

housebuilder



Media Portfolio 2017

Advertisement Manager

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North & Midlands Area Advertisement Manager

Tim Mullin, 01204 593960, tim.mullin@house-builder.co.uk

www.house-builder.co.uk

Housebuilder Media – offering your route to the UK housebuilding market

At **Housebuilder Media**, we offer a complete range of opportunities to reach the key influencers and specifiers in the UK housebuilding market. Our unique relationship with the Home Builders Federation (HBF - our parent company and the voice of the housebuilding industry) and NHBC (the leading warranty and insurance provider and standards setter) ensures access to the most comprehensive routes to the industry.

At the heart of our portfolio is **housebuilder** magazine. Published since 1941, the longest established and leading magazine for UK housebuilders provides the crucial information this challenging market requires, through expert columnists and an in-house editorial team. This information is key, as government and housebuilders seek ways to increase new home supply in the face of a continuing wave of challenges, including changes in building regulations, the ongoing issues with planning, and of course the continuing challenges surrounding the lending and mortgage market.

Published ten times a year, **housebuilder** is invaluable reading for all industry personnel in housebuilding companies of all sizes. We have unique access to the active member registration lists of both HBF and NHBC for our circulation – the current total circulation of 15,000 copies being mailed out monthly to companies from the likes of Barratt, Persimmon and Taylor Wimpey right down to the smallest housebuilding companies. These companies continue to be responsible for around 85% of all UK new build homes. We continue to maintain the independent ABC circulation audit which we understand is so important for advertisers and marketing agencies, especially as the industry has seen such change during recent years. We therefore believe we offer advertisers the most trusted circulation available, coupled with the best penetration into the housebuilding industry.

HOUSEBUILDER 2017 MAGAZINE PUBLISHING DATES and PRODUCT FEATURES LIST

FEB (1st Feb) – INDOOR AIR QUALITY & VENTILATION / THE UTILITY SECTOR including BROADBAND

MARCH (1st Mar) – INSURANCE & LEGAL ISSUES / KITCHEN FURNITURE, WORKTOPS & APPLIANCES / BEDROOMS

APRIL (6th Apr) – DOORS & WINDOWS including ROOF WINDOWS / MACHINE HIRE & TOOLS / FINANCE & PART EXCHANGE

MAY (3rd May) – SuDS & RAINWATER SYSTEMS / HEATING SYSTEMS / INSULATION

JUNE (7th Jun) – OUTDOOR SPACE INCLUDING BALCONIES & GARDEN PAVING / INTERIOR DESIGN

JULY/AUG (5th Jul) *two month shelf-life* – BIM & CONSTRUCTION SOFTWARE / FLOORING & WALLING SYSTEMS

SEPT (6th Sep) – KITCHENS & BATHROOMS / FINANCE UPDATE / ROOFING & CLADDING

OCT (4th Oct) – BUILD METHODS including BRICK & BLOCK, TIMBER FRAME, OFF SITE & MODULAR / THE SMART HOME including TECHNOLOGY, COMMUNICATION & AUTOMATION SYSTEMS

NOV (4th Nov) – HOME SECURITY including DOORS, WINDOWS & ALARMS / GROUNDWORKS & DRAINAGE including SuDS & LAND REMEDIATION

DEC/JAN (6th Dec) *two month shelf-life* – HOME SECURITY including WINDOWS, DOORS, GARAGE DOORS & ALARMS

housebuilder magazine 2017 advertising rates

Rates effective from January 2017 – please contact us for special rate packages for series advertising.
Agency commission 10% - all rates quoted are for 4 colour advertisements.

- Double page spread **£5,090**
- Full page **£2,950**
- Half page (landscape or vertical) **£1,950**
- Quarter page **£1,180**
- Inside Front Cover, Outside Back Cover and Inside Back Cover **£3,250**

Quotes for special sizes are available on request. To guarantee a specific position, or facing editorial, add 10% to the above. Loose and bound-in insert options are also available on request.

Advertising copy date is 15th of the month preceding publication. Please contact **Helen Board** for mechanical data and advertisement specification, email helen.board@house-builder.co.uk or telephone **020 7960 1634**.

housebuilder website 2017 advertising rates

The website advertising opportunities at www.house-builder.co.uk in 2017 include the following.

- Banner (leaderboard) advert - 728 pixels x 90 pixels - **£870**
- Button (box) advert - 180 pixels x 180 pixels - **£560**
- Product Focus entry (120 words plus picture) - **£470**

We are happy to discuss other creative executions including skyscraper, fly-out, expanding and wallpaper adverts.

Prices quoted are for one calendar month's advertising. Banner and button adverts should be supplied as a jpeg or animated gif file – maximum file size 150 kilobytes.



