



Fenestra Build



FENESTRATION NEWS FOR THE BUILD SECTOR

Fortnightly Ezine
49,300 CONTACTS

MEDIA PACK **2014**

THE CONCEPT BEHIND

Fenestra Build



Having been involved in the fenestration industry for 15 years, I've seen the market change dramatically, with all of the ups and downs and the constant introduction and product innovation.

I speak to a lot of people and I'm always interested in hearing which products are selling and into which market.

For example, it has become more and more apparent over the last few years, fabricators have looked to expand their customer base, now selling directly to house builders, small builders, as well as the general construction & commercial sectors. It would appear that many companies have grown tired of the 'pile em high, sell em low' strategy, preferring instead to enjoy a higher profit margin.

While many in the fenestration industry have been doing this for years, there are those who want to target the new build arena, but as yet, have not had a route to market. The people who already deal with this sector have a massive choice of advertising platforms, with all of the general new build and building magazines available, but as yet, there has never been anything specifically designed for the fenestration industry.

THIS GOT ME THINKING...

If I could obtain quality data, would the window industry want to use it to get their products in front of these sectors?

For the past two years I've been researching a new publication specifically for the fenestration industry, to allow companies to sell products to the new build sector, whilst also reaching architects and specifiers, the commercial sector, general builders, major contractors, and fabricators and installers.

To help me decide if it was a feasible project, I needed to establish the potential. I spoke firstly to a number of key industry contacts and was surprised to learn that all of them were interested in this concept.

This was encouraging but I needed more solid backup. Therefore, in June 2013, at the FIT Show, I carried out a survey to help me establish a rigid platform to carry this forward. Almost 300 questionnaires were completed.

AMONG MANY OF THE QUESTIONS, WE ASKED:

"If you could reach a wider audience (i.e. builders) would you sell them your products?"

90% of people answered yes.

"Do you currently sell your products to: builders/architects/end-user/new build sector?"

The majority of people answered yes, but when we looked into this further we found the quantity of products sold to builders (particularly new build) were minor, almost by default as these companies weren't actually marketing themselves to the new build sector.

"Of all the products in the marketplace, which do you see as a growth product?"

The answers were: orangeries, glass houses, bi-folding doors, solid roofs and composite doors.

Many companies clearly specified they already sold to, or would like to sell their products to the wider building trade, as well as mentioning the higher end products as the ones with most growth potential.

With this in mind, I finally decided that the fenestration industry would benefit from this new publication.

The data came next. How many contacts were there? The natural choice was to speak to Insight Data, who specialise in data for the fenestration industry. From our initial enquiries, we have worked together to develop the Fenestra Build database:

As you can imagine, with so many contacts, the sensible option was to look at an online format.

And so, Fenestra Build was born! It is exactly what it says: fenestration news for the build sector.

Our web developer has worked on the format for a number of months, as it is imperative people can view the ezine on tablets and smart phones on site, as well as looking good and being functional on desk tops. You will find Fenestra Build easy to view and compatible with all devices.

The ezine is fully supported by our website:
www.fenestrabuild.co.uk

Christina Shaw

Christina Shaw, Managing Director, Fenestra Build Ltd

BREAKDOWN OF DATA

Builders / Contractors – 12,000

- New build (commercial/residential one off or small developments)
- Extensions (building extension or conservatory)
- Renovation/refurbishment (general building works)

Major building companies – 4,300

- House builders
- Property developers
- Major property maintenance companies

Architects – 15,000

- Tenders and planning approvals
- Construction and building industry
- Social housing
- Public sector
- Retail development

Fabricators & Installers – 14,000

- All material, windows, doors and conservatories

Miscellaneous – 1,000

- Glass manufacturers/IGU
- Machinery manufacturers for the fenestration industry
- General contacts

TOTAL CONTACT LIST: 49,300

FENESTRA BUILD EZINE CATEGORIES



CONTACTS

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DEADLINES	ISSUE DATES
Friday 28th February 2014	Thursday 6th March 2014
Monday 17th March 2014	Thursday 20th March 2014
Friday 28th March 2014	Thursday 3rd April 2014
Monday 14th April 2014	Thursday 17th April 2014
Monday 28th April 2014	Thursday 1st May 2014
Monday 12th May 2014	Thursday 15th May 2014
Friday 23rd May 2014	Thursday 29th May 2014
Monday 9th June 2014	Thursday 12th June 2014
Monday 23rd June 2014	Thursday 26th June 2014
Monday 7th July 2014	Thursday 10th July 2014
Monday 21st July 2014	Thursday 24th July 2014
Monday 4th August 2014	Thursday 7th August 2014
Monday 18th August 2014	Thursday 21st August 2014
Monday 1st September 2014	Thursday 4th September 2014
Monday 15th September 2014	Thursday 18th September 2014
Monday 29th September 2014	Thursday 2nd October 2014
Monday 13th October 2014	Thursday 16th October 2014
Monday 27th October 2014	Thursday 30th October 2014
Monday 10th November 2014	Thursday 13th November 2014
Monday 24th November 2014	Thursday 27th November 2014
Monday 8th December 2014	Thursday 11th December 2014
Monday 15th December 2014	Thursday 18th December 2014

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FENESTRATION NEWS FOR THE BUILD SECTOR

22
ISSUES
PER YEAR!

PRICE LIST

Each issue is mailed out once a fortnight to 49,300 contact!

EARPIECE ADS

Only two spaces available.

£395 per issue. **Ad Spec:** 187px (w) x 144px (h).
Minimum booking six insertions, consecutive.

MAIN TICKERTAPE AD

Just one space available.

£395 per issue. **Ad Spec:** 700px (w) x 40px (h).
Minimum booking six insertions, consecutive.

CENTRE COLUMN AD

Main body of the publication.

£325 per issue. **Ad Spec:** 700px (w) x 85px (h).
Minimum booking four insertions, consecutive.

SIDE BANNER AD

News section.

£295 per issue. **Ad Spec:** 190px (w) x 165px (h).
Minimum booking four insertions, consecutive.

PRESS RELEASES

£90 per issue.

6 MONTH BLOCK BOOKINGS

Discounts available.

Please email or call Christina.

12 MONTH BLOCK BOOKINGS

Free website coverage available as well as discounts and further marketing support.

Please email or call Christina

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