



MEDIA INFORMATION 2014

Why BSEE?

BSEE is the publication of choice for the building services industry, offering an authoritative voice on subjects which matter to our readers.

We don't claim to know everything about the industry but we are in touch with people who do and because of this we are able to publish a range of features which cover all aspects of the industry from new products and legislation to comments from industry leading individuals.

BSEE is requested by individuals with a diverse range of interests and responsibilities within the building services industry, ranging from architects and specifiers to engineers and facilities managers – all of whom trust us to bring them the true facts about what is happening in the industry every month.

In addition to the magazine we now have a range of supplements which provide in-depth information about specific parts of the industry ensuring that BSEE remains the leading magazine for the building services industry.

BSEE has been the magazine of choice for over 30 years and continues to lead the way in an ever changing industry, making it the only magazine which will ensure your message gets to the people that matter.

Publication Contacts

Editor

Tracey Rushton-Thorpe
T: +44 (0)1733 266990 E: trushtonthorpe@datateam.co.uk

Sales Executive

Clare Rixon
T: +44 (0)1622 699191 E: crixon@datateam.co.uk

Advertisement Manager

Robert Gouge
T: +44 (0)1622 699117 E: rgouge@datateam.co.uk

Editorial Programme 2014

JANUARY

Energy Management Water Treatment Cable Management

FEBRUARY

Supplement – Boilers & Hot Water
Building Controls Indoor Air Quality Thermal Imaging

MARCH

Ecobuild Show Preview
Solar Power Heat Pumps Air Conditioning

APRIL

Supplement – Schools
Pumps Combined Heat and Power Boilers & Hot Water

MAY

Supplement – Air Conditioning
Lighting Fire & Safety Renewable Technology

JUNE

Supplement – Building Controls & KNX
Water Treatment Maintenance and Refurbishment
Chilled Ceilings and Beams

JULY

Training Building Controls Air Conditioning

AUGUST

Supplement – Lighting
Ventilation Energy Management Wireless Technology

SEPTEMBER

Air Conditioning Boilers & Hot Water Indoor Air Quality

OCTOBER

Building Controls Show Preview
Heat Pumps Fire & Safety Training

NOVEMBER

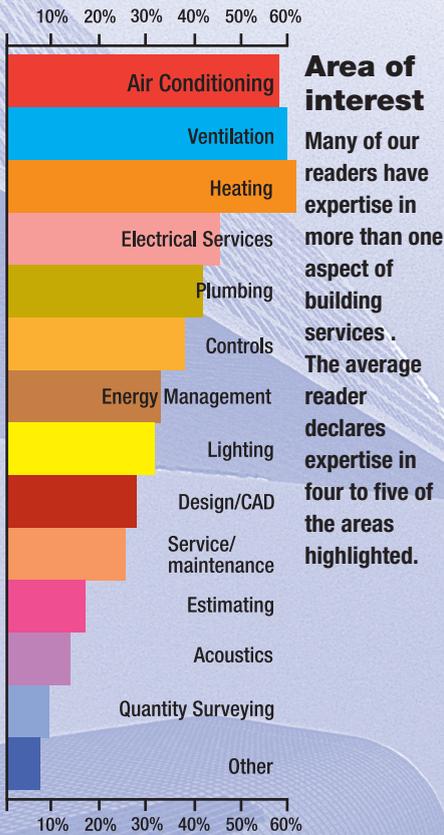
Supplement – Boilers & Hot Water
Building Controls Cable Management Energy Management

DECEMBER

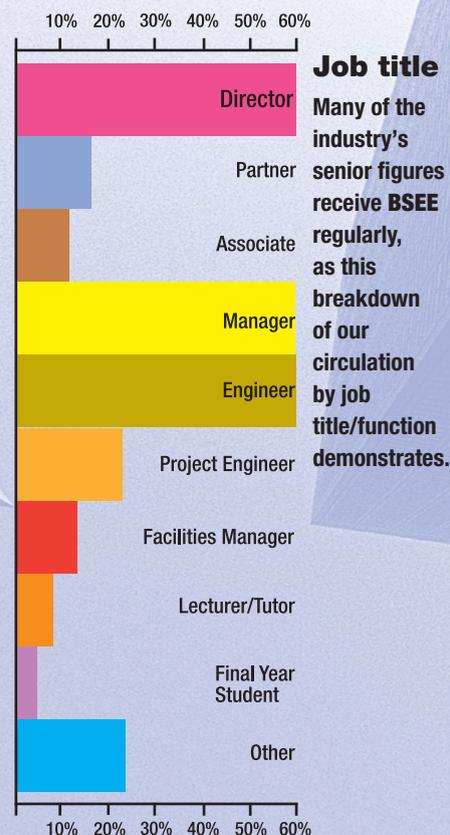
Supplement – Schools
Chilled Ceilings and Beams Maintenance and Refurbishment
Pumps

REGULARS INDUSTRY NEWS INSTALLATION NEWS PRODUCT FINDER INDUSTRY COMMENT

Area of interest



Job title



Types of organisation



Types of organisation

BSEE's readers work for every conceivable type of company and organisation - from consultants and contractors to end user, from manufacturers to the public sector and in research and education. Others include industrial/commercial user, Government, Local Government, hospital authority, distributor/agent, manufacturers of building services plant and equipment, research/education, institution or trade association.

Recruitment

The recruitment section in BSEE remains one of the best in the industry and is regarded as a must-read by any potential candidate.

This is now backed up in two ways. Firstly with a dedicated recruitment website at: www.jobs.bsee.co.uk which gives you the benefit of getting your job out to thousands of potential candidates - quickly. Secondly, with our recruitment e-newsletter that is sent out to 23,474 registered email addresses each month.

