

housebuilder

Media Portfolio 2018

The leading business media brand
for UK residential development
and regeneration



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In partnership with



Raising Standards. Protecting Homeowners

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Editor's letter

"Welcome to our 2018 media pack. At Housebuilder Media we aim to be at the heart of everything the industry needs in terms of industry information, analysis, discussion and networking opportunities.

Our business is built on the reputation, longevity and success of Housebuilder magazine which was launched in 1941 and provides quality editorial on all the ever changing aspects of the industry – market trends, economics, government initiatives, planning, technical issues, regulations, product innovation and more. The magazine is at the core of the business, and its editorial quality is repeated and enhanced by our online presence which keeps readers up to date on a daily basis.

Our events lead the way in the industry – from the strategic high level Housing Market Intelligence conference and annual report launch to more vertical events on planning, technical and skills. The Housebuilder Awards are the most sought after in the industry and we also recognise the excellence of the supply side of the industry with our Housebuilder Product Awards. There is much more we do – the HBF Golf Day, the Housebuilder Marie Curie Brain Game – and details are in this 2018 media pack.

Our unique relationship with the Home Builders Federation ([HBF](#) – our parent company and the voice of the housebuilding industry) and the National House Building Council ([NHBC](#) – the leading warranty and insurance provider and standards setter) ensures access to the most comprehensive routes to the industry. We are able to source key insights and we are best positioned to help clients reach every corner of the market.

The message is clear - at a time of great change economically, politically and in the housing sector, we are ready to provide all the information and analysis the sector needs. So however you want to access the UK housebuilding sector and whoever you need to reach, Housebuilder Media is perfectly placed to provide you with the ideal opportunity".

Ben Roskrow, Managing Editor

EST. 1941



"At a time when there is so much going on in the sector, Housebuilder magazine has been a great read and source of info on all things housebuilding. Well done, keep up the great work." **John Anderson, Executive Director, Kier Living**



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housebuilder Magazine

Introduction

At the heart of our portfolio is housebuilder magazine. Published since 1941, it is the **longest established** magazine for UK housebuilders and is considered to be the industry's premier title. Published ten times a year, housebuilder is invaluable reading for key industry personnel in housebuilding companies of all sizes. We provide the crucial information that 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. We have a reputation for providing authoritative journalism and can offer advertising partners an unrivalled platform to promote their products and services to not only a lucrative audience, but, crucially, the most receptive.

Circulation

We have **unique access** to the active registration lists of both HBF and NHBC for our circulation – with copies being posted directly to named individuals at major developers like Barratt, Taylor Wimpey and Persimmon to the smallest housebuilders. These companies collectively continue to be responsible for approximately 85% of all UK new build homes and regeneration projects. The HBF/ NHBC lists are updated monthly and reflect today's market. Our current independent [ABC](#) certified circulation is 13,197 (July '16 to June '17). We believe that this offers advertisers the most up-to-date, accurate and trusted circulation available.

Readership

Reach the **most influential** decision makers in the UK housebuilding market, currently estimated to be worth in excess of £30 billion annually. Our readership comprises various stakeholders within UK residential development and regeneration. Look to us if you want to market your business toward a captive audience of brand selectors, specifiers and those with purchasing responsibility across a spectrum of products and services. The magazine is received by managing directors of the smaller and medium-sized companies whose responsibility is specifying which services and products to use. In the larger companies we send multiple copies to each of their regional offices, hitting director level personnel including; technical, sales & marketing, purchasing, finance, planning, and commercial.



13,197

abc [certified](#)
[click here](#)



"Housebuilder magazine is an essential read. As an SME housebuilder I need to keep abreast with changes in regulations, developments in the market and innovation – Housebuilder provides all this."

Mark Adams, Executive Chairman, Pennyfarthing Homes



Publication dates & features list

Most housebuilder clients advertise regardless of what product feature is scheduled to be published, however where possible we position adverts near relevant editorial. This offers an even more targeted means to get your message across during the course of a campaign.

