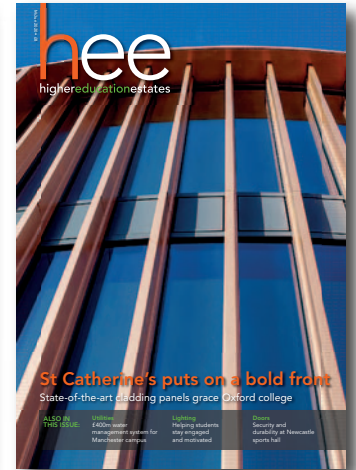


edb & hee magazines media pack 2025





edb and hee – the best way to find out what's going on in school, college and university construction

If you want to know what's going on in the worlds of school, college and university building, then edb and hee are here for you.

edb (education, design & build) and **hee** (higher education estates) are sister magazines published together every quarter.

They are read by specifiers across the whole range of clients, architects, contractors and supply chain specialists who operate across the UK's education sector.

Offering a concise but informative read, they tell you what's really going on in the built environment in the UK's primaries, junior and secondary schools, academies, independent schools, colleges and universities.

Each issue features case studies of the most interesting and innovative building projects in their respective education sectors. Architects and contractors welcome the opportunity we provide to demonstrate their excellence in our high-quality print pages and impress past, present and future clients.

Designing and building in the UK education sector is changing fast, with modern methods of construction leading the way – and **edb** and **hee** are at the forefront

of what's going on. We publish dozens of submitted case studies showing the best ideas in design and construction, as well as the most innovative use of materials and technology across all types of educational building. From roofing through to paint work, from outdoor equipment through to heat pumps, and from lighting through to furniture and carpeting, plus all types of structural work, **edb** and **hee** provide invaluable updates and information on the latest trends and products in every category.

And we're engaged in ongoing debates with our readers – be they building owners, estates managers, architects, contractors or product suppliers. We are always keen to highlight anyone who has an interesting story to share. So get in touch – we want to know what you've been doing and what you'll be doing next. And so do our readers.



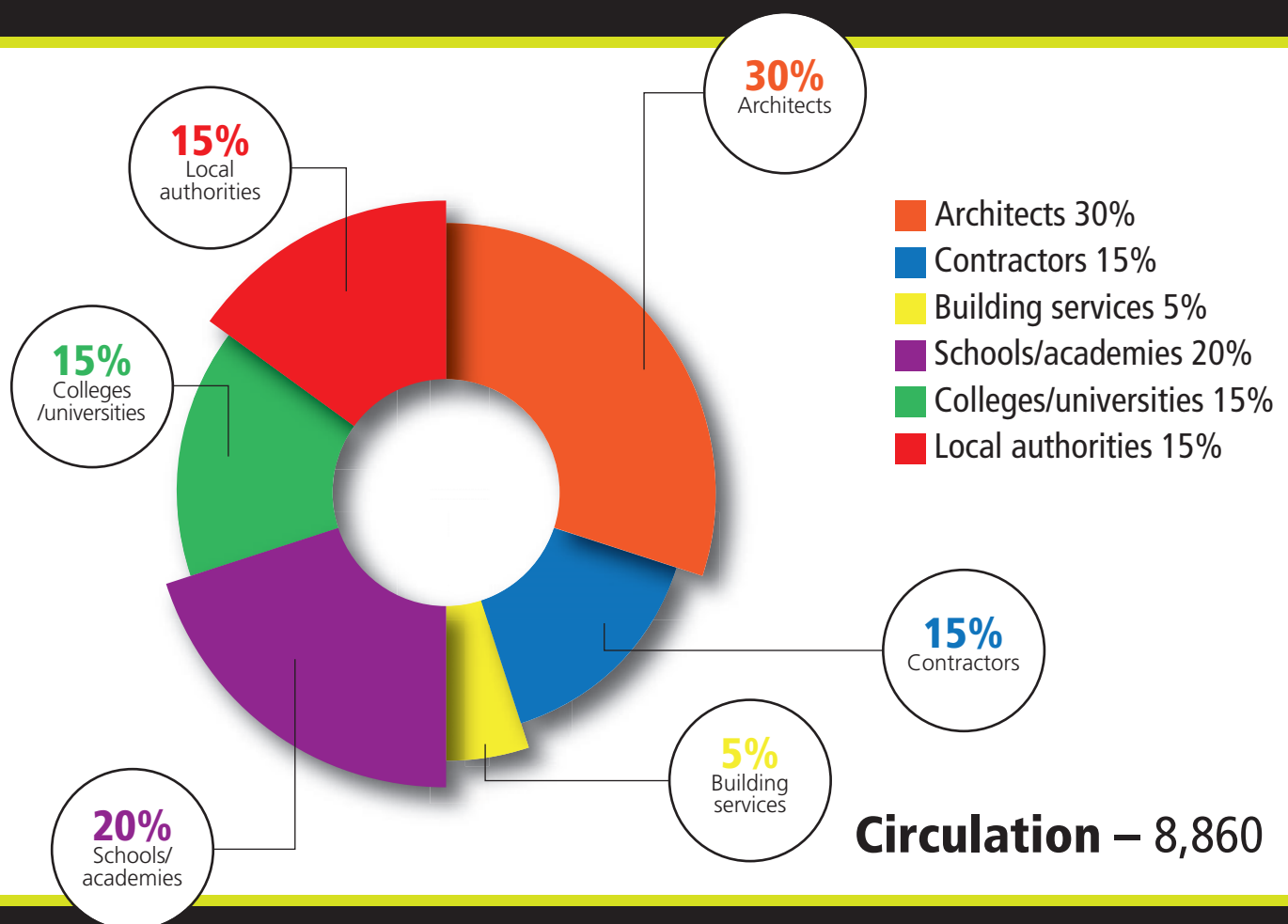
Andrew Pring - Editor
andrew@stable-media.co.uk

