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</tbody>
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INTRODUCTION & MEDIA PACK
An education building
a better future

*Building 4 Education* offers a brilliantly targeted digital platform for all those working in the education construction sector.

B4E subscribers and visitors to the website continue to grow steadily, proving to us that our readers are demanding more and more of our online content, whether browsing on their mobile or surfing on their office desktop.

As ever we’ll continue to focus all our energies into bringing you the best possible digital platform devoted to this vital, vibrant sector. Unlike a monthly print magazine, our website and weekly e-newsletter offer:

- up-to-the-minute stories
- breaking news and exclusive alerts, direct to your inbox
- blogs galore
- in-depth features
- videos
- white papers
- interactive, responsive editorial
- compelling, call-to-action advertising opportunities for our commercial partners

**JO GOLDING | EDITOR**

jo.golding@wildfirecomms.co.uk  |  0117 300 5526

- Follow us @B_4_E
- Like us /b4educ

[www.b4ed.com](http://www.b4ed.com)
Digital facts

Dwell time: 2mins 19 secs

Users: 5,000 per month

Page views: 7,000 per month

Find us on:
- twitter.com/B_4_E
- facebook.com/b4educ
- youtube.com/user/WildfireCommsUK

E-Newsletter: To 3,000 subscribers

Social media: Twitter followers 4,000
The education construction industry

The education construction market is massive. Some examples:

- Priority School Building Programme (2012-2017)
  261 new schools
  £2.4bn

- Priority School Building Programme 2 (from 2014)
  £2bn

- Over the spending review period, the Coalition government’s total capital investment in English schools amounted to £18bn

- University estates occupy 26 million sqm

- The University sector has a turnover of £27.3bn
  (Source: AUDE)

  The University sector’s capital expenditure in 2012-13 was £2bn

REACHING DECISION MAKERS

Our website is visited daily by:

BUILDERS, CONTRACTORS, DEVELOPERS (INC FRAMEWORK PARTNERS)
Chief buyers, Directors, Project Managers, Quantity & Building Surveyors

UNIVERSITIES, COLLEGES, SCHOOLS
Building Development Directors, Estates and Facilities Managers, Building Surveyors

LOCAL AUTHORITIES & LEA’S
Priority School Building Project Managers, PSB Building Development Managers, School Maintenance Managers, Surveyors

ARCHITECTS
Private Sector, Local Authority
SUPPLIER NEWS: commercial opportunities to announce your new products and services to the education construction sector

NEWS & COMMENT: political developments, events, company news and opinions from leading figures in the education construction industry

FACILITIES MANAGEMENT: energy, water, waste management, cleaning, maintenance

BRICKS & MORTAR: case studies of major school and college new-builds, refurbishments and off-site projects

INTERIORS: Floor to ceiling, we cover all things inside - from sound-proofing to insulation, furniture & equipment to state-of-the-art classroom design

HVAC & LIGHTING: updates, trends in heating and ventilation, LED and more

SECURITY & SAFETY: access solutions, designing out fire risks, health & safety

SUSTAINABILITY: from solar panels to Passivhaus and BREEAM

TECHNOLOGY: BIM and all aspects of modern design trends

OUTDOORS: outdoor classrooms, signage & wayfinding, landscaping & surfacing
## Monthly themes

Every month, Building 4 Education features a topical subject, tapping into key trends and developments in the sector. The theme is explored both on the website and in regular newsletter.

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Technology in building for education</td>
</tr>
<tr>
<td>February</td>
<td>Facilities management</td>
</tr>
<tr>
<td>March</td>
<td>Finance</td>
</tr>
<tr>
<td>April</td>
<td>Facilities management</td>
</tr>
<tr>
<td>May</td>
<td>Interiors: design and fixtures</td>
</tr>
<tr>
<td>June</td>
<td>How to make the most of the summer holidays</td>
</tr>
<tr>
<td>July</td>
<td>Safety and security</td>
</tr>
<tr>
<td>August</td>
<td>Review of the year</td>
</tr>
<tr>
<td>September</td>
<td>New openings</td>
</tr>
<tr>
<td>October</td>
<td>Planning and development</td>
</tr>
<tr>
<td>November</td>
<td>Winter weather</td>
</tr>
<tr>
<td>December</td>
<td>HVAC and lighting</td>
</tr>
</tbody>
</table>

If you're interested in featuring in these monthly themes online and in our newsletters, please contact Craig Daykin – craig.daykin@wildfirecomms.co.uk
EVENT COVERAGE AND MEDIA PARTNERSHIPS
We are media partners at...