Finding the right candidate is hard enough – we can't promise to interview them for you but we can promise to provide the best response and the highest quality of candidates than any other magazine in the building services industry.



Buyers Guide

The Buyers Guide which appears in BSEE on a monthly basis is a comprehensive guide to companies which supply products and services to the building services industry.

Arranged under headings which represent all areas of the industry, it provides a simple and cost-effective way for companies to promote their services to a wide range of readers who have responsibility for specification and installation on numerous projects both large and small.

Product Finder

This is a great way to promote company products or news stories in an established section of the journal.

Each entry includes approximately 180 words of text, a full colour image and the company web address. These entries also have the opportunity to be included on our e-newsletter and online at www.bsee.co.uk

Please email your press release to Tracey Rushton-Thorpe.



Online

On the web

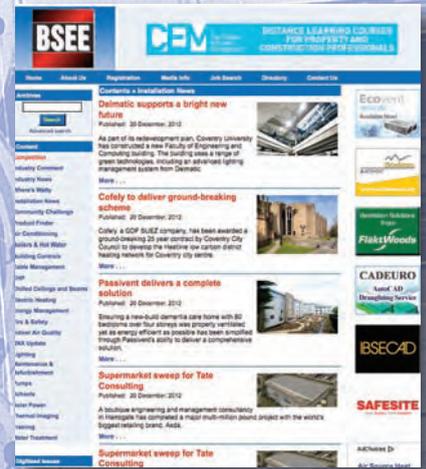
Our website at: www.bsee.co.uk continues to go from strength to strength with industry professionals regularly commenting that it is an essential tool to keep up to date with what is happening in the industry.

Updated on a regular basis, the website boasts an extensive archive of news and features covering every aspect of the industry and provides an excellent opportunity for you to get your name in front of the thousands of people who visit the site every month. We also have an online directory allowing our online users to find the contacts they need quickly.

E-Newsletter

In addition to our website we have the monthly e-newsletter that allows you to communicate your message to our growing database of subscribers - and guarantee that it will be seen.

For more information on our online & e-newsletter opportunities please contact our sales executive: Clare Rixon



E-mail Casting

We have a database of over 23,000 individuals who have agreed to receive third party information via email.

Building Services Directory 2014

The annual directory will cover all aspects of the Building Services Market. The Directory will be available to subscribers to BSEE as well as anyone who operates within the controls industry.

We can now be found on facebook and twitter



www.facebook.com/BSEEmagazine



www.twitter.com/BSEEmagazine

Advertisement rates

Size (colour)	1 Month	3 Months	6 Months	12 Months
A3				
DPS	4990	4740	4491	4241
Full Page	2990	2840	2691	2541
Half Page	1990	1890	1791	1691
Qtr Page	1090	1035	981	926

NOTE: SPOT COLOUR & MONO RATES AVAILABLE

Buyers Guide

A simple way for businesses to offer their services to the industry.

Size: 60 x 84mm

3 issues - £300.00 6 issues - £540.00 12 issues - £960.00

Price inclusive of logo, contact details, picture of products and a full colour image.

New headings are available on request.

Please note: Entries will be invoiced for the full amount on publication of the first entry. Entries are for 3 issues, 6 issues & 12 issues and are not subject to cancellation. All prices are exclusive of VAT.



A3 Sizes

A3 Double Page Spread		A3 Full Page	A3 Half Page (Vertical)	A3 Half Page (Horizontal)	A3 Quarter Page
Bleed	386 x 566mm	Bleed	386 x 286mm	Bleed	386 x 141mm
Trim	380 x 560mm	Trim	380 x 280mm	Size	358 x 128mm
Type area	357 x 543mm	Type area	362 x 260mm	Size	175 x 260mm
				A3 Quarter Strip (horizontal)	
				Size 86 x 260mm	

Technical specifications

QuarkXPress, Adobe Illustrator, Adobe Photoshop

Images

All images in the file must be high resolution (300 dpi).

Colour images must be saved in CMYK mode as TIFF or EPS format.

Do not use RGB images.

Try not to use JPEG images. Convert them to EPS or TIFF format.

If you have to send JPEG images you must inform us.

Any images with clipping paths must be saved as EPS format, otherwise the cutout will not work.

★ Because of issues with PDFs produced directly in InDesign and Adobe Illustrator, we do not accept any responsibility for errors occurring in the final print run. We suggest these formats are made and supplied as TIFF or EPS files. ★

Adobe Acrobat PDF Version 1.3

Adobe Acrobat Distiller 5.x is the required software for creating pass4press version 2 compliant PDF files. (PDF files created with other software, such as Agfa Apogee, must conform to the pass4press specifications and include page geometry information).

Files must be PDF version 1.3 or later.

All files to be supplied as composite CMYK (if a spot colour is required please contact the publisher). Where necessary a bleed area of 3mm must be contained within the file.

Files must contain crop marks.

All images contained within the PDF must be high resolution (300 dpi recommended) CMYK format.

All fonts must be embedded.

Any trapping requirements should be applied by the file creator.

No trapping will be applied by the printer.

Combined colour ink density must not exceed 300%.

Files must be submitted as single pages.

Submitting Material

Preferred Method

By post on CD with colour proof to our origination department Design & Media Solutions, Towil Hill, Maidstone, Kent ME15 60S
by E-mail - phone 01622 681366 for account handler's E-mail address
or by FTP - phone 01622 681366 for details

Naming the Files Correctly

Publication Name + Month of Publication + Advertiser Name