Our readers

edb is the must-read for all stakeholders involved in the design, build and operation of all educational buildings. It covers all the latest policies, funding streams, strategies and management issues and considers how these impact the built environment.

Packed full of insightful thought pieces from architects, contractors, suppliers and analysts, **edb** showcases the best and latest ideas in building design and the most innovative use of materials and technology.

hee, which is published at the same time in a joint issue with **edb**, explores the most interesting developments in higher and further education. We look at cutting edge learning environments, the high standards of accommodation, the research labs, enterprise & innovation hubs and spaces shared with high tech companies. We also examine the top quality sports and performance buildings and the social facilities that complete the student experience.



Copies can be requested by joining our mailing list via our website or email links.

In each issue

CONTENT COVERAGE

Each issue of **edb** and **hee** features:

- Cladding & roofing
- Glazing & rooflights
- Floors, walls & ceilings
- Acoustic systems
- Modular buildings
- Doors & access systems
- Washrooms & changing areas
- Classroom & lab furniture
- Indoor & outdoor lighting
- Building controls
- Heating, ventilation & AC
- Insulation
- ICT & AV systems
- Sanitaryware
- Facilities for sport & play
- Fire safety & security
- Shelters & canopies
- Paints & finishes

Sector Statistics for 2025

- The Government has committed an additional £1.4bn to the School Rebuilding Programme, which means 100 rebuilding projects will start in 2025.
- A further £2.1bn is being allocated to maintain and improve school buildings, an increase of £300m compared to last year.
- Colleges will receive a further £300m to invest in the further education estate.
- In Scotland, the Government is progressing with its £2bn Learning Estate Investment Programme (LEIP), which aims to deliver new and redeveloped learning environments for 50,000 pupils across Scotland.
- In Wales's schools, the Government is spending over £1bn a year on capital programmes.
- UK universities spent around £2.5bn on building capital projects in 2023/4, a figure that should be matched in 2025.

Published **FOUR** times per year – **March, June, September, December**

E-MAGAZINES

The digital e-zine version of **edb** and **hee** present the current issues in an easy-to-use page click-through format. This free service is interactive with direct links to websites and email addresses, with relevant video clips enhancing the viewing experience.

We are offering several opportunities to increase your company profile:

- Digital version emailed quarterly to 10,000+ named readers
- A video clip on your advertisement providing you the opportunity to show your products actually in use
- A highlighted click-through to your website and direct email facility
- Home page sponsorship



Advertising opportunities

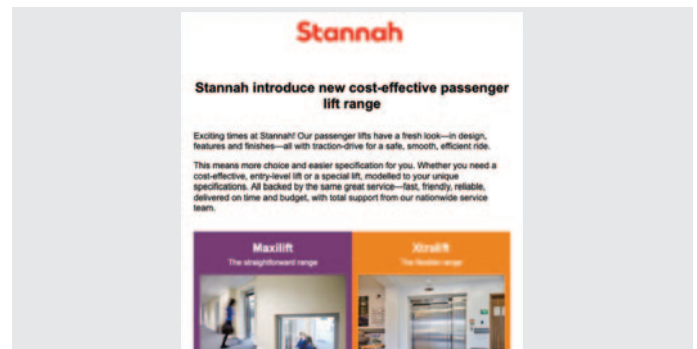
DIGITAL

edb and **hee** offer digital advertising opportunities with product bulletins, solus emails and website banners, tiles and videos. Reaching an audience of over 10,000 named readers.