We and the other EdQuarter media portfolios will be promoting, supporting, distributing and providing print and digital advertising opportunities / coverage at the following events...

### JANUARY
- Bett Show
- BSA Annual Conference

### FEBRUARY
- ISE

### MARCH
- UCISA Annual Conference
- Jisc Digifest
- Education Show
- Bett Academies
- International Higher Education Forum
- International e-Assessment Awards
- EAUC Conference
- MAT Formation
- Next Generation Learning Spaces

### APRIL
- ASRA Conference (UB)
- AUDE
- ISPEC (Independent Schools PE Conference) (IE)
- Higher Education Estates Forum (B4E and UB)
- The Academies Show London
- Talis Insight Europe

### MAY
- BSA Annual Conference for Heads

### JUNE
- STEM Gender Equality Congress
- Future Edtech
- EdTechXEurope
- Facilities Show
- Festival of Education
- CUBO Summer Conference
SEPTEMBER
- Lunch!
- Education Estates and Facilities Conference
- New Scientist Live
- UCISA IG

OCTOBER
- HMC Annual Conference
- Higher Education Real Estate and Infrastructure
- EduTech Show
- Higher Education Conference
- Academic Venue Showcase
- UK Construction Week (B4E)
- The Education Building Forum
- MATs Summit
- Education for the Soul
- Simo Educacion

NOVEMBER
- Education Estates
- WIRED Next Generation
- UCISA CIG-PCMG
- InnovateEdTech Conference
- Green Gown Awards
- University & Healthcare Estates & Innovation
- Class Conference
- Education Forum
- GSA Annual Conference for Heads
- Academic Venue Awards
- Education Buildings Scotland
- Scotland Build Expo
- EdtechUK Global Summit

DECEMBER
- Effective financial management in uncertain times
- Student Accommodation Awards and Conference
ANNUAL CAMPAIGNS
Annual Campaigns

**DIGITAL CAMPAIGN**

- x12 blogs / online news stories (one per month – 14K users p/m).
- Blog used as sponsored story in each months ET’s newsletter (6K opt ins)
- Sponsor button in each months B4E’s newsletter
- Social media support each month for your blog (13K followers)
- Leader board on [www.b4ed.com](http://www.b4ed.com) homepage for the duration of the year.
- x6 solus mail shot to B4E’s database of subscribers (every other month) sent to 6K opt in subscribers.
- 12 month enhanced marketplace
- x4 targeted Facebook ads to the demographic, regions, professions of your choice.
- Partners preferentially approached to contribute on in-house articles as industry experts
- Further ad placements across all platforms to receive 20% discount for the duration of the year.

Annual partner rate per month: £750 RRP £1,329 per month
Per annum: £8,999
DIGITAL ADVERTISING, RATE CARDS & SPECS

USE OUR WEBSITE 15
USE OUR DATABASE
  NEWSLETTER SPONSORSHIP 16
  E-SHOTS 17
LEAD GENERATION, ROUNDTABLES & WEBINARS 19
### Use our Website

**DIGITAL RATE CARD & SPECS FOR BANNERS, MARKETPLACE PROFILES ETC**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE (PCM)</th>
<th>DIMENSIONS (W X H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced profile in marketplace</td>
<td>£83</td>
<td>Contact the team</td>
</tr>
<tr>
<td>MPU</td>
<td>£200</td>
<td>260 x 217</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>£400</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Super leaderboard</td>
<td>£500</td>
<td>980 x 90, 980 x 100</td>
</tr>
<tr>
<td>Half page portrait</td>
<td>£500</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Skyscrapers (l/r)</td>
<td>£700</td>
<td>90 x 480</td>
</tr>
<tr>
<td>Reskin (Skyscrapers &amp; Super leaderboard)</td>
<td>£1000</td>
<td>See individual dimensions</td>
</tr>
</tbody>
</table>

**SUPER LEADERBOARD**

<table>
<thead>
<tr>
<th>MPU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meaningfully connecting</td>
</tr>
<tr>
<td>Here use automatics under default content mask out and use the text as shown. See individual dimensions for more details.</td>
</tr>
</tbody>
</table>

