

NappyValleyNet

DESIGN & BUILD GUIDE 2023

2023 sees the publication of the eighth extremely popular annual NappyValleyNet Design & Build Guide. Once again, the magazine will be distributed to 55,000 homes in the Nappy Valley area of south-west London in early March 2023

Over recent years people's houses became a real focus point as we all spent so much more time at home. Now, post-pandemic, people are still spending more time in their properties as the preference to fully or semi work from home has continued. This has resulted in the need to create flexible living spaces that can accommodate the option to work from home, but also a space in which families can relax and spend quality time together, plus the gardens which have become our living spaces too. All that extra time spent in our properties has given rise to a desire to home improve, because when so much more time is spent there, our homes need to not only work for all areas of our lives, they also need to look and feel right. This stands true for NappyValleyNet users who are focused on looking at ways to update and reconfigure their homes to meet their ever-changing needs. They welcome and trust the recommendations of fellow followers before taking the plunge and investing in their homes, which has resulted in around 300 new discussions being posted in the Homes and Gardens section of the website over the past 12 months.

The majority of our users are the parents, or soon-to-be parents, of very young children keen to create long-term family homes in the Nappy Valley area. As a vital conduit of information for SW London families - with over 78,000 unique visitors every month - an exhaustive guide on how to design, build and source everything they will need is a natural extension of our website, and follows hot-on-the-heels of our much-loved six previous Design & Build Guides. These firmly established our unique digital/print approach as a winner in the eyes of both readers and advertisers alike.

WHAT DO OUR READERS WANT TO KNOW?

'How much does it cost to build up/outwards/down?'
'Please explain the local planning regulations'
'How long can I expect my basement to take?'
'Can you recommend an architect/structural engineer?'
'What couldn't you live without in your kitchen?'
'Bi-fold door and sash window replacement ideas?'

The NappyValleyNet Design & Build Guide 2023 will answer all of these questions and more, offering practical, insightful, straight-talking advice

COVERING:

- NappyValley's **Little Black Book** of suppliers
- **Showstoppers:** SW London homes that take centre stage
- **One-offs:** the best bespoke furniture makers
- **Divide and conquer:** a round-up of unusual room dividers
- **Up the wall:** wallpapers with the wow effect
- **Design trends:** the latest inspiration for our homes
- **30 pages of makeover ideas** for every room in the house
- **Reality check:** our guide to the cost and time involved for every project
- **Market watch:** what's happening to house prices in Nappy Valley
- **Space invaders:** inspiring ideas for outdoor rooms
- **Let there be light:** the lowdown on the best lighting
- **Stay tuned:** connected homes

**"SOUTH WEST LONDON'S
LARGEST INDEPENDENT MEDIA;
OVER 3.1 MILLION PAGES READ
EACH AND EVERY MONTH"**

Source: Google Analytics

UNIQUE PRINT & WEB FORMAT

The Design & Build Guide is an annual web and print production, published every March. Advertisements and content will be fully reproduced across both digital and magazine formats. The guide will be heavily promoted to our regular users throughout the entire year, mentioned in our popular weekly emails and also benefit from paid-for promotion to our army of Twitter, Facebook and Instagram followers (see Reach section below). This three-pronged strategy will ensure that your business is visible throughout the year, and will maximise return on investment.

REACH

Since launch in 2009, NappyValleyNet has become an internet phenomenon. We set out to be a “local best friend and knowledgeable school gate mother” and, based on our latest monthly stats, we are delivering on that vision:

- Over **20,000** Twitter followers across three accounts
- Over **12,500** Facebook “Likes” across three accounts
- Over **8,000** Instagram followers
- Over **350,000 emails** sent every month
- Over **3.1 million pages** read every month
- Over **78,000** unique visitors every month

“Simply Construction Group has been working with NappyValleyNet for nine years and we have been really pleased and happy with the partnership. The team are fantastic and a pleasure to work with - very proactive at supporting where they can with our brands. To date our package has created strong visibility with one of our key target audiences, giving us leads that have translated into sales. The extra visibility from the annual Design & Build Guide publication has most certainly strengthened our brand presence in south and south-west London.”