- **Monthly e-news bulletin**

Bulletins are a great way to get products seen by our 10,000+ database on a monthly basis. Promote a new product, case study or brochure. We can direct links through to the product itself, or can simply increase traffic through to your site.



- **Solus e-mails**

We can broadcast your unique message to our 10,000+ named e-mail database. Solus e-mails can be sent on a date of your choice (subject to availability) and we can fully monitor how many opens and clicks it generates. All we need is an HTML document from you and we do the rest.



- **Website banner/tile/video**

- The latest news stories and information on the UK education build market
- Links directly to the interactive digital version of **edb** and **hee** magazine.



- **Buyers guide**

- The 'go-to' section of our web sites for specifiers sourcing information on the products and services available within the sector.
- Simple company name listing under relevant 'product category' – Free
 - Enhanced listing includes:
 - Up to 100 words of text
 - Company logo
 - Active web site link.

Advertising opportunities

DIGITAL



- **INSIGHT - Digital mini-magazine**

These A4 sized 12 page e-zines have been designed specifically to place your company at the forefront of the market as THE leader within your product sector.

You will benefit from –

12 page digital mini-magazine

Front page – “In association with” to include your company logo

ISFC Full page advertisement

Opening editorial “Welcome” – word count 130

2 x editorials – case studies (total 4 pages) – word count 500 for each editorial

Editorial content from our Editor

OSBC Full page advertisement

We will broadcast your sponsored mini-magazine to our 10,000+ named e-mail database and also host it on the home page of the web site. Your associated INSIGHT issue will also be shared to our social media platforms.

EVENTS

Associated business meeting and networking forums

Benefit from a series of pre-selected, face-to-face meetings with a mix of senior level architects, specifiers, contractors, project managers, local authorities and clients all working on active projects in these sectors.

Visit stable-events.co.uk for further information on upcoming forums.



eb-forum.co.uk



ebf-scotland.co.uk



hee-forum.co.uk



sbe-forum.co.uk



paf-forum.co.uk



paf-europe.com



paf-scotland.co.uk



Rates & specifications (print)

Advertising Rates 2025

Ad type	1 insertion	4 insertions
DPS	£3,795	£3,245
Full Page	£1,945	£1,695
Half Page	£1,075	£935
Third Page Vertical	£850	£750
Quarter Page	£600	£525
Quarter Page Horizontal	£700	£600
Quarter Page DPS	£1,300	£1,100
Front Cover	On application	
Inside Front Cover	£2,175	
Outside Back Cover	n/a	
Inserts	On application	

Magazine

Ad type

	Type Area	Bleed	Trim (width x height)
DPS	370 x 265mm	426 x 303mm	420 x 297mm
Full Page	185 x 265mm	216 x 303mm	210 x 297mm
Half Page (Horizontal)	185 x 125mm		185 x 125mm
Half Page (Vertical)	90 x 265mm		90 x 265mm
Third Page Vertical	57 x 242mm		57 x 242mm
Quarter Page (Portrait)	90 x 125mm		90 x 125mm
Quarter Page (Horizontal)	185 x 65mm		185 x 65mm

Bulletin

Image size –	2MB max
Image format –	Digital JPEG
Copy amount –	500 words max

For more information please contact:
telephone **020 8288 1080** or email **info@stable-media.co.uk**

Rates & specifications (digital)

Website Digital Advertising Rates 2025		
Ad type	PCM	
Home page banner / Leaderboard –		£500
Skyscraper		£450
Mid page banner –		£350
News page banner / Leaderboard –		£500
Sponsored content in news section –	- Leading story	£500
	- Secondary story	£350
Ad type	Per Issue	
Sponsor of the digital issue –		£300
Ad type	6 months	12 months
Tiles		
Small - Home page tile - 160 x 90 pixels	£650	£1,100
Large - Home page tile - 160 x 120 pixels	£750	£1,250
Ad type	1-5	6-10
Monthly email bulletins	£375	£300
Ad type	1	4
Solus email	£1,000	£3,000
Ad type	12 months	
Buyers guide - enhanced listing		£1,000

Website Ad type	width x height	
Leaderboard	728 x 90 pixels	
Skyscraper	160 x 600 pixels	
Mid-page banner	468 x 60 pixels	
Square	250 x 250 pixels	
Button	125 x 125 pixels	

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