Feb 7 th	Indoor air quality & ventilation / utility sector inc broadband / finance & mortgage
Mar 7 th	Insurance & legal issues / kitchen furniture, worktops & appliances / bedrooms
Apr 4 th	Doors & windows inc roof windows / machine hire & tools / build methods, techniques & innovation
May 2 nd	Heating systems / insulation/ kitchens & bathrooms
June 6 th	Outdoor space inc balconies & garden paving / interior design / SuDS & rainwater systems
July 4 th	(Two month edition) BIM & construction software / flooring & walling systems / sustainability & green agenda special
Sept 5 th	Finance update / roofing & cladding / utility update
Oct 3 rd	Build methods inc brick & block, timber frame, off site & modular / the smart home including technology, communication & automation systems
Nov 2 nd	Environmental remediation, groundworks & below ground drainage / hidden protectors inc Lintels, DPCs, Membranes & cavity trays / kitchens and bathrooms
Dec 5 th	(Two month edition) Home security inc windows, doors, garage doors & alarms

Custom publishing

Whether we co-create a bespoke themed supplement or host, organise and promote your next roundtable event, custom publishing can provide an effective means to communicate toward your chosen target audience in a distinctive way. We can help build your company's profile as a thought leader on an important industry topic. Contact us for more details.

Advertising rates

Rates effective from January 2018 – 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 - £1,950
- Quarter page - £1,180
- Inside Front Cover, Outside Back Cover and Inside Back Cover - £3,250

To guarantee a specific position, or facing editorial, add 10% to the above. Quotes for special sizes, loose, bound-in or region based inserts are available on request.

Advertising copy date is 15th of the month preceding publication.

Your advertisement will also be available digitally on the housebuilder website where every issue is [archived](#) and downloadable.

Specifications

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.

Please contact Helen Board for mechanical data and advertisement specification, email helen.board@housebuilder.co.uk or telephone 020 7960 1634.

Receive a copy

To help you visualise housebuilder our [archive](#) is available digitally. Alternatively, please do contact the team in order to request a copy. If you are not a member of HBF/ NHBC and would like to subscribe, please click [here](#).

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Digital

Housebuilder's new-look website www.house-builder.co.uk provides readers with up-to-date comment, a wealth of archive material, plus new product information. The website engages the industry through comments on articles, blogs, forums, twitter and online polls.

By combining your print advertising with our ever-increasing digital activity, it is possible to reach a wider audience quickly and effectively. The repeated exposure digital advertising offers is ideal for raising brand or product awareness and gives you the chance to link to a very precise message on your own website.

The combination of our website and social media presence on Twitter [@housebuildermag](https://twitter.com/housebuildermag) (14k+ followers, the largest Twitter following in our industry) improves the accessibility of our content and provides our partners with yet another platform to engage with our audiences.

Monthly averages

10,000 unique users

21,500 number of visits

50,000 total page impressions

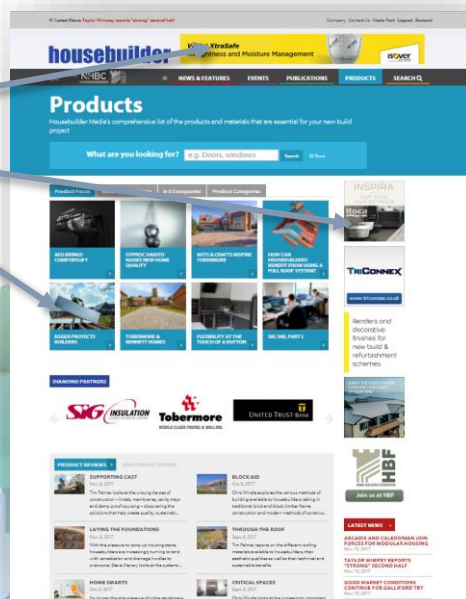
Advertising rates & specification

Digital advertising opportunities include;

- Banner (leaderboard) advert - 728 pixels x 90 pixels - £870
- Button (box) advert - 180 pixels x 180 pixels - £560
- Product Focus entry (150 words plus image) - £470

Prices quoted are for one calendar month's advertising and will appear as a 'run of site' campaign (ROS) across the whole site.

Banner and button adverts should be supplied either as a jpeg or animated gif file (maximum file size 150kb), together with a target URL to your Sales Manager a few working days before the campaign is due to go live.