**LEADERBOARD**

| Meaninfully connecting |
| Here use automatics under default content mask out and use the text as shown. See individual dimensions for more details. |

**HALF PAGE**

| Meaninfully connecting |
| Here use automatics under default content mask out and use the text as shown. See individual dimensions for more details. |

**DIMENSIONS (W X H)**

- Contact the team
- 260 x 217
- 728 x 90
- 980 x 90, 980 x 100
- 300 x 600
- 90 x 480
- See individual dimensions
Use our Database

DIGITAL RATE CARD & SPECS FOR E-SHOTS, & NEWSLETTERS ETC

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
<th>DIMENSIONS (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-newsletter sponsor button</td>
<td>£75</td>
<td>265 x 90</td>
</tr>
<tr>
<td>E-newsletter text-panel entry</td>
<td>£170</td>
<td>Contact the team</td>
</tr>
<tr>
<td>E-newsletter leader banner</td>
<td>£400</td>
<td>540 x 60</td>
</tr>
<tr>
<td>Bespoke email shots</td>
<td>£800</td>
<td>See e-shot guidelines</td>
</tr>
</tbody>
</table>

PREMIUM NEWSLETTER SPONSORSHIP

- Leader Banner on 3 consecutive monthly newsletters (per quarter)
- Sponsor Button on 3 consecutive monthly newsletters (per quarter)
- A text panel / news story in 3 consecutive monthly newsletters (per quarter)
- News story uploaded to our site each month over the quarter
- Social media support of news story each month for the quarter

Total: £1,199 + VAT (discounted from rate card)

STANDARD NEWSLETTER SPONSORSHIP

- Sponsor Button on 3 consecutive monthly newsletters (per quarter)
- A text panel / news story in 3 consecutive monthly newsletters (per quarter)
- News story uploaded to our site each month over the quarter
- Social media support of news story each month for the quarter

Total: £699 + VAT (discounted from rate card)
E-shot

E-SHOT GUIDELINES

WHAT ARE YOU AIMING TO ACHIEVE? DO YOU WANT TO...

- Drive traffic to your website?
- Increase sales?
- Build brand awareness?
- Grow your database?

It’s vital to define clear objectives and expectations from the outset.

GRAB YOUR AUDIENCE

- Use an engaging, informative and clear subject line to encourage readers to click through. Ensure that it is relatable to our audience.
- Avoid clichés or jargon which wouldn’t appeal to our readers.

CONTENT

- Keep your message concise. Don’t overload your e-shot with too much text. If your e-shot is too text heavy readers will lose interest.
- Use your image logo or other relevant images to give the reader immediate insight into what your email is about.
- Be creative – think about how you can differentiate your email to ensure it will make an impact and stand out.
- Make your content relevant to our reader base. E.g. If you are advertising a product, include how it can help our specific audience. How can it benefit the education sector? Can you include an endorsement from someone in the industry?
- Offer an incentive – also make this industry specific. E.g. Mention that you are offer a 10% discount for any education professionals, higher education institutions.
- Encourage contact, include various ways for the reader to get in touch (web, email, phone).
- Include social media icons to highlight that they can connect via social if relevant.

CALL TO ACTION

- Include a clear Call To Action in the top third of your e-shot so that it is seen in the first instance when the email is opened.
- Include further CTAs within your e-shot but ensure your main aim is the focus. Don’t confuse the reader by telling them to do too much.

TECHNICAL GUIDELINES

- If you’ve never designed an email before visit: http://bit.ly/1DPsosA
- If you have experience designing emails, please ensure it’s maximum 600px width and images are in RGB with at least 72dpi (GIFs are suitable). Remember to put important information in the first frame of animated images (some email clients only display the first frame).
E-shot submission checklist

WHEN TO SUBMIT:
Please submit your HTML-ready e-shot one week before the agreed send date. This deadline will ensure that we can upload your content to our mailing system and schedule the send date in good time.

FORMAT FOR SUBMISSION:
HTML ready in a zipped file with all design complete.

WHAT DO WE MEAN BY ‘ALL DESIGN COMPLETE’
All images embedded into the mail shot, all links checked, no text amendments necessary. I.E. for all intents and purposes we can drop what you’ve supplied into our mailing system straight away and send on without any issues.

