
DIY Week

BHETA Member Packages 2017/2018

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Summary



Exclusive BHETA Member subscription offer – saving £25 on our one year subscription rate and £70 on our two year subscription rate.



Our Shout It, Build It and Lead It advertising packages already represent excellent value for money and help you get your message out to the wide audience of DIY Week. As a BHETA member you qualify for an additional discount on ALL of these packages. Savings range from £275 right up to a massive £3800.



A £15 saving on every product entered into the DIY Week Awards



A massive £500 reduction on the cost of our 10 Things & Meet the Brand advertorials.



Shout It!

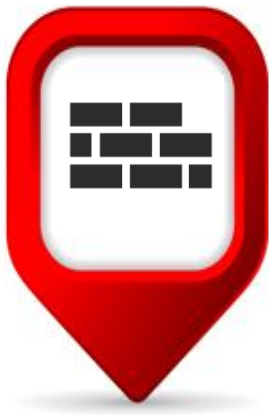
You've got something big you need to communicate. Maybe you're launching a new product, or have rebranded, and it's imperative that you announce this to as many people as possible. **Shouting it** through DIY Week will get this message out to existing customers whilst helping raise awareness amongst potential new customers.

The **Shout It** package will help you to:

- ✓ Create a buzz around your brand, company, product or new launch
- ✓ Maximise the number of retailers who have seen or heard about your brand, company, product or new launch
- ✓ Raise your profile in the DIY & Garden sectors
- ✓ Gain brand recognition through a consistent presence over a period of time
- ✓ Reach a wide audience both in print and online
- ✓ Get your products in front of influential buyers in the DIY and Garden Sector

Package products:

	Essential	Superior	Premium
4 x print ads (quarter page)	✓		
4 x product news articles (print & online)	✓		
Online upgrade	✓		
Digital banner x 3 months	✓		
4 x print ads (half page)		✓	
4 x product news articles (print & online)		✓	
Loose inserts – full run		✓	
Online upgrade		✓	
Digital banner x 6 months		✓	
Fireplace banner diyweek.net x 1 week		✓	
Belly band or 4 page wrap			✓
4 x print ads (full page)			✓
6 x product news articles (print & online)			✓
2 x loose inserts – full run			✓
Online upgrade			✓
Digital banner x 12 months			✓
Fireplace banner diyweek.net x 1 week			✓
TOTAL VALUE	£5,885	£10,445	£25,610
SPECIAL PACKAGE PRICE	£3,720	£7,520	£17,855
BHETA MEMBER PRICE	£3,455	£6,805	£16,140



Build It!

It's a well-known fact that building awareness of your product, brand or company ultimately leads to building your sales. Connecting with and engaging retailers is important but you need help in making these connections and help in building trust. Your product offer is strong and your sales teams are working successfully in the market but you would like the broad reach of DIY Week to help you get a foot in the door of potential new customers.

The **Build It** package will help you to:

- ✓ Raise your profile in the DIY & Garden sectors
- ✓ Ensure you are front of mind amongst our retail/wholesale audience
- ✓ Expand your customer base
- ✓ Connect with retailers (both big & small) across the industry
- ✓ Generate leads
- ✓ Engage with prospective clients face to face
- ✓ Get your products in front of influential buyers in the DIY and Garden Sector

Package products:

2 x print ads (quarter page)
 4 x product news articles (print & online)
 Advertorial - Behind the Brand (1 page)
 3 x print ads (Leaders supplements-quarter page)
 Loose inserts - targeted (based on 3000)
 Online upgrade
 E-newsletter ads x 12 weeks (3 months)
 2 x DIY Week Awards entries

Essential

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Superior

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Premium

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2 x print ads (quarter page)
 4 x Product news
 Advertorial - Behind the Brand (1 page)
 3 x print ads (Leaders supplements-half page)
 2 x targeted loose inserts (based on 3000)
 Online upgrade
 E-newsletter ads 24 weeks (6 months)
 2 x online videos
 2 x DIY Week Awards entries

2 x print ads (quarter page)
 4 x Product news
 Advertorial - Behind the Brand (1 page)
 3 x print ads (Leaders supplements-half page)
 4 x targeted loose inserts (based on 3000)
 Online upgrade
 E-newsletter ads 48 weeks (12 months)
 4 x online videos
 2 x bespoke e-casts
 DIY Week Awards sponsorship
 2 x DIY Week Awards entries

TOTAL VALUE

£10,240

£ 13,230

£ 21,110

SPECIAL PACKAGE PRICE

£ 6,380

£ 8,690

£ 16,470

BHETA MEMBER PRICE

£ 5,495

£7,365

£14,805



Lead It

You may already have a position as a brand leader or you may simply want to elevate the status of your company, product or brand. You recognise that DIY Weeks respected position in the industry makes us an ideal partner. Driving change through thought leadership and product innovation is a key part of your strategy and linking up with other leading brands is something you're keen to do. Not just interested in setting the pace, you are also keen to be recognised as the authority in your field.

The **Lead It** package will help you to:

- ✓ Align your organisation with the authority and influence of DIY Week
- ✓ Position your organisation as a thought leader
- ✓ Acknowledge, or help establish, your position in the market place
- ✓ Set yourself apart from the competition
- ✓ Create a partnership that allows you to communicate with your intended audience in a completely bespoke way

Package products:

	Essential	Superior	Premium
4 x print ads (half page)	✓		
Advertorial - Category Insight - 4 page	✓		
Advertorial - 10 Things – 1 page	✓		
4 x print ads (half page)		✓	
Advertorial - Category Insight - 4 page		✓	
Advertorial - 10 Things – 1 page		✓	
Round Table + coverage in issue – 4 page		✓	
Digital banner x 12 months		✓	
Online quiz sponsorship		✓	
4 x print ads (full page)			✓
Advertorial - Category Insight - 4 page			✓
2 x Advertorial - 10 Things – 1 page			✓
Round Table + coverage in issue – 4 page			✓
Digital banner x 12 months			✓
E-newsletter ads 48 weeks (12 months)			✓
DIY Week Awards sponsorship			✓
Bespoke partnership publishing project			✓
TOTAL VALUE	£11,215	£19,915	£38,940
SPECIAL PACKAGE PRICE	£7,395	£14,545	£30,505
BHETA MEMBER PRICE	£6,225	£12,225	£26,705