



# MEDIA KIT

AUDIENCE STATISTICS ARE  
ABC AUDITED FOR MAGAZINE,  
NEWSLETTER & TWITTER



**HOUSEBUILDER  
& DEVELOPER**

Housebuilder & Developer (HbD) is a widely respected media brand that has been providing UK housebuilders, developers and housing associations with the latest news, product innovations and project case studies for 25 years.

The magazine launched in 1997 and has evolved to include print, digital, market research, and events. HbD not only covers the major players within the industry but also has a strong focus on supporting the work of small to medium housebuilders.

Whatever your preferred marketing mix, HbD can provide tailored solutions to help you meet your needs.

The team behind HbD at netMAGmedia is small but versatile and knowledgeable, committed to working closely with UK housebuilding, and addressing the challenges both it and the wider supply chain face. The team is always on hand to advise on the best way in which you can meet your objectives and remain 'front of mind' with the HbD audience.



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# MAGAZINE

The HbD magazine is mailed 6 times a year to an audited circulation of 10,000 and is only seen by individuals who meet our readership criteria; this means the magazine is targeted to the audience you're aiming to reach.

The magazine's editorial, creative and commercial teams all work hard to ensure each issue is filled with relevant news, comment and case studies, informing readers on their industry as well as celebrating it.

Housebuilder & Developer features regular insights including, climate challenges, skills shortages, case studies and comment from industry thought leaders such as Brian Berry, CEO of the Federation of Master Builders.

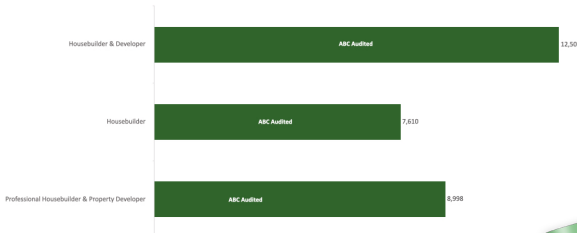
## CIRCULATION IS AS SIMPLE AS 'ABC'...

It is important to ensure that your investment in marketing is not wasted and the only way to ensure this is to work with titles who can guarantee they reach who they say they do which is why HBD is independently verified by the Audit Bureau of Circulation (ABC). Not all building industry titles are ABC Audited and are not, therefore, able to confirm that their circulation claims are verified by industry agreed standards. Remember... 'NO ABC, NO GUARANTEE'.

Scan the QR code below to see our Features, Research Topics & Round Table Events:



## Printed Reader Circulation Figures



## REGULAR CONTENT

- INDUSTRY COMMENT
- CLIMATE CHALLENGE
- PROJECT REPORT
- FEATURES
- INDUSTRY NEWS, EVENTS & APPOINTMENTS
- PRODUCT NEWS



# INDUSTRY RESEARCH

## GATHERING THE THOUGHTS AND OPINIONS OF THE UK HOUSEBUILDING COMMUNITY: INDUSTRY VIEWFINDERS

As part of netMAGmedia's research offering, HbD has been increasingly harnessing the knowledge and views of its focused readership to produce white papers, which are based on its Industry Viewfinder reader surveys. These are documents which contain unique insights and data on a wide range of topics that are currently fuelling debate in the industry, from offsite construction to Part L. This audience research, providing real-world experience, provides us with the opportunity to better understand the needs of our readers and tailor our content accordingly.



Our white papers comprise a comprehensive summary of each project and provide an excellent **SPONSORSHIP OPPORTUNITY** for any business wanting to gain additional knowledge, understanding, and competitive edge - all of which would prepare each sponsor for the following...

- Position themselves as experts – be a 'GO TO' BRAND when housebuilders are choosing their preferred supplier
- Ensure a more effective marketing and communications strategy based on the findings
- Better serve your existing customers and pinpoint untapped market share and opportunities

If you'd like to find out more about which studies we're hosting this year, how to get involved and become a sponsor then please contact a member of our sales team.

# BESPOKE TOPIC RESEARCH

Brand positioning, competitor awareness, and detailed knowledge of market perception and preferences are vital for success. Drawing on more than 30 years of industry experience, in partnership with established research agency Edge Insight, HbD offers a selection of research options- Brand Tracker and Bespoke Topic Research, to assist advertisers in better understanding the housebuilding market.

## BRAND TRACKER

Based on the views of a minimum 100 UK-based professionals completing an online self-completion questionnaire, Brand Tracker has been developed to better understand the perceptions of major players in the market. HbD has access to key decision makers across the UK's housebuilder market which gives us the ability to reach and research their opinions on your behalf to help you:

- Establish awareness and usage of your brand in the industry and how this compares to competitors
- Understand the value that housebuilders & developers associate with your brand
- Determine the most valued attributes of your product

## BESPOKE TOPIC

Our Bespoke Topic research gives you the opportunity to become the sole sponsor of a piece of expert research conducted around a 'hot topic': a pertinent issue of the moment within the housebuilding industry. The findings from the research will provide editorial content for a feature in a future issue of HBD magazine.

## HOW WILL HBD'S RESEARCH SERVICES BENEFIT YOUR BRAND?

- Editorial feature on results branded 'in association with' your brand, including logo
- Links from online coverage to drive traffic to full results hosted on your website
- Your comments included in the feature article
- PDF of coverage and full results, example
- Opportunity to ask additional questions pertaining to your business with the results exclusive to you
- Opt-in leads from UK-based

housebuilders & developers willing to be contacted



# DIGITAL MARKETING

## WEBSITE

hbdonline.co.uk is designed for housebuilders and property developers. Content is added daily to the site, enabling the audience to keep up to date with the latest news, legislation, developments, case studies and much much more.

Display advertising opportunities are available on the home page and across all site pages within the sidebar. These leaderboard and button spaces can help companies stand out from their competition with eye catching imagery and calls to action, bolstering brand awareness within the site's targeted audience. Editorial advertising opportunities are also available through the publishing of articles either as a sliderbar or product or supplier news.

## ADVERT SPECIFICATIONS

File Format .jpg, .png, or .gif  
Maximum Size 128MB

### HEADER (W500 X H100 PIXELS)

Position A: £1500/one month tenancy

### LEADERBOARD (W400 X H80 PIXELS)

Position B: £1000/one month tenancy  
Position C: £1000/one month tenancy  
Position D: £500/one month tenancy

### BUTTONS (W213 X H100 PIXELS)

Sidebar on all site pages, one ad per slot

Position E: (up to 3 slots) £375/one month tenancy  
Position F: (up to 10 slots) £275/one month tenancy

### ONLINE ARTICLES

Articles are published to hbdonline.co.uk and stay on the site for a minimum of one year, unless the advertiser requests otherwise. Twitter promotion is included with every paid article.

Single article: £120

Quarterly (4) articles: £380

Bi-monthly (6) articles: £540

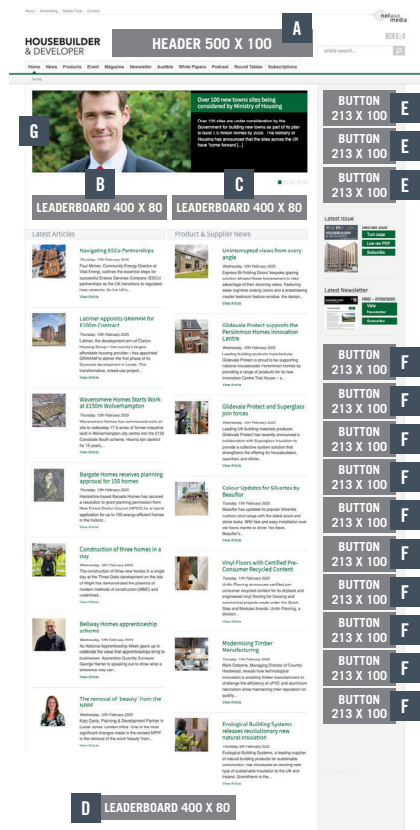
Monthly (12) articles: £820

### SLIDER BAR

One of five rotating top articles

Position G: £550/one month tenancy

Position G+: £675/one month tenancy. Includes editorial panel on our email newsletter



# DIGITAL MARKETING



## SOLUS NEWSLETTERS

Make your brand stand out to housebuilders, developers and other professionals interested in residential construction projects via sponsored email. Examples are available upon request.