SUBJECT LINE:
To ensure that your email reaches as many of our contacts as possible, it’s imperative that you supply a subject line that is attractive and conveys a clear message. Please submit this at the same point you provide the e-shot itself.

BEST PRACTICE:
If you are unsure on how best to put together your HTML you can create a free Mailchimp account, where you can build the email with ease. MailChimp has a campaign builder (no code needed) with a Word-like interface, so it’s really user-friendly. The advantage is that it constructs the email code to a very high standard – and we won’t experience any errors when we gather the preview email campaigns from you.
Lead generation, Roundtable & Webinars

LEAD GENERATION

Our education lead generation solution is built bespoke and is dependent on the requirements of our vendors partners. We have the scope to utilise all digital solutions across our portfolio titles and social media.

The campaign can be launched on one or many of our leading educational sites, included in the relevant newsletters and delivered to the newsfeeds or educational professionals through highly targeted and sophisticated audience analysis on social media. All leads are prequalified and filtered through an online form which is designed to confirm the key criteria and job function.

We require that our vendor partners supply the following:

- A call to action (previously we have successfully run competitions to encourage engagement)
- Lead qualification (job titles, brand location, industry segment)
- Duration of campaign.
- Total campaign budget

The cost of running a campaign is as follows:

**One off administration and set up fee** £350 + VAT

**Cost per lead generated** £85 + VAT

DIGITAL ROUNDTABLE EVENTS

An invite only, webinar style, recorded roundtable event between our client and up to 6 subscribers that match the job title preferences you supply.

- We source participants according to your brief and arrange a date and time for the roundtable.
- Wildfire and their client decide on roundtable topic
- All participants including the supplier get a question each that’s opened up to the group for discussion. Wildfire to chair.
- Contact details of all participants shared with our client
- Recording provided to client for reference and their use
- Suitable for market research, networking and new business generation

**Cost:** £750 + VAT per sourced participant
Wildfire will host, produce, record and edit your own bespoke webinar at their offices. This will include full digital promotion to job titles that you identify and additional support through our various outlets including:

- E-shots the opt in digital subscribers of all relevant databases
- Social media support
- Option to include external links
- Full reporting
- Editorial direction and input on content creation
- Marketing creative and design
- Data capture
- 6 months hosting on our relevant sites
- Full page post event review in print magazines
- Event listing across our relevant portfolio of publication titles
- Web banners across our relevant portfolio of publication titles

**Cost:** £5,500 + VAT per webinar
VIDEO CREATION, PRODUCTION & EDITING

CORPORATE AND PROMOTIONAL VIDEOS 22
SOCIAL MEDIA VIDEO CREATION & MARKETING 24
Corporate Video Production

**PRODUCT REVIEW**
- Filmed at our office location
- We will source reviewers i.e: students or customer/client
- Will feature the Wildfire publication branding along with commercial partner branding
- All products should be delivered to the office location
- Video duration will be up to 3 mins
- Promoted via the EdQuarter platforms and supported with social media

**Cost:** £1,250 + VAT

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**PRODUCT DEMO**
- Filmed at our offices or commercial partners location
- Commercial partner required to arrange location if not at our offices
- Will feature Wildfire publication branding along with commercial partner branding
- Viewers will see product in action
- Video duration will be up to 5 mins
- Promoted via the EdQuarter platforms and supported with social media

**Cost:** £1,750 + VAT

---

**EVENT EXHIBITION PROMO**
- Filmed at the event
- Will feature commercial partners branding and products
- Script and time will be agreed beforehand
- Video duration will be up to 2 mins
- Promoted via the EdQuarter platforms and supported with social media

**Cost:** £999 + VAT

---

**TALKING HEADS VIDEO**
- Filmed at our offices or commercial partners location (travel cost to be factored in for site visits)
- Script, time and general style to be agreed beforehand
- Video duration will be up to 2 mins
- Promoted via the EdQuarter platforms and supported with social media

**Cost:** £999 + VAT
+ site visit travel costs
# Corporate Video Production

**INITIAL BRIEFING**
Chat over phone or email to define the needs of the project

**PROPOSAL**
We will put together a full proposal for the project. Including outlines, needs and accurate costings. This can be supplied by post or email

**APPROVAL**
Once you’re 100% happy with our proposal we’ll book you in and work your project into our internal timetable.

