

housebuilder

Media Portfolio 2027

The leading business media brand for UK residential development and regeneration



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HBF Home
Builders
Federation
In partnership with
NHBC

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Editor's letter



Official magazine of...

HBF Home Builders Federation In partnership with **NHBC**

Welcome to our 2027 media pack. At Housebuilder Media, we aim to be at the heart of the UK housebuilding industry – providing the information, analysis, discussion and networking opportunities that help connect the people shaping the sector.

Our business is built on the reputation, longevity and success of Housebuilder magazine. First published in 1941, it has been informing the industry for more than 85 years, providing quality independent editorial across the issues that matter – from market trends, economics and government policy to sustainability, planning, technical standards, regulation, quality and product innovation. The magazine remains at the core of what we do, complemented by our digital platforms, which keep our audience informed throughout the year.

Our events bring the industry together face-to-face, from the high-level Housing Market Intelligence Conference and annual report, to specialist conferences covering policy, planning and technical issues. The Housebuilder Awards and the Housebuilder Product Awards celebrate excellence across housebuilding and its supply chain, while our wider programme includes the HBF Golf Day, HBF Annual Lunch and regional events.

What particularly distinguishes Housebuilder Media is our unique position within the industry. The Home Builders Federation ([HBF](#)) – the voice of the homebuilding industry – is our parent company, and Housebuilder is the official publication of HBF and is published in association with [NHBC](#), the UK's leading new-home warranty and insurance provider and standards-setter. These relationships give us an exceptional connection to the market and help us understand the issues affecting housebuilders, access key industry insight and connect our commercial partners with audiences across the sector.

At a time of considerable economic, political, regulatory and technological change – and as the industry responds to increasingly ambitious expectations around housing delivery, sustainability, design and quality – the need for trusted information, informed debate and meaningful industry connections has rarely been greater.

Whether you want to build your profile, share your expertise, meet the industry face-to-face or develop a longer-term presence within the market, Housebuilder Media provides a trusted route into UK housebuilding.

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.

Est. 1941



housebuilder Magazine



Introduction

At the heart of Housebuilder Media is Housebuilder magazine. Published since 1941, it is the **longest-established** magazine for UK housebuilders and the **official** publication of both the Home Builders Federation (HBF) and NHBC. Through our in-house editorial team and expert contributors, we deliver the essential information and insight the industry needs. Across ten editions each year, Housebuilder provides authoritative, independent coverage of the issues shaping the sector and is read by senior decision-makers across companies of all sizes, giving our commercial partners a trusted environment in which to build awareness, credibility and familiarity.



Circulation

Our **unique access** to the active registration and membership lists of HBF and NHBC enables Housebuilder to be posted directly to named individuals across the industry – from major developers such as Barratt Redrow, Taylor Wimpey and Persimmon to SME and regional housebuilders. Together, these companies are responsible for approximately 85% of UK new-build and residential regeneration activity. The HBF and NHBC lists are updated monthly, ensuring our circulation reflects **today's market**. Our independently [ABC](#) - certified circulation of 5,906 (July to Dec '25) provides advertisers with an accurate, up-to-date and trusted route into the UK housebuilding industry.



Readership

Housebuilder reaches some of the most **influential** decision-makers across UK residential development and regeneration, a market responsible for well over £50 billion of construction activity each year. Our readership includes brand selectors, specifiers and those with purchasing responsibility across a wide range of products and services. Among SME and regional housebuilders, copies reach managing directors with direct influence over purchasing and specification decisions. Within larger developers, multiple copies are distributed across regional offices to senior personnel in technical, commercial, procurement, planning, finance, sales and marketing roles. For advertisers, this means **relevance rather than simply reach** – sustained visibility among the people who influence specification, procurement and future business opportunities.

5906



"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**



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Publication dates & features list

Most Housebuilder clients maintain a consistent presence throughout the year, rather than advertising only around specific editorial features. Where relevant, we aim to position advertisements alongside related editorial, adding further context and relevance to an ongoing campaign.