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Events

Introduction

The right people are not just engaging with our magazine or website content, they are also interacting with us in person. We are 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. Our conferences, awards and industry events cover all aspects of business – from strategic information provision, to celebrations of excellence and industry networking opportunities.

Sponsorship packages are tailored toward different target audiences, so depending on where your focus lies – further details can be provided, we can give you a good insight into the quality and profile of those who attend.

There are a limited number of sponsorship slots available and many of our upcoming events already have an appropriate amount of sponsors in place. This is because we offer existing clients the opportunity to renew their sponsorship each following year (first refusal). We will endeavour to keep you informed should a sponsorship slot for your chosen event becomes available.

Events calendar 2018

If you would like to experience our events first hand, you can book your attendance at some of our upcoming events [here](#). Our 2018 events will be held as follows;

HBF Policy Conference – One Wimpole Street, London, 21st March
HBF AGM – Marriott Grosvenor Square, London 26th April
Housebuilder Brain Game (with Marie Curie) – Brewery, London, 3rd May
HBF Midlands AGM – MacDonald Burlington, Birmingham, 17th May
Housebuilder Product Awards (*invite only*) – Grange St Paul's, June
HBF Future Talent Conference – EMCC, Nottingham, 4/5th July
HBF Golf Day (*members only*) – Woburn Golf Club, 11th July
HBF Planning Conference – Austin Court, Birmingham, 11th Sept (TBC)
HBF Technical Conference – Austin Court, Birmingham, 12th Sept (TBC)
HMI Conference – Milton Court, London, 11th Oct
Housebuilder Awards – Intercontinental 02, London, 1st Nov (TBC)
HBF Yorkshire Conference & Dinner – Wakefield Court, Wakefield (TBC)
HBF Wales Conference & Dinner – The Angel, Cardiff (TBC)
HBF Ball (*members only*) – Hilton Park Lane, London 30th Nov



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Events

The **Housing Market Intelligence (HMI)** conference and report initiative has become the flagship business event of housebuilder's portfolio. Now in its 16th 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 on the day of the conference.

The **Housebuilder Awards** supported by HBF and NHBC, are now in their 14th 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** were introduced in 2013 following overwhelming demand in the 'Product of the Year' category at the main housebuilder awards. 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 HPAs recognise and reward suppliers that rise to the challenge and category winners go through to become finalists for 'Product of the Year' at the main housebuilder awards. To enter the Product Awards please click [here](#).

The **HBF Policy Conference** focuses on the policies already in place, discussing if they have had the desired effect, and then speculates what can be expected throughout 2018 and beyond. 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 annual HMI conference is the key day for senior members of the industry to come together to discuss the strategic issues facing our sector - with the added bonus of receiving the essential HMI Report" **Greg Hill, Regional Managing Director, Hill.**

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The **HBF Technical Conference** looks at the key regulatory changes affecting the UK housebuilding industry. In 2017, the conference discussed a number of themes including the pressure that is on the industry to deliver more homes while meeting higher expectations on quality. Key leading industry experts provided their insight and the conference is a must for all key technical personnel from UK housebuilding companies.

The **HBF Planning Conference** brings together speakers from government, and from within the planning profession, to explore the key issues surrounding the UK's planning system and the associated regulations. It is attended primarily by key housebuilder planning personnel.

The HBF members-only **Golf Day** has become a 'must attend' event in the HBF social calendar. In 2017, 49 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 Future Talent Conference** brings together graduates and other professionals entering the home building industry. It forms an important part of company graduate and management development programmes for their recruits and aims to enhance delegates' understanding as they commence their careers. Including workshops on industry image, offsite solutions, leadership and planning.

housebuilder also organises various other regular HBF social and networking events, including the HBF members-only **Annual Ball**, regional conferences/ dinners in the **Midlands, Yorkshire and Wales**, plus the annual **AGM Lunch**, a unique opportunity for the industry's leaders to meet informally and discuss the current issues affecting their business. We also help organise a charity event called **Marie Curie Brain Game**.



"We have supported the Housebuilder Awards since their inception in 2005 and watched them grow into the sector's most prestigious and sought after awards. And the night itself is great fun - a chance for the whole industry to celebrate excellence."
Paul Reed, Managing Director,
Marley Eternit.

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