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mechanical specification for housebuilder magazine

DOUBLE PAGE SPREAD (DPS)

Type size 270mm x 400mm

Bleed 303mm x 432mm

Trim 297mm x 420mm

Bleed across gutter only 270mm x 406mm

HALF PAGE DPS

Type size 125mm x 400mm

Bleed 149mm x 432mm

Trim 146mm x 420mm

Bleed across gutter only 125mm x 406mm

FULL PAGE

Type size 270mm x 190mm

Bleed 303mm x 216mm

Trim 297mm x 210mm

HALF PAGE Landscape

Type size 125mm x 190mm

Bleed 149mm x 216mm

Trim 146mm x 210mm

HALF PAGE Vertical

Type size 270mm x 92mm

Bleed 303mm x 103mm

Trim 297mm x 100mm

QUARTER PAGE Portrait

130mm x 92mm

QUARTER PAGE Horizontal Strip

63mm x 190mm

Contact Helen Board for further details on 020 7960 1634

Email: helen.board@house-builder.co.uk

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housebuilder conferences and events

housebuilder is committed to delivering the most timely, informative and enjoyable business events in the housebuilding industry, both independently and on behalf of the Home Builders Federation. These focused annual events challenge the key issues facing the industry and deliver highly relevant and vital information.

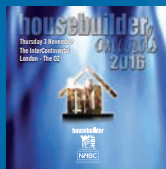
There are a limited number of sponsorship slots, available for all of the events listed. Sponsorship packages are tailored to offer different target audiences, so we are confident we will always have the right solution for different sponsor needs.



Housing Market Intelligence (HMI)

The annual Housing Market Intelligence (HMI) conference and report initiative has become the flagship business event of **housebuilder**'s portfolio.

Now in its fifteenth year, HMI has been tracking and predicting trends and opportunities in UK housebuilding throughout one of the most dynamic periods of change and uncertainty in the industry's history. The report, containing high value information including executive commentary, expert papers and analysis, data and contacts, is published in the autumn on the day of the conference in central London.



The Housebuilder Awards

The annual Housebuilder Awards, supported by HBF and NHBC, are now in their thirteenth year and are geared to reward innovation and

excellence. These are the industry's own awards and recognise those in the industry who are improving quality, design, efficiency and customer care in housebuilding. Award entries are submitted in the spring, after which our top quality panel of judges select the category winners. The awards presentation evening is then held in the autumn at a glitzy, black tie dinner.



The Housebuilder Product Awards

Following overwhelming demand in the 'Product of the Year' category at the Housebuilder

Awards, Housebuilder Media launched the Housebuilder Product Awards in 2013. The need for innovation from the product manufacturer and supplier sector is paramount, and housebuilders look to this sector for help to meet new regulatory and aesthetic requirements, ultimately improving the overall delivery and performance of new homes. The Housebuilder Product Awards will give recognition and reward those suppliers rising to the challenge. Category winners go through to become the finalists for 'Product of the Year' at the main Housebuilder awards.

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HBF conferences and events



The HBF Policy Conference

The annual **HBF Policy Conference** focuses on the key issues facing the UK housebuilding industry. Held in the spring in central London, the conference attracts senior director level delegates keen to hear how housing strategy is taking shape,

and the government's plans to help the industry increase the supply of new homes.



The HBF Technical Conference

The annual **HBF Technical Conference** looks at the key regulatory changes affecting the UK housebuilding industry. In 2016, Bob Ledsome, head of building regulations and standards division at DCLG, reminded the audience

that energy standards were still under review following the shelving of the Code for Sustainable Homes. There was also an update from NHBC following ten years of the NHBC foundation. The conference is a must for all key technical personnel from housebuilding companies.



The HBF Planning Conference

The annual **HBF Planning Conference** held in the early autumn focuses on the current issues affecting this crucial area of the UK housebuilding industry. In 2016, Steve Quartermain, chief planner at DCLG, stressed the

government was not "backing away" from its commitment to housing following the EU referendum. The Neighbourhood Planning and Infrastructure Bill also raised interesting debate, particularly with regard to the role of communities in the plan making process.



The annual **HBF members-only Golf Day** has become a 'must attend' event in the HBF social calendar. In 2016, 55 teams of four fought it out at Woburn GC to become the HBF Golf Day champions. Held in the summer at a first class venue, this is an established event that always sells out very quickly.



The **HBF members-only Annual Ball** and regional dinners in the Midlands and Yorkshire are also on the HBF regular social agenda. Please contact us for further details of any of the business and social events listed.



HBF Future Talent Conference

A residential event held in the summer, which in 2016 discussed the aim of the new Home Building Skills Partnership, whilst acknowledging there is much more to do to attract new talent to the industry. The conference also included workshops for graduates on industry image, offsite solutions, leadership and planning.

housebuilder also organises the HBF social and networking events, including the annual **AGM Lunch**, a unique opportunity for the industry's leaders to meet informally and discuss the current issues affecting their business. Held in the spring, the lunch follows the **HBF AGM** and **Open Council** meeting for HBF members.

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