Feb 3 rd	Indoor air quality & ventilation / utility sector inc. broadband / finance & mortgage
Mar 3 rd	Insurance & legal issues / kitchens & bathrooms / roofing & cladding
Apr 7 th	Doors & windows inc. roof windows / build methods, techniques & innovation / Heating systems
May 5 th	Insulation / sustainability & green agenda special / marketing techniques & aids
June 2 nd	Outdoor space inc. balconies & garden paving / interior design inc. bedrooms & furnishings / SuDS & rainwater systems
July 7 th	(Two-month edition) BIM & construction software / flooring & walling systems / proptech
Sept 1 st	Finance & mortgage update / roofing, cladding & exterior aesthetics / the utility sector inc. broadband
Oct 6 th	Build methods inc. brick & block, timber frame, off site & modular / the smart home inc. technology, communication & automation systems / indoor air quality & ventilation
Nov 3 rd	The hidden protectors inc. lintels, DPCs, membranes & cavity trays / kitchens & bathrooms / sustainability & green agenda special
Dec 1 st	(Two-month edition) Home security inc. windows, doors, garage doors & alarms / environmental remediation, groundworks & below ground drainage

Advertising rates

Rates effective from January 2027. Please contact us for preferential rates and packages for multi-edition campaigns.. 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

Quotes for special sizes, loose, bound-in or region-based inserts are available on request.

Advertising copy date is usually around the 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 Ruth Greenwood for mechanical data and advertisement specification, email ruth.greenwood@house-builder.co.uk or telephone 020 7960 1640.

Receive a copy

To help you visualise Housebuilder our [archive](#) is available digitally.

Alternatively, please do contact the team 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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house-builder.co.uk provides the housebuilding industry with up-to-date news, comment and analysis, alongside product information and an extensive archive of Housebuilder content. Combining print and digital activity enables brands to extend their visibility across multiple touchpoints and engage our audience in different ways. Digital advertising provides repeated exposure, helping to build brand and product awareness while directing readers to relevant content, products and services online.

Our website is complemented by Housebuilder's presence on [Linkedin](https://www.linkedin.com/company/housebuilder/), extending the reach and accessibility of our content and providing another way for the industry to engage with Housebuilder.

Together, print, digital and social provide partners with a consistent presence across the channels our audience uses to stay informed and connected.

Monthly averages

10,000 unique users
21,500 number of visits
50,000 total page impressions



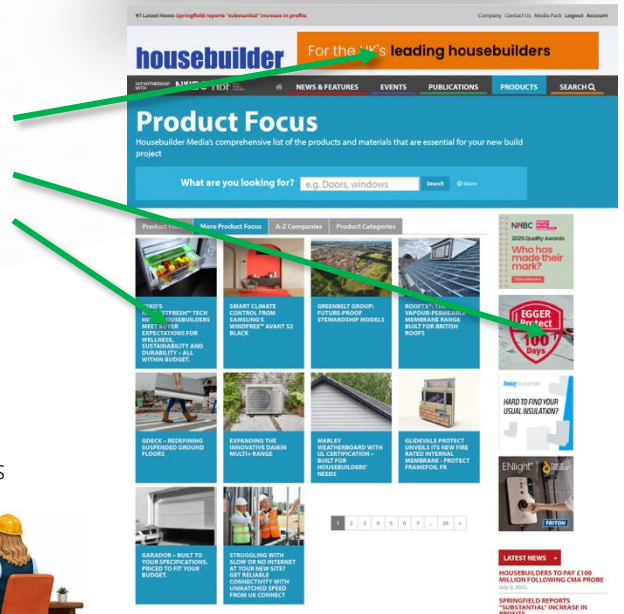
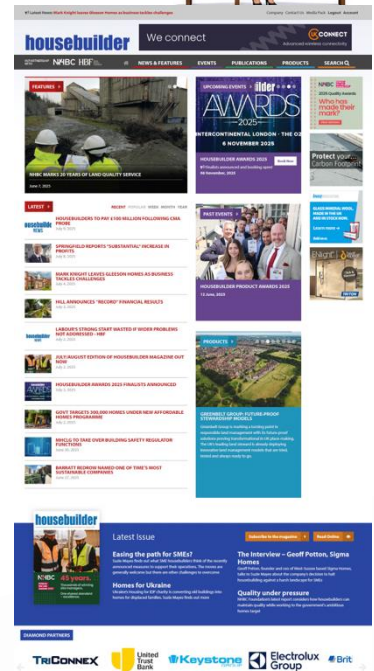
Advertising rates & specification

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 (file size 150kb approx.), together with a target URL a few working days before the campaign is due to go live.





