-order and buy online, on a range of professional, trade and consumer retail partner sites, with established visitor profiles and interest in matters of sustainable lifestyle + self-build;
- Available to pre-order, collect and buy at a programme of partner events - exhibitions, conferences, seminars, workshops, meetings, tours and visits - again with primary target delegate and attendee profiles.
- Available in-store, and through point-of-sale promotions at selected (Eco) Builders' Merchants and Trade Shops;
- Distributed with priority, via Official Media Partner & Sponsor Status, at a trio of major UK shows - 100%Design/100%Detail (leading contemporary interiors event, attracting 26,730 trade visitors, plus an audience of private consumers on the Public-Access Sunday); Interbuild (the industry's biggest building show, with over 44,000 buying visitors); plus Ecobuild (the world's biggest event for sustainable design, construction and the built environment attracting 24,000+ visitors in 2008).
- Mailed direct to an exclusive database of Advance Registrations - public- and private-sector, officers, professionals, contractors and specialists.



## Self: the market

Recent estimates have calculated the UK self-build market to be worth in the region of £4bn per annum, with growth in the sector forecast to see the industry valued at around £5.5bn by 2010.

Scope for expansion remains considerable. In the UK, self-build at present accounts for some 8-12% of all new housing stock – over 15,000 units a year – whereas figures for market share in some European nations exceed 60%.

A recent survey found the following: Sustainability is mainstreaming for prospective homebuyers – 92 % want to see sustainability options on new homes, and over half (52%) would be prepared to pay more.

Self-build is in the vanguard of this market dynamic.

## Self: readership profile

Reaching a target audience of up to 22,000 professionals and private individuals active in the fields of Sustainable Lifestyle & Self-Build, from low-energy architects to eco-worriers, the readership profile for Self Magazine comprises 5 principal reader groups:

### ★ DEVELOP(ers, landowners and property people)

Self-builders, housing co-operatives and community developers; land, estate and letting agents, planners, surveyors, valuers and assessors; investors, funders, lenders, financial and insurance advisors and brokers.

### ★ DESIGN(ers, engineers and project professionals)

Eco architects and designers, structural and building services engineers; sustainable and renewable energy professionals; conservation and heritage specialists; low-carbon building advisors, architectural and building management software consultants and providers, outdoor environments and landscape design consultants.

### ★ BUILD(ers, contractors and eco-tradespeople)

Eco-builders and project managers; builders merchants, specialist contractors, manufacturers and suppliers; energy, water and waste efficiency consultants; reclaimed and salvage materials brokers; specialists in renovation, restoration and refurbishment, timber sourcing and supply, natural building materials and recycled content, SUDS and renewables.

### ★ STYLE(rs and stylists, shoppers and stockists)

Interior designers and sustainable stylists; 'EthEco' (online) stores and stockists; furniture and fittings, product and services consultants and companies; wireless, home office and IT consultants and installers; kitchen and bathroom consultants; (interior and exterior) lighting designers; advisors on mobility matters and adaptability, allergy-conscious design, and feng shui

### ★ LIVE(rs of sustainable lifestyles, like you and me)

Sustainable lifestyle and wellbeing coaches, carbon counsellors and recycling advisors; specialists in cultural change and behaviour modification; community connectives and social networkers; Third Sector, voluntary and charity workers, groups and organisations; sustainable transport and travel consultants and advisors in 'EthEco' consumer principles and practice.

REACHING A TARGET AUDIENCE OF UP TO **22,000 PROFESSIONALS**  
& **PRIVATE INDIVIDUALS** IN SUSTAINABLE LIFESTYLE & SELF-BUILD -  
FROM **LOW-ENERGY ARCHITECTS** TO **ECO-WORRIERS**

## Self: advertising dimensions

Display ads	DEPTH(mm)	WIDTH(mm)
Double Page Spread	276 (trim)	426 (trim)
Inside Front Cover	276 (trim)	213 (trim)
Inside Back Cover	276 (trim)	213 (trim)
Outside Back Cover	276 (trim)	213 (trim)
Full Page	276 (trim)	213 (trim)
Half Page	126	185
Quarter Page Vertical	126	90



## Self promotion: advertising rates

Ad sizes available	Depth (mm)	Width (mm)	Price (1 insertion)	Price per issue (2 Insertions)	Price per issue (3+ Insertions)
Double Page Spread	255 (trim)	350 (trim)	£3680.00	£3312.00	£3128.00
Inside Front Cover	255 (trim)	175 (trim)	£2270.00	£2043.00	£1929.00
Inside Back Cover	255 (trim)	175 (trim)	£2270.00	£2043.00	£1929.00
Outside Back Cover	255 (trim)	175 (trim)	£2390.00	£2150.00	£2030.00
Full Page	255 (trim)	175 (trim)	£2045.00	£1840.00	£1738.00
Half Page	105 (trim)	154 (trim)	£1278.00	£1150.00	£1086.00
Quarter Page	105 (trim)	75 (trim)	£798.00	£718.00	£678.00

Plus 20% for guaranteed positions

For all Full Page and Double Page Spread adverts allow a 3mm bleed all round with a 15mm inset margin for the recommended type area.  
(Total type area for an A4 Page 267mm x 180mm)

For a Double Page Spread please allow a 15mm gutter margin.  
(this is to avoid any text being lost in perfect binding)

### Give us a call...

For further information or to discuss the positions and sizes still available call,

Rob Hill on:  
**0161 830 5577**

## editorial submission guidelines

★ **Feature Articles** - In addition to articles authored in-house, we commission feature material, particularly from an expert technical and/or professional perspective. Pieces start at approximately 900 words – however, article length is issue-specific and best discussed on a case-by-case basis at time of commissioning.

Submission proposals are welcome, but in order for them to be considered for commissioning, a concise 50-100-word synopsis is required, clearly outlining the feature idea. As a full-colour magazine, pictures and illustrations are an essential part of any feature article. Please also give details of picture sources (if any) and type of visual material available.

★ **Case Studies** - Usually run between 250 - 300 words with two to three pictures. Any number of proposals for case studies can be submitted, but for consideration purposes, a very brief outline is required detailing the type of project. Please also state the nature and availability of pictures/illustrations

★ **News Items** - These can be submitted at any time and can be any length. We accept press releases, via post, email or fax.

On receipt of an enquiry, a member of the Editorial Team will be in touch to discuss ideas, word length, deadlines, as appropriate.

## Self sister-magazine: **sustain'**

- sustain' is the only dedicated UK magazine for Sustainability, Business and the Built Environment.
- Independent and editorially driven, the magazine is published bi-monthly, in a full colour A4 format.
- Every issue, sustain' reaches a B2B target audience of up to 42,000 readers.
- The magazine is supported by an Editorial Board drawn from across the business spectrum of sustainable development.
- Founded back in 1998, sustain' champions belief in the business case for Sustainability, taking the message to the mainstream.



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sustainable lifestyle + self-build  
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