**PRE-PRODUCTION**
We’ll agree a full schedule, finalise the script, scope out locations and generally discuss the style and how your final project will look.

**PRODUCTION**
Our onsite film crew and editor will be with you and your team and working with you on your project

**POST PRODUCTION**
Our in house team will take all footage from production and begin to produce the project to its final standard. At this point you will see a final preview of the film.

**SIGN OFF**
Final tweaks and amends, it’s then formatted and ready to use. The product will then be supplied to you.

**REVIEW**
We take the time to take a step back and evaluate your project from start to finish. Was it successful? Where could improvements be made? Did it answer the original brief?

---

For our examples of our work please click the following links:

- [http://edtechnology.co.uk/Article/canvas-discusses-the-future-of-education-technology-at-bett](http://edtechnology.co.uk/Article/canvas-discusses-the-future-of-education-technology-at-bett)
- [https://www.youtube.com/watch?v=ai5Wpqfc5js](https://www.youtube.com/watch?v=ai5Wpqfc5js)
- [https://youtu.be/Ribks9f7cSQ](https://youtu.be/Ribks9f7cSQ)
Social Media Video Creation & Marketing Support

SPECIALISTS IN TELLING YOUR STORY AND GETTING IT HEARD ON SOCIAL MEDIA

Our award winning videos connect you directly with your audience. Content is king in video marketing - we are experts in optimising and marketing video content with audiences at the forefront of our minds.

STATS AND VIDEO EFFECTIVENESS

Video is now the best way to advertise and market to your audience.

- 4x as many consumers would prefer to watch a video about a product than to read about it.
- Cisco projects that global internet traffic from videos will make up 80% of all internet traffic by 2019

B4E SOCIAL MEDIA STATS

<table>
<thead>
<tr>
<th>TWITTER FOLLOWERS</th>
<th>4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWEET IMPRESSIONS</td>
<td>107k p/m</td>
</tr>
<tr>
<td>VIDEOS ON B4E SITE</td>
<td>5,000 users</td>
</tr>
</tbody>
</table>

OUR LAST TWO SOCIAL MEDIA VIDEOS REACHED 1.3 million PEOPLE
Social Media Video Creation & Marketing Support

SOCIAL MEDIA PLATFORMS

These are some of the most popular sites that we work on. These numbers are still growing - The era of social media is just beginning...

<table>
<thead>
<tr>
<th>Platform</th>
<th>UK Users</th>
<th>Worldwide Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>32 million</td>
<td>1.65 billion</td>
</tr>
<tr>
<td>Twitter</td>
<td>314 million</td>
<td>500 million</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>19 million</td>
<td>467 million</td>
</tr>
<tr>
<td>Instagram</td>
<td>20 million</td>
<td>1.3 billion</td>
</tr>
</tbody>
</table>

We design and optimise video content that speaks to and engages your audience. Using organic, paid, and seeding we enable reach and views. Our arresting video content with copy and photography places your brand in the conversation and at the forefront of audience’s minds.

REACH AND ENGAGEMENT

Our videos have reached millions of people online. Working with diverse brands and needs such as Inked Media, iTunes and Save the Children we concentrate on great videos and their impact.

When marketing your product or service remember:

- Video viewers and customers are 64% more likely to buy than non-viewers
- 70% of B2B buyers and researchers watch videos throughout their path to purchase
Contact us

Craig Daykin
KEY ACCOUNT DIRECTOR
craig.daykin@wildfirecomms.co.uk

Sophie Postma
MARKETING MANAGER
sophie.postma@wildfirecomms.co.uk

Emily Gingell
MARKETING ASSISTANT
emily.gingell@wildfirecomms.co.uk

Wildfire Comms Ltd, Unit 2.4, Paintworks, Bristol, BS4 3EH
Tel: 0117 300 5526 | Visit: b4ed.com | Twitter: @B_4_E | Facebook: /b4educ
Our Other Titles

UNIVERSITY BUSINESS
universitybusiness.co.uk

EDUCATION TECHNOLOGY
edtechnology.co.uk

INDEPENDENT EDUCATION TODAY
ie-today.co.uk

INDEPENDENT SCHOOLSPORT
ie-today.co.uk/ISS-Magazine

ACADEMY TODAY
academytoday.co.uk