Introduction

We are committed to delivering some of the timeliest, informative and engaging business events in the housebuilding industry, both independently and on behalf of the Home Builders Federation (HBF). Our conferences, awards and networking events span the key issues shaping the sector—from strategic insight and information sharing to celebrating excellence and creating opportunities for meaningful industry connections.

Sponsorship packages are tailored to different audiences and objectives, helping partners identify the events most relevant to the people they want to reach. Opportunities are deliberately limited, with existing sponsors offered first refusal each year, so availability at our most established events can be restricted.



Events calendar 2027

If you would like to experience our events first-hand, you can find further information and booking details on the Housebuilder website. Venues, dates and timings will be published as they are confirmed, so please check our [events page](#) regularly for the latest updates.

Our 2027 events programme will include:

- HBF Future Talent Conference
- HBF Policy Conference
- Housebuilder Brain Game
- HBF AGM & Annual Lunch (AGM for HBF members only)
- HBF Midlands AGM & Dinner (HBF members only)
- Housebuilder Product Awards (call for entries January 2027)
- HBF Golf Day (HBF members only)
- HBF Wales Conference & Dinner (HBF members only)
- HBF Planning Conference
- HBF Technical Conference
- Housing Market Intelligence Conference
- The Housebuilder Awards



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Events



The **Housing Market Intelligence (HMI) Conference and Report** has become the flagship business event in Housebuilder's portfolio. Now in its 25th year, HMI has tracked and anticipated trends, challenges and opportunities in UK housebuilding through one of the most dynamic periods of change and uncertainty in the industry's history. Published on the day of the conference, the accompanying HMI Report provides high-value industry intelligence, combining executive commentary, expert papers and analysis with key market data and contacts.



The **Housebuilder Awards**, supported by HBF and NHBC, are now in their 23rd year and celebrate excellence and innovation across UK housebuilding. Recognised as the industry's own awards, they showcase the organisations and individuals raising standards in areas including quality, design, efficiency and customer care. Entries are submitted in the spring and assessed by an expert judging panel, with the winners announced at our prestigious black-tie awards ceremony in the autumn.



Introduced in 2013 following overwhelming demand for the Product of the Year category at the main Housebuilder Awards, the **Housebuilder Product Awards** recognise the vital contribution made by manufacturers and suppliers to the delivery of better new homes. With housebuilders increasingly looking to the supply chain for innovative solutions to evolving regulatory, performance and design requirements, the awards recognise the products and suppliers rising to these challenges. Category winners also become finalists for Product of the Year at the main Housebuilder Awards. To enter the Product Awards please click [here](#).



"The Housing Market Intelligence Conference brings together the industry to hear the vital strategic information that every housebuilder needs while offering a great networking opportunity. Taking home the Housing Market Intelligence Report is a key benefit of attending HMI - it's always an excellent publication packed full of information and data."
David Thomas, CEO, Barratt Redrow.



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Events



The **HBF Policy Conference** examines the policies shaping UK housebuilding, assessing their impact and looking ahead to what the industry can expect throughout 2027 and beyond. The conference attracts senior, director-level delegates keen to understand how housing strategy is evolving, the direction of government policy and the measures intended to support the delivery of more new homes.

The **HBF Technical Conference** examines the key technical and regulatory changes affecting the UK housebuilding industry. Leading industry experts provide insight into the latest developments and their practical implications, making the conference an important date for technical directors and senior technical personnel from housebuilding companies across the UK.

The **HBF Planning Conference** brings together speakers from government, the planning profession and the wider housebuilding industry to explore the key issues affecting the UK's planning system and associated regulation. The conference is attended primarily by planning directors and senior planning professionals from UK housebuilders, providing a highly focused audience for organisations operating in this area.

The HBF members-only **Golf Day** has become a firm fixture in the industry's social calendar. In 2026, 54 teams of four competed at Woburn Golf Club for the title of HBF Golf Day champions. Held each summer at a first-class venue, the event combines competition with valuable opportunities for informal networking and has established a strong track record of selling out quickly.

Housebuilder also organises a range of regular social and networking events on behalf of HBF, including regional conferences and dinners in the **Midlands** and **Wales**, and the annual **HBF AGM & Annual Lunch**. These events enable industry leaders to meet in a more informal environment, strengthen relationships and discuss the issues affecting their businesses.



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