Helen Wood - Marketing Director at Simply Construction Group



THE TEAM

NappyValleyNet was founded by Susan Hanage, an ex-board director at Dennis Publishing and Haymarket Media, with over 20 years' media experience. To produce our eighth Design & Build Guide we have again recruited a team of homes and gardens writers and advisors with backgrounds as diverse as Grand Designs Magazine, The Times, The Sunday Times, The Daily Telegraph, Country Living and more.

“THE NappyValleyNet DESIGN & BUILD GUIDE 2023 IS THE PERFECT OPPORTUNITY TO PROMOTE YOUR BUSINESS TO SW LONDON FAMILIES”

| Print advertisement in NappyValleyNet Design & Build Guide 2023 | Web advertisement on NappyValleyNet.com/design-build-guide-2023 (included in the price) | Pricing (£) (includes print and web) |
|---|---|--------------------------------------|
| Inside Front Cover | Large MPU | 4,500 |
| Inside Back Cover | Large MPU | 3,800 |
| Outside Back Cover | Large MPU | 4,500 |
| Run of paper | Large MPU | 3,500 |
| Half page | Banner advert | 1,750 |
| Quarter page | Banner advert | 850 |
| Eighth of a page | Banner advert | 375 |

All Design & Build partners will also receive the following: **(1)** promotions in our weekly email to 38k SW London residents **(2)** promotions of any events in our calendar with photos and full event details (administered by NVN staff) **(3)** promotions to our Twitter followers (20k), Facebook fans (13k) and Instagram followers (8k). All prices are net of VAT

PRINT ADVERT SPECIFICATIONS

Press-ready PDFs to be supplied @ 300dpi, CMYK, all fonts embedded.

1/3 PAGE VERTICAL

58mm wide x 230mm high

1/4 PAGE VERTICAL

97mm wide x 125mm high

1/4 PAGE HORIZONTAL

200mm wide x 59mm high

1/2 PAGE HORIZONTAL

200mm wide x 125mm high

1/2 PAGE VERTICAL

97mm wide x 255mm high

1/2 PAGE VERTICAL

97mm wide x 255mm high

FULL PAGE

Trim Size: 216mm wide x 280mm high

Bleed Size: 222mm wide x 286mm high

Please allow 15mm safe zone all round

PDF to include 3mm Bleed & Cropmarks

DPS ADVERT

Trim Size: 432mm wide x 280mm high

Bleed Size: 438mm wide x 286mm high

Please allow 15mm safe zone all round

including 15mm each side of fold

PDF to include 3mm Bleed & Cropmarks

COVER ADVERTISING

BACK COVER

Trim Size: 216mm wide x 280mm high

Bleed Size: 222mm wide x 286mm high

Please allow 15mm safe zone all round

PDF to include 3mm Bleed & Cropmarks

INSIDE BACK COVER

Trim Size: 216mm wide x 280mm high

Bleed Size: 222mm wide x 286mm high

Please allow 15mm safe zone all round

PDF to include 3mm Bleed & Cropmarks

INSIDE FRONT COVER GATE FOLD

FLAP (1ST REVEAL)

Trim Size: 198mm wide x 280mm high

Bleed Size: 204mm wide x 286mm high

GATEFOLD (2ND REVEAL)

FLAP INSIDE

Trim Size: 198mm wide x 280mm high

Bleed Size: 204mm wide x 286mm high

INSIDE FRONT COVER

Trim Size: 213mm wide x 280mm high

Bleed Size: 219mm wide x 286mm high

Overall (Spread) Trim Size 411mm x 280mm

Overall (Spread) Bleed Size: 417mm x 286mm

Please allow 15mm safe zone all round

PDF to include 3mm Bleed & Cropmarks

