

# SelfBuild & Improve YOUR HOME

Why are we Ireland's most successful self-build & home improvement magazine?

**We write from a local perspective using expert writers with a knowledge of local issues.**

✓ Local suppliers ✓ Local prices ✓ Local conditions ✓ Local rules and regulations

**We have a unique circulation!**

- ✓ Published Quarterly In IRELAND About IRELAND
- ✓ Print Run For Each Issue: 12,000 Copies. The proven, most successful way to really target your advertising and reach new customers
- ✓ Posted **FREE** every month to Private Residential Planning Approvals
- ✓ Full Newsagent Distribution throughout Ireland for a full Three Months
- ✓ Over **13,000 copies** sold every year at our shows
- ✓ Posted Free to all Architects in Ireland (involved in self-build)
- ✓ Digital version available online



## RATE CARD 2012

### COST PER ISSUE

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<b>Inside Front</b>	£1,425	€1,710
<b>Premium Page*</b>	£1,375	€1,650

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### EDITORIAL OPPORTUNITY:

Where there is a new product or service relevant to our target market, **FREE EDITORIAL** is available to support advertisers. We also like to use images of advertisers' products to illustrate articles.

## 2012 Feature List:

### SPRING 2012

(Copy deadline: 2 Dec 2011, publishing 24 January 2012)

- Over the Counter: Timber
- Building in... Connaught
- How to create a wildflower meadow
- Kid friendly homes
- Building a home with materials sourced in Ireland and refurbish a cottage with vernacular materials
- International inspiration
- Co Cork extension case study
- Co Antrim extension case study
- Create a 'feeling of space'
- Window & door furniture

### SUMMER 2012

(Copy deadline: 16 March, publishing 17 April)

- Over the Counter: home automation • Building in... Leinster
- Alien attack - how to tackle invasive species
- Self-build nightmares: what can go wrong
- Agreement/standards
- International inspiration
- BER, how to comply with flying colours • Heathfield hall case study
- Skerries case study • Countertops
- Creating more space within existing footprint • Laying floors

### AUTUMN 2012

(Copy deadline: 15 June, publishing 17 July)

- Over the counter: wall coverings
- Building in... Munster
- Autumnal colour - foliage and why plants change colour
- International inspiration
- Eco-build on a shoe string
- Straw bale construction case study
- Accounting
- How Builder's Merchants operate
- Ranelagh refurbishment case study • Typical extension designs
- How to make shelves
- Wallpapering

### WINTER 2012

(Copy deadline: 14 September, publishing 23 October)

- Over the counter: heat emitters
- Wood burning stoves
- Building in... Ulster
- Soil not toil - organic principles and how to tackle its limitations
- International inspiration
- Sustainable communities
- Sanitary ware
- 50k domer bungalow renovation project in Cork
- Treating wood problems
- Extensions pitfalls

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