

Media Information – building for leisure magazine

Why Specifiers Read bfl

bfl is the journal for key stakeholders involved in the design and development of leisure buildings. Published ten times a year, the magazine offers a lively mix of news, views and analysis on the vibrant and varied world of leisure.

Editorial encompasses both the internal and external environment, providing a valuable insight into design and specification. Every issue is packed with case studies showing the best ideas in design and most innovative use of materials and technology across all types of leisure buildings from hotels, bars and restaurants through to leisure centres, stadia and spas.

Our coverage includes comment and case studies on key areas of design from the building envelope, flooring and ceilings to lighting, eco building and modular technology. The magazine is also complemented this year by the launch of two new supplements: Play & Sport Matters and London 2012 Countdown.

The Leisure Market

Conditions have been tough for leisure market, but the first nine months of 2010 saw project starts rise by nearly 50 per cent. And bright spots are ahead. Several football teams have signalled intentions to construct new stadia, plans are advancing for the 2014 Commonwealth Games in Glasgow, and Olympic related projects will continue to contribute to sector activity.

The budget hotel chains may have moderated their investment activity, but they have not scaled back their stated ambitions for expansion as economic conditions improve. Preparations for the London Olympics continue to support the sector and several other large projects helped boost construction starts during 2010.

The fallout from the economic downturn will continue to pose risks for the sector, whose fortunes are closely aligned to the household income growth and confidence. Weak earnings growth and a higher tax burden, in particular higher VAT and excise duties, will accordingly act as a brake on sector growth activity. However, the pace of recovery in the global economy, business travel and exchange rate movements will also have a significant influence on the pace of recovery in areas such as hotel development. Furthermore, the 2012 Olympics are expected to act as a catalyst for private sector investment over the next two years.

Source: Glenigan's Key Markets Intelligence 2010

Publishing Dates - 10 Issues Per Year

Dec/January, February, March, April, May, June, July/August, September, October and November.

Advertising Rates 2011

Ad Type	1 Insertion	5 Insertions	10 Insertions
DPS	£3,795	£3,495	£3,245
Full Page	£1,945	£1,845	£1,695
Half Page	£1,075	£1,010	£935
Quarter Page	£600	£570	£525
Front Cover	On Application		
Inside Front Cover	£2,175		
Outside Back Cover	£2,050		
Inserts	On Application		

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Readership

Our circulation is continually updated to ensure that bfl reaches those directly responsible for procurement, design and construction of the latest leisure projects.

Circulation by Company Profile

Company Profile	Circulation
The following companies include proprietors, chief executives, managing directors, architects, structural & mechanical directors, engineers, project managers, designers, quantity surveyors and buyers.	
Architects in private practice working on leisure projects	2,940
Architects in employment with other leisure building companies	290
Building contractors actively involved in leisurebuild projects	700
Design & Build contractors involved in leisurebuild projects	330
Quantity surveyors in private practice working on leisure Projects	450
Leisure Developers	325
The following companies include chief executives, managing directors, architects, sports & leisure managers, parks and leisure officers.	
Swimming Pools, owners, operators and managers	285
Local authority directors, architects, sports and leisure managers and officers	720
Local authority parks officers, recreational officers, landscape architects	520
Universities, colleges, schools and trusts	750
Hotel Groups, breweries, restaurant chains, night club/bars	440
Sports & leisure centres	550
Health Clubs and spas	850
Stadia and arenas	160
Conference and exhibition centres, cinemas, bingo, casinos and holiday centres	150
Golf courses & ranges, leisure park, zoos, theatres, museums, galleries and heritage trust	210
TOTAL	9,670

Mechanical Details

Ad Type	Size	Bleed	Trim
DPS	265 x 370mm	303 x 432mm	297 x 420
One Page	265 x 185mm	303 x 216mm	297 x 210
Half Page (Horizontal)	125 x 185mm	150 x 216mm	
Half Page (Vertical)	265 x 90mm	303 x 110mm	
Quarter Page (Portrait)	125 x 90mm		
Quarter Page (Horizontal)	62 x 185mm		
Quarter Page (Vertical)		303 x 68mm	297 x 62mm

Other Information

Format	Quark/PDF (conformed to PDF/X-1A:2001)
Transmission	Email/CD

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Features List & Deadlines 2011	
<p>Dec/January 2011</p> <p>Editorial Deadline 10th December 2010</p> <p>Advertising Deadline 4th January 2011</p> <p>Features Artificial surfaces Building envelope Lighting SPATEX preview Sports Buildings Washrooms</p>	<p>February 2011</p> <p>Editorial Deadline 14th January 2011</p> <p>Advertising Deadline 1st February 2011</p> <p>Features Building access Ecobuild preview External works Flooring and indoor sports flooring Interior cladding Swimming pools and water treatment Play & Sport Matters supplement</p>
<p>March 2011</p> <p>Editorial Deadline 11th February 2011</p> <p>Advertising Deadline 22nd February 2011</p> <p>Features Canopies, shelters and shading Changing rooms Fitness Commercial HVAC Sports buildings Wellness and spa London 2012 Countdown</p>	<p>April 2011</p> <p>Editorial Deadline 11th March 2011</p> <p>Advertising Deadline 29th March 2011</p> <p>Features Artificial surfaces Building envelope Eco building Flooring and indoor sports flooring Modular structures Swimming pools and water treatment API directory</p>
<p>May 2011</p> <p>Editorial Deadline 8th April 2011</p> <p>Advertising Deadline 26th April 2011</p> <p>Features Canopies, shelters and shading External works Interior cladding Lighting Wellness and spa Water play Play & Sport Matters supplement PlayFair preview</p>	<p>June 2011</p> <p>Editorial Deadline 13th May 2011</p> <p>Advertising Deadline 31st May 2011</p> <p>Features Eco building Fitness Sports buildings Swimming pools and water treatment Washrooms Modular structures</p>
<p>July/August 2011</p> <p>Editorial Deadline 1st July 2011</p> <p>Advertising Deadline 19th July 2011</p> <p>Features Building access Building envelope Commercial HVAC Flooring and indoor sports flooring SALTEX preview Water play Wellness and spa Play & Sport Matters supplement</p>	<p>September 2011</p> <p>Editorial Deadline 29th July 2011</p> <p>Advertising Deadline 16th August 2011</p> <p>Features Artificial surfaces Canopies, shelters and shading Changing rooms Interior cladding LIW preview Swimming pools and water treatment London 2012 Countdown</p>
<p>October 2011</p> <p>Editorial Deadline 9th September 2011</p> <p>Advertising Deadline 27th September 2011</p> <p>Features Building envelope Eco building External works Lighting Sports buildings Washrooms Play & Sport Matters supplement</p>	<p>November 2011</p> <p>Editorial Deadline 14th October 2011</p> <p>Advertising Deadline 1st November 2011</p> <p>Features Building access Changing rooms Flooring and indoor sports flooring Modular structures Water play Wellness and spa</p>
<p>Regular Features</p> <p>Features API comment Contract news Interviews Product review</p>	