



The Buzz 2nd Generation:
 The magazine is part of our communication commitment to our membership – it is our flagship publication and reflects the energy and professionalism of the organisation, it's time for the next stage in its development...

the fbe Forum for the Built Environment
the buzz
 The right conversations with the right people

Media Pack



New era for FBE, new age for The Buzz!

The Buzz magazine was launched in May 2009 to engage, inform and update the membership on fbe's activities nationally and regionally. As fbe's flagship publication, it is designed to act as a communications tool between members, reflecting their energy, enthusiasm and commitment to the construction industry but also to offer the wider construction, property and development sector an introduction to fbe as the premier networking organisation for the industry and how it can help professionals to have 'the right conversations with the right people'.

As fbe continues to be recognised as the only, cross-platform networking organisation for construction and development professionals, so too does The Buzz strive to be an authoritative and knowledgeable mouthpiece for the industry. Fbe members are at the forefront of their respective disciplines and it is through this vehicle that their news, views and opinions are shared.

The Buzz is issued to fbe's entire membership, is accessible online and as a pdf download. Fbe's branch officials also have stock copies for meetings and events, making The Buzz an ideal networking aid or follow-up tool.

READERSHIP & CIRCULATION



- ▶ Membership database: 2000
- ▶ Opportunity To See (OTS): 8000

INCLUDES:

- Front cover logo
- Single page feature article *(included in one issue of the magazine)*

£1500.00 +vat

Technical Specification

- ▶ 2 colour photos (300dpi, high resolution)
- ▶ Company logo (300dpi, high resolution)
- ▶ 400-500 words

THE STING - ASK THE EXPERT COLUMN



- One colour photo & company logo (300dpi, high resolution)
- 50 word expert bio
- 450 words
- £250.00 +vat**

BEELINE - CLASSIFIED AD COLUMN



- 75 word max
- £50.00 +vat**
per slot

CORPORATE INSERTS LEAFLETS/FLYERS

- Additional Inserts, max one to be supplied, approved and printed in quantities by advertiser organisation per issue
- £1,000 +vat** per issue
(on print runs of 3,500)



DISPLAY ADVERTISING

Technical Specification

- ▶ Full page back cover advert £1250 + vat
Type Area (265mm deep x 186mm wide)
Full Bleed (303mm deep x 216mm wide)
- ▶ Half Page Advert (130mm deep x 186mm wide) £500 + vat
- ▶ Quarter Page Advert (130mm deep x 90mm wide) £250 + vat

Artwork required as CMYK high resolution (300dpi) PDF (to PDFX1a settings with fonts embedded). Or CMYK, 300dpi TIF or JPEG file.

EDITORIAL TEAM

For details and deadlines please contact:



**Managing Editor -
Adrienne Vaughan**

adrienne@avapr.biz

A trained journalist, Adrienne worked for IPC Magazines in London before moving to regional newspapers and then into PR. Adrienne founded AVA PR, one of the Midlands leading corporate communications consultancies, ten years ago and the company specialises in property, development and construction. Adrienne is fbe's regional director for the East Midlands and is responsible for The Buzz, from concept through to publication.

**Editor -
Natalie Thew**

natalie@avapr.biz

Natalie is an associate director with AVA PR and is responsible for several of the consultancy's largest accounts, with a particular emphasis on corporate literature and magazines. As editor of The Buzz, Natalie project manages each issue, co-ordinating the features and sales teams, directing the layout alongside the design studio and liaising with the printers to ensure delivery to deadline. Natalie is CIPR accredited



**Advertising Manager -
Michelle Tayton**

michelle@avapr.biz

Michelle joins The Buzz from the Ocean Media Group, having worked for over 12 years managing the annual Event Production Show in London's Olympia and publishing Access All Areas, the leading event industry magazine. Michelle extensive experience in corporate publishing means she is the ideal candidate to manage the advertising sales on behalf of The Buzz and this will be her primary responsibility.



**Features Correspondent -
David Burton**

david@avapr.biz

David is AVA's PR & Digital Media Executive, with responsibility for supporting the account directors with day-to-day client management together with co-ordinating social media strategies for both the consultancy and its clients. As features correspondent, David is the first point of contact for Branch PRO's and is a full-time copywriting resource for The Buzz.



Your editorial team is all fbe members

FORWARD FEATURES PROGRAMME



Spring 2011

- ▶ Innovation in Construction Materials, Technology & Systems
- ▶ Regional Focus: West Midlands
- ▶ Regional Focus: North East
- ▶ Regional Focus: London, South East & Southern

Summer 2011

- ▶ Sustainability & Renewables
- ▶ Regional Focus: Yorkshire
- ▶ Regional Focus: Scotland
- ▶ Regional Focus: East of England

Autumn 2011

- ▶ Off-site Construction
- ▶ Regional Focus: East Midlands
- ▶ Regional Focus: North West

Winter 2011

- ▶ Building Up to the Olympics 2012
- ▶ Regional Focus: Wales
- ▶ Regional Focus: Western and South West

Plus every issue:

Branch News, Industry Interview, The Build People (Movers & Shakers)

Advertising, Editorial and Publication Dates

Spring: 4th February 2011 (adv/edit), 11th March 2011 (publication)

Summer: 29th April 2011 (adv/edit), 10th June 2011 (publication)

Autumn: 5th August 2011 (adv/edit), 9th September (publication)

Winter: 7th October (adv/edit), 11th November (publication)

For details and deadlines please contact: