



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.

- 03 MAGAZINE
- 04 MARKET RESEARCH
- 05 BESPOKE TOPIC RESEARCH
- 06 DIGITAL MARKETING
- 08 RATE CARD
- 09 PODCASTS
- 10 ROUND TABLE EVENTS
- 11 2024 FEATURES LIST
- 13 TESTIMONIALS
- 14 CONTACT THE TEAM



MAGAZINE

The HBD magazine is mailed 6 times a year to an audited circulation of 12,500 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... 'NO ABC, NO GUARANTEE'.

REGULAR CONTENT

INDUSTRY COMMENT

CLIMATE CHALLENGE

PROJECT REPORT

FEATURES

INDUSