

7-8 MARCH 2020 – PETERBOROUGH ARENA

SELF BUILD & DESIGN

IN ASSOCIATION WITH

Plot
Browser

EAST Peterborough

DELIVERING REAL SELF BUILDERS



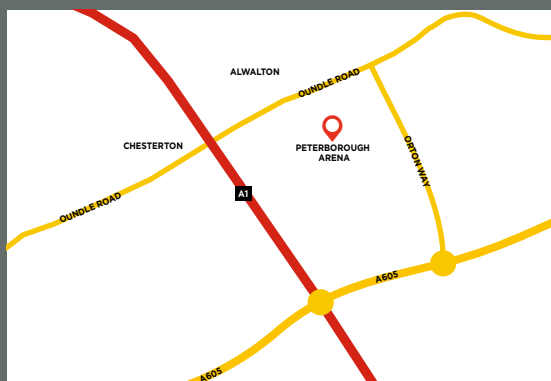
www.selfbuildanddesignshow.com/east

BACK FOR 2020 BUILDING ON SUCCESS

Launched in 2017, SelfBuild & Design East builds on the success of previous years' exhibitions along with SelfBuild & Design South West – organised by *SelfBuild & Design* magazine for the last 10 years in Exeter it is the south-west's leading show for self builders and renovators.

The East of England is a prime location for self build – our databases of self builders and those searching for land show substantial pent up demand in an area with no self build exhibitions currently. The population within 40 miles of Peterborough is almost 3 million and our venue has superb connections a few moments from the A1. The marketing and organisation teams behind SelfBuild & Design South West aim to deliver another first class exhibition for the sector in a location previously poorly served.

The show takes place at Peterborough (www.peterborougharena.com) a purpose built exhibition hall with easy access for exhibitors build and break-down. Located just a few minutes drive from the A1 at Peterborough it is easily reached by car with ample free parking for all visitors.



For more information on **exhibiting** and **sponsorship**
 Call: 01283 742964 or email: sbdshow@sbdonline.co.uk

Delivering the right audience for you – **targeted and focused**

Our understanding of the market and extensive databases of current and future self builders means that our Shows deliver real self builders with active and planned projects covering new builds, renovations and conversions. We also actively target trade and building professionals, who are often suppliers to self builders, and our readership and web users are especially well populated with these groups.

Our marketing and promotional campaigns include:

- ★ Advertising and editorial coverage in *SelfBuild & Design* magazine
- ★ Online advertising through www.selfbuildanddesign.com, www.plotbrowser.com and www.selfbuildanddesignshow.com
- ★ Direct mail marketing to our databases of active self builders in the relevant regions
- ★ Extensive email campaigns to our databases of magazine readers and Plotbrowser registrants
- ★ Advertising, ticketing and PR campaigns via national, regional and local press, radio and TV
- ★ Availability of unlimited complimentary tickets for all exhibitors
- ★ Our own free distribution newspaper *Self Build East* with a circulation of over 50,000 copies throughout the region



Products and services

Our shows cover the full range of products and services of interest to those building their own home or undertaking a conversion, renovation or extension including:

- Architects / Designers
- Bathrooms
- Bricks, Blocks & Cladding
- Builders Merchants
- Design & Build
- Doors, Windows & Conservatories
- Drainage & Plumbing
- Eco Friendly Products
- Finance, Insurance & Warranties
- Flooring
- Groundworks & Foundations
- Garages & Outbuildings
- Guttering & Drainage
- Heating & Ventilation
- Home Technology
- ICF companies
- Insulation and Sound Proofing
- Interior Decor & Finishes
- Kitchens
- Lighting & Electrical
- Lofts & Basements
- Project Management
- Rainwater Harvesting
- Roofing
- SIP companies
- Staircases & Joinery
- Timber Frame Companies
- Tools & Equipment

SELF BUILD & DESIGN MAGAZINE

Every year thousands of ordinary people embark on one of life's great adventures – building the house of their dreams. Whether this is a two-bedroom bungalow, converted barn or palatial mansion in the country, self builders all have at least one thing in common; they all want to know how to go about it. After all, there is more than one path to realising your dream home. And with over 10,000 component parts, a house is a complex structure where plenty of things can and do go wrong.

SelfBuild & Design magazine has been guiding readers through the practicalities of realising their dream for 20 years. From finding a plot to planning their kitchen; from getting a mortgage to making mortar, we cover it all. We also share the experiences of other self builders and offer expert advice from our team of technical writers. For all this, plus news of the latest building products, house designs and websites, *SelfBuild & Design* is the magazine that can make dreams a reality and we use that knowledge and experience to deliver a quality audience for exhibitors at our Shows.

Our online plots database – www.plotbrowser.com – is unique in acting as a free service for self builders. It provides us with extensive databases of active self builders focused on making their dream become reality.



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SELF BUILD MARKET

An estimated 15-20,000 people build their own homes each year (including renovation and conversion projects) – that is approximately 35% of the market for detached houses.

Britain's growing army of self builders is inspired by television programmes and magazines like *SelfBuild & Design*. The term "self build" covers a wide range of different types of project:

- ★ new builds on virgin plots of land or the complete replacement of old house
- ★ conversions of all manner of buildings from their previous uses – ranging from agricultural barns to windmills, water towers and many more
- ★ renovations of dilapidated houses requiring major re-construction
- ★ major extensions and re-modelling of existing properties

Perhaps only the minority of self builders undertake all of the building construction work on their house, though a huge number do get involved to some extent, right up to those who undertake virtually of the work themselves.

All participate in finding a plot, raising finance, choosing the design and specification of the house, and purchasing of structural materials, interior fittings and finishes, and landscaping. Self builders are often at the forefront in the use of new construction methods and techniques and the use of innovative products. As a result they are avid consumers and browsers of all information that they can get their hands on.