



ONLINE ADVERTISING & SOCIAL MEDIA PACKAGES

Established in 2013 Fenestra Build gives you the **ultimate digital marketing package.**

Our database encompasses the ever growing builder/installer sector, as well as architects, surveyors, specifiers, contractors and house builders.

We produce a Smart Magazine – The FlipBook, which has many unique features, allowing for the best online reading experience.

Along with this we also produce a mailer (E-Newsletter); which keeps our readers informed of your products and news, on a regular basis.



Christina Shaw
Managing Director



Why choose Fenestra Build

OUR DATABASE

We email our fortnightly newsletter and online magazine to **38,000 UK builders, installers and architects**. This is the largest online portal for the window industry, allowing you to target the builder/installer growth sector.

CONSUMER ENQUIRIES

Through our online portals **we receive enquiries from the end user**, which are passed onto our advertisers.

RESPONSE LEVELS

All of our press releases have the amount of views clearly shown on each website post, so **you can check it at any time to see how many people have read your story**.

SIMPLE AND FUNCTIONAL

Our FlipBook format is designed to be **simple to read online**, and includes the **option to click through and enquire**, making it easier for people to get in touch.

COST EFFECTIVE

Probably **the most cost effective offering you will find**. We encourage the use of press releases which cost very little for high impact. Once you pay for a PR on our mailer, you receive free coverage on all other platforms including a full page in our FlipBook. Your coverage is spread out over a month, repeatedly getting your message in front of our readers. For companies wishing to take an advertisement, we support this with free editorial coverage.

ENVIRONMENTALLY FRIENDLY

No paper, online only publication.





to promote your business?

DISTRIBUTION

EMAIL DISTRIBUTION: **38,000**

WHO DO WE GO TO?

Architects & Specifiers: **34%**

- Tenders & Planning Approvals
- Construction & Building Projects
- Social Housing
- Public Sector
- Retail Developments

We mail to **13,400**

All Material Window, Doors & Conservatory Fabricators & Installers: **28%**

- All Material Window, Door & Conservatory

We mail to **9,600**

Builders & Contractors: **26%**

- New Build (Commercial & Residential Developments)
- Extensions
- Renovation & Refurbs

We mail to **11,500**

Major Building Companies: **9%**

- House Builders
- Property Developers
- Major Property Maintenance

We mail to **3,500**

Other: **3%**

To find out costs and for any further information please email: christina@fenestrabuild.co.uk

FEATURES 2020



GUEST EXPERT SPEAKER'S EVERY MONTH, COVERING:

- Roofing
- Aluminium & Steel
- Exhibitions and Networking
- Secondary Glazing
- Composite Doors
- Shaped & Coloured Products
- Timber Windows
- Hardware & Security
- Vertical & Heritage Sliders
- Orangeries
- Large Span Sliding Doors
- Skylights & Roof Lanterns

OUR REGULAR, MONTHLY FEATURES

- It's All About You! – People Interview's
- Buyers Guide
- Product News
- Industry News



JANUARY

Roofing – Extensions,
Renovations & New Build

FIT Show Preview
12-14 May 2020

FEBRUARY

Aluminium & Steel
Shaped & Coloured Products
Energy Efficiency

FIT Show Preview
12-14 May 2020

MARCH

Orangeries & Conservatories
Roofing – Extensions,
Renovations & New Build

FIT Show Preview
12-14 May 2020

APRIL

Bi-Folding & Sliding
Door Expert

Secondary Glazing
FIT Show Preview
12-14 May 2020

MAY

Composite Doors
Orangeries & Conservatories

FIT Show Preview
12-14 May 2020

JUNE

Roofing – Extensions,
Renovations & New Build
Shaped & Coloured Products

FIT Show Review

JULY

Timber Windows
Skylight & Roof Lantern Focus
FIT Show Review

AUGUST

Hardware & Security
Energy Efficiency
& Sustainability

SEPTEMBER

Aluminium & Steel
Vertical & Heritage Sliders

OCTOBER

National Home Security
Month
Orangeries & Conservatories
Flood Resistant Windows
& Doors

NOVEMBER

Large Span Glass Doors
Shaped & Coloured Products

DECEMBER

Product Review 2020
Skylights & Roof Lantern Focus

ADVERTISING OPTIONS & PRICES

FLIPBOOK ADVERTISING & PR COVERAGE

	DOUBLE PAGE SPREAD 420mm (w) 210mm (h)	FULL PAGE 210mm (w) 297mm (h)	HALF PAGE 210mm (w) 148mm (h)	QUARTER PAGE 129.5mm (w) 156mm (h)	*PR ITEM	FRONT PAGE
COST PER INSERTION X 1 INSERTION	£650	£325	£195	£95	£75	£495
COST PER INSERTION X 2 INSERTIONS	£620	£308	£185	£90		
COST PER INSERTION X 3 INSERTIONS	£580	£290	£175	£85		
COST PER INSERTION X 4 INSERTIONS	£550	£270	£165	£80		
COST PER INSERTION X 5 INSERTIONS	£520	£260	£150	£75		
COST PER INSERTION X 6 INSERTIONS	£480	£240	£140	£70		

*Press Release coverage includes the mailer, the FlipBook, website, Facebook and Twitter.

FORTNIGHTLY MAILER & WEBSITE

	SIDE BANNER 160 pixels (w) 140 pixels (h)	CENTRE BANNER 576 pixels (w) 150 pixels (h)
COST PER INSERTION X 1 INSERTION	£140	£160
COST PER INSERTION X 4 INSERTIONS	£125	£145
COST PER INSERTION X 6 INSERTIONS	£115	£135
COST PER INSERTION X 8 INSERTIONS	£110	£125
COST PER INSERTION X 10 INSERTIONS	£100	£115
COST PER INSERTION X 12 INSERTIONS	£95	£105

These prices include a banner ad on our mailer and the Fenestra Build Website. The mailer is fortnightly. Prices are per insertion and invoiced on a fortnightly basis.

COMPLETE DIGITAL MARKETING PACKAGE

£4,200 + VAT

for the year (one invoice)

**SPECIAL
OFFER!**

- FlipBook x 10 Double Page Spread Ads
- Fenestra Build Website Banner ad x 12 month duration
- Fenestra Build Mailer Banner ad x 12 month duration
- Free PR: All PR's are converted into a full page for The FlipBook
- 1 Company Profile
- 1 Double Page 'It's All About You' Interview
- Guest Speaker in a chosen edition, along with a double page spread article
- Direct Email Campaign x 3 Individual Campaigns

All prices + VAT

www.fenestrabuild.co.uk



**"GET IN
TOUCH!"**

Christina Shaw

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