## SOCIAL MEDIA CHANNELS

HbD content can also be accessed via our social media platforms, LinkedIn and Twitter. Follow us today to regularly receive the latest industry updates and news.

## SPONSORED EMAILS

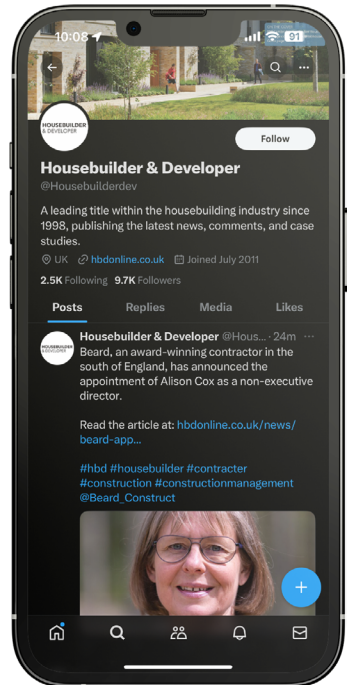
Using a multi-media advertising approach is growing in popularity. HbD has diversified to enable advertisers to promote their brand and message to a continually growing, engaged audience. Digital marketing opportunities are available in editorial or advert format. We have a range of options to suit all advertising budgets.

## EMAIL NEWSLETTERS

Published fortnightly, the HbD Newsletter offers the latest news and promotions for the housebuilding community. Banners, buttons, and editorial panels are available.

## DUPLEX NEWSLETTERS

Duplex Newsletters enables you to promote yourselves alongside one other 'noncompeting' manufacturer, thereby sharing the cost. Examples are available upon request.



# DIGITAL COPY SPECIFICATIONS

## SOLUS NEWSLETTERS

Solus newsletters are created in our own templates using our email builder and distributor Mailerlite, keeping our email newsletters uniform and within our house style. Therefore, **we do not accept HTML files**. For content that is compatible with our templates, we ask for the copy to be supplied in the following format. Examples can be provided upon request.

### TEXT

To be sent in a text document e.g. .doc, .ttf, .rtf, .txt

- Subject line (Maximum 10 words)
- Preheader (Maximum 20 words). Our default is typically "In association with..." but you can supply an alternative
- Headline (Maximum 10 words)
- Intro (Maximum 30 words)
- Body text (Maximum 350 words)
- Links and/or CTAs (Will be in our brand colour)
- Company contact details (e.g tel, email, website, postal address), to appear in the sponsor section in the footer of the email
- Social media links, to appear in the sponsor section in the footer of the email

### IMAGES

- (.jpg, .png, or .gif format, maximum 2MB)
- You can specify links on the images.
- Main image: We suggest 540px x 300px but you don't need to strictly keep to these dimensions depending on the preferred layout.
- Company logo: To appear in the sponsor section, in the footer of the email
- Optional: Additional images, also in .jpg, .png or .gif format

## DUPLEX NEWSLETTERS

Duplex newsletters are created in our own templates using our email builder and distributor Mailerlite, keeping our email newsletters uniform and within our house style. Therefore, **we do not accept HTML files**. For content that is compatible with our templates, we ask for the copy to be supplied in the following format. Examples can be provided upon request.

- Headline and link (Maximum 10 words)
- Intro and link (Maximum 30 words)
- Main image and link W560 x H300 pixels
- Body text and links (Maximum 200 words)
- Company logo with link
- Company contact details e.g. tel, email, website, postal address

# PODCASTS

In a constantly changing environment in which content is consumed in many different ways, our collection of podcasts enable HbD readers to hear informed opinions and keep up-to-date with changing trends and topical issues.

Published via netMAGmedia's Building Insights brand, our portfolio of podcasts are available through [www.hbdonline.co.uk](http://www.hbdonline.co.uk) and through most podcast hosting platforms.

