

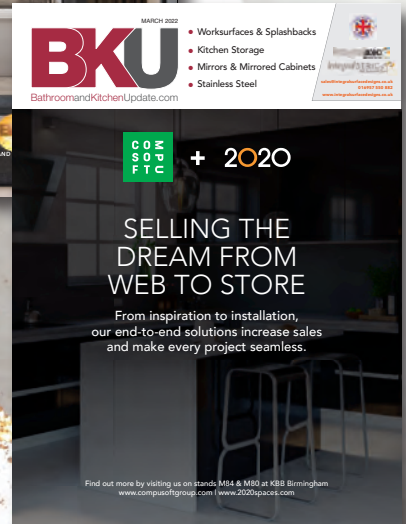
# BKU

BathroomandKitchenUpdate.com

CELEBRATING

# 30 YEARS

IN PRINT



# MEDIA INFORMATION 2024





# Content

Established 30 years ago, BKU is published each month with both print and digital versions and is the only true product magazine in the bathroom and kitchen marketplace.

At the forefront in coverage of the latest products and services, BKU reaches 15,697 key buyers and specifiers within bathroom, kitchen and bedroom retailers, architects and interior designers, house builders, property developers and renovators, distributors and wholesalers, plumbers and builders merchants, leading DIY multiples, installers and manufacturers.

BKU enables buyers and specifiers to source up-to-the-minute product information and the very latest general industry news – Matt Broughton is now onboard as our Managing Editor, expanding our editorial content and introducing new features and sections within the magazine. This engaging and thought-provoking editorial is designed to inspire and support our core platform as we bring the latest products to market.

Each month we review the latest product innovations in all industry sectors with extensive previews of forthcoming events, exhibitions and industry news – direct from experts in their fields.

Each digital issue appears on [www.bathroomandkitchenupdate.com](http://www.bathroomandkitchenupdate.com) with editorial permanently archived for fast and easy retrieval.

Don't forget to download the BKU app! All our magazines are available to download for FREE on all android and IOS devices - further demonstrating our commitment to keeping our finger on the pulse, developing our readership and ensuring advertisers have the quickest route to market.

## JANUARY

- Focus On Distributors
- Wellness Ranges
- Hoods & Extractors
- Baths, Basins & WC's

## JULY

- Worksurfaces & Splashbacks
- Bathroom Furniture
- Hot, Cold & Filtered Taps
- Sustainability
- Handbook & Buyers Guide 2024-2025

## FEBRUARY

- Sustainability
- Kitchen Ranges & Components
- Hot, Cold & Filtered Taps
- KBB Preview

## AUGUST

- Focus On Distributors
- Polished Chrome & Brushed Brass
- Luxury Brands
- Software Solutions
- Flooring, Tiling & Panelling

## MARCH

- Worksurfaces & Splashbacks
- Polished Chrome & Brushed Brass
- Storage Solutions
- Colour Revolution

## SEPTEMBER

- Annual Kitchen Edition
- Baths, Basins & WC's
- Bathroom Furniture
- Showers, Trays & Enclosures

## APRIL

- Annual Bathroom Edition
- Software Solutions
- KBB Review
- Kitchen Sink, Taps & Waste Disposal Units

## OCTOBER

- Statement Appliances
- Storage Solutions
- Mirrors & Mirrored Cabinets
- Brassware & Accessories
- Best Of German

## MAY

- Best Of British
- Compact Bathrooms
- Components Inc Heating & Lighting
- Integrated Appliances
- Installer Preview

## NOVEMBER

- Independent Living
- Innovation & Design
- Bathroom Furniture
- Worksurfaces & Splashbacks

## JUNE

- Brassware & Accessories
- Independent Living
- Kitchen, Doors, Carcasses
- Mirrors & Mirrored Cabinets
- Installer Focus

## DECEMBER

- Front Cover Logo Special
- Product Review
- Showers, Trays & Enclosures
- Cloakrooms & Ensuites
- Kitchen Sinks, Taps & Waste Disposal Units



# Advertising

(Price per insertion excluding VAT)

Number of insertions	1	3	6	12
Front Cover	£2495	£2395	£2295	£2195
Back Cover	£1980	£1980	£1980	£1980
Other Cover Positions	£1925	£1925	£1925	£1925
Double page spread	£3547	£3102	£2838	£2607
Full page	£1871	£1597	£1452	£1320
Half page	£997	£858	£792	£726
Quarter page	£609	£522	£478	£440
Classified	£15 per single column centimetre (incl free spot colour)			
Recruitment	£25 per single column centimetre			

## Online Advertisement Opportunities & Rates

Website advertising is a really effective medium and due to its popularity advertising is available on a first come first served basis.

SIZE	3 months	6 months	
Skyscraper	£895	£1695	600 x 160
Digital Ticker tape	£1795	£2895	50 words & Logo + Weblink
Invasive Pop Up Banner	£2250	£3995	
Digital Front Cover Bellyband	£1795	£2895	
Website Brochure Bay	£995 for 12 months		
Ecast	£995		

SIZE	3 months	6 months	Dimensions
Banner Ad	£330	£600	468 x 60
Button Ad	£195	£330	120 x 90
Spot Ad	£135	£240	140 x 70

## Advertorial Rates

**Single Product Entry** to include 1 colour photograph and 150-words\*  
£250 (Discount for 2+ entries)

**Half Page Profile** including 2 photographs, company logo and up to 200 words\* £450 (Discount for 2+ entries)

**Single Page Profile** including up to 4 photographs, company logo and up to 400 words\* £950

**Double Page Profile** including up to 8 photographs, company logo and up to 800 words\* £1550

## Dimensions (width x height)

	Type (mm)	Trim (mm)	Bleed (mm)
Front Cover		229 x 306	235 x 312
Double Page	420 x 265	458 x 306	464 x 312
Full Page	195 x 265	229 x 306	235 x 312
Half Page (V)	92 x 264		
Half Page (H)	189 x 129.5		
Quarter Page (V)	92 x 130		
Quarter Page (H)	189 x 62		
Classified	£15 per column (cm)		

# Digital/online

– what can we offer?

## SOCIAL MEDIA/WEBSITE

BKU has a team of social media and website experts on hand to help promote your brand. We can offer social media opportunities as part of a campaign which could see your marketing message reach thousands, and potentially hundreds of thousands! The BKU website is updated daily with the latest news from the industry, this is a great place to view previous issues of BKU and view the latest news.

There is also a recruitment section updated weekly and direct links to all the social media outlets that are constantly monitored.



## VIDEO INTERVIEW

The value of video has increased massively in recent years, as companies look to populate their sites and socials with engaging and compelling content. We have the ability to conduct, edit and produce short, sharp interviews via remote formats, allowing you to elevate the announcements and messages you want highlighted. All manner of additional assets (e.g. product footage, live video, art assets, etc.) can be incorporated into each video to produce a dynamic and engaging package for use on the likes of LinkedIn and Facebook. Get in touch to find out more.