

# housebuilder

## Media Portfolio 2021

The official business media brand  
for UK residential development  
and regeneration



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## Editor's letter

"Welcome to our 2021 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. Clearly 2020 was a difficult year, but several of our major events were staged online and we very much hope to go live again in 2021. There is much more we do – the HBF Golf Day, the HBF Ball – and details are in this 2021 media pack.

Our unique relationship with the Home Builders Federation ([HBF](#) – our parent company and 'the voice of the homebuilding 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 uncertainty due to the pandemic and 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



"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, Deputy Chief Executive, Hill.



Official magazine of...



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# Media Portfolio 2021 housebuilder Magazine

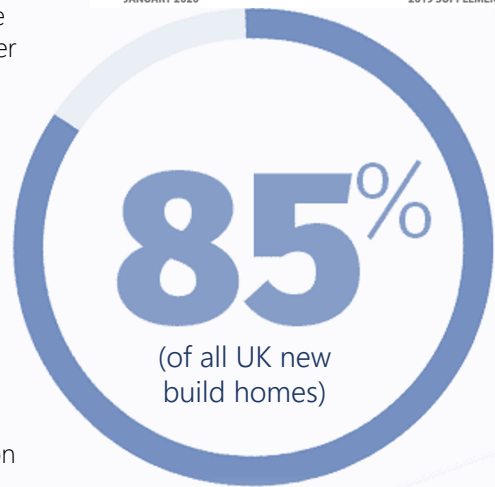


## Introduction

At the heart of our portfolio is Housebuilder magazine. Published since 1941, it is the **longest established** and **official** 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 10,894 (July '19 to June '20). 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.



# 10,894

 [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**





## Advertising rates

Rates effective from January 2021 – please contact us for special rate packages for series advertising. Agency commission 10% - rates quoted are for full 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 15<sup>th</sup> 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 Lisa Sweeney for mechanical data and advertisement specification, email [lisa.sweeney@housebuilder.co.uk](mailto:lisa.sweeney@housebuilder.co.uk) or telephone 020 7960 1635.

## 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 3<sup>rd</sup> Indoor air quality & ventilation / utility sector inc. broadband / finance & mortgage

Mar 3<sup>rd</sup> Insurance & legal issues / kitchens & bathrooms / roofing & cladding

Apr 7<sup>th</sup> Doors & windows inc. roof windows / build methods, techniques & innovation / marketing techniques & aids

May 5<sup>th</sup> Heating systems / insulation / sustainability & green agenda special

June 3<sup>rd</sup> Outdoor space inc. balconies & garden paving / interior design inc. bedrooms & furnishings / SuDS & rainwater systems

July 7<sup>th</sup> (Two month edition) BIM & construction software / flooring & walling systems / proptech

Sept 1<sup>st</sup> Finance & mortgage update / roofing, cladding & exterior aesthetics / the utility sector inc. broadband

Oct 6<sup>th</sup> Build methods inc. brick & block, timber frame, off site & modular / the smart home inc. technology, communication & automation systems / indoor air quality & ventilation

Nov 3<sup>rd</sup> The hidden protectors inc. lintels, DPCs, membranes & cavity trays / kitchens & bathrooms / sustainability & green agenda special

Dec 1<sup>st</sup> (Two month edition) Home security inc. windows, doors, garage doors & alarms / environmental remediation, groundworks & below ground drainage

## 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.

## 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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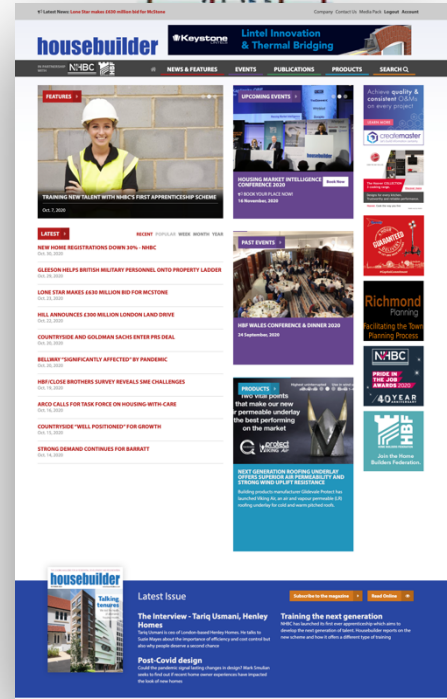
## Digital



Housebuilder's website [www.house-builder.co.uk](http://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) (15.7k+ 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



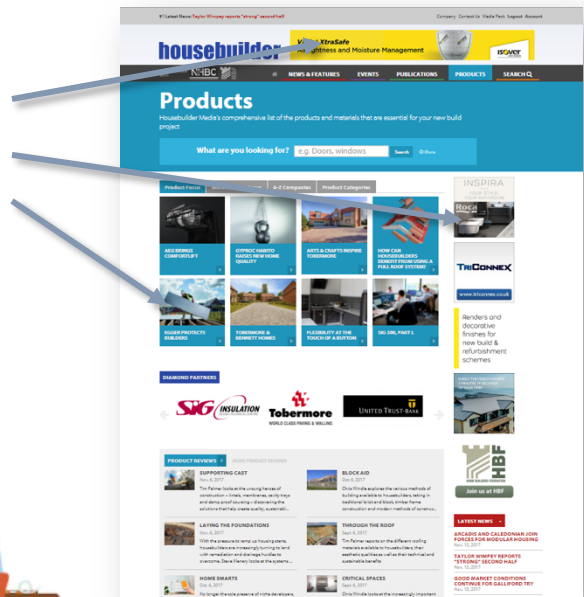
## Advertising rates & specification

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

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.

Clearly delivering these live in 2020 was impossible, but we are very hopeful that live events will return in 2021.

Sponsorship packages for these events are tailored towards different target audiences, 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 become available.

## Events calendar 2021

If you would like to experience our events first hand, you are welcome to book your attendance using the Housebuilder website. Venues and timings will be posted as and when details become available (social distancing allowing), so please do check our [events page](#) regularly for updates. Our 2021 events will include:

- HBF Policy Conference
- HBF AGM & Annual Lunch
- HBF Midlands Dinner (*HBF Members only*)
- Housebuilder Product Awards (*call for entries January 2021*)
- HBF Golf Day (*HBF members only*)
- HBF Planning Conference
- HBF Technical Conference
- HMI Conference
- The Housebuilder Awards
- HBF Yorkshire Conference & Dinner (*HBF members only*)
- HBF Wales Conference & Dinner (*HBF members only*)
- HBF Ball (*HBF members only*)



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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 19<sup>th</sup> 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 17<sup>th</sup> 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](#).



"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.**



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## Events



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 2021 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 **HBF Technical Conference** looks at the key regulatory changes affecting the UK housebuilding industry. In 2020, 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 2019, 47 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.



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.





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