We can host a series of three '15-minute Q&A' episodes based around topics subjects pertinent to your business and solutions you provide. These are promoted across HbD magazine, newsletters and social media.

Please visit [www.netmagmedia.co.uk/home/podcast](http://www.netmagmedia.co.uk/home/podcast) to listen to our podcasts.



# ROUND TABLE EVENTS

Always looking for new ways to engage with our audience, HbD now hosts round table events. With constant updates to building regulations, round tables are an ideal way to gauge industry concerns and problems, to future-proof your marketing strategy. Hosted by our Editor, James Parker, we ask a diverse selection of our readers to attend, providing us with insights across the full spectrum of our audience. Sponsoring a round table enables you to position your brand and company as a voice of authority within the industry.

Our round table events are both informative and entertaining and are designed to give housebuilders & developers the opportunity to discuss challenges and solutions across various topics – fundamentally, those issues that are currently fuelling debate within the Built Environment.

## AS A SPONSOR, THIS IS YOUR OPPORTUNITY TO...

- Champion specific subjects, demonstrate thought-leadership, and become a trusted partner and network with key industry contacts.
- Align yourselves to our discussion – enabling you to position yourselves as a knowledgeable and authoritative source and a preferred supplier.
- Gain access to each speaker – an opportunity to network with other attendees, opening doors to new fruitful relationships.
- Ensure coverage and exposure via the resulting magazine and online article – providing a great branding opportunity.

Each round-table will normally consist of around ten attendees and are hosted at a notable venue and chaired by a member of the HbD Editorial Team.

On completion, the highlights of our discussions are made available through HbD magazine, via the website and through our social media channels.

To find out more about our forthcoming events please contact our sales team.



# RATE CARD

## BASIC REQUIREMENTS

All display adverts should be supplied as:

- CMYK, 300DPI .PDF \*
- CMYK, 300DPI .JPG
- CMYK, 300DPI .EPS \*
- CMYK, 300DPI .TIF

Please ensure all spot colours and images are converted to CMYK.

\*These files must be supplied with all fonts embedded into the document or sent with the file.

## ADVERT DESIGN SERVICE

A design service is offered for display advertising. Please supply:

- CMYK, 300DPI .JPG, .TIF or .EPS images
- Text and contact details in .DOC or .RTF format

Please note that we are unable to retrieve images from any company website unless they are of high-resolution.



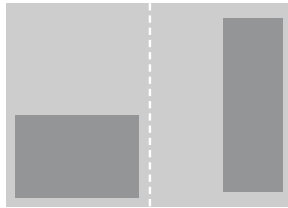
### FULL PAGE

Type Area: W190 x H277mm  
Trim Size: W210 x H297mm  
Bleed Size: W216 x H303mm  
Rate Card: £2,135  
Cover Position: £2,410

### SUPPLEMENT FRONT COVER

Type Area: W190 x H215mm  
Trim Size: W210 x H235mm  
Bleed Size: W216 x H241mm  
Rate Card: £2,410

Scan the QR code below to see our Features, Research Topics & Round Table Events:



### HALF PAGE

Trim Size: W185 x H129mm  
Rate Card: £1,280

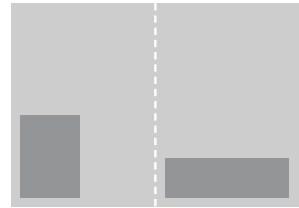
### HALF PAGE VERTICAL

Trim Size: W88 x H262mm  
Rate Card: £1,280



### DOUBLE PAGE SPREAD

Type Area: W400 x H277mm  
Trim Size: W420 x H297mm  
Bleed Size: W426 x H303mm  
Rate Card: £3,850



### QUARTER PAGE

Trim Size: W90 x H129mm  
Rate Card: £750

### QUARTER PAGE HORIZONTAL

Trim Size: W185 x H62mm  
Rate Card: £750



### HALF PAGE DOUBLE SPREAD

Type Area: W400 x H129mm  
Trim Size: W420 x H149mm  
Bleed Size: W426 x H155mm  
Rate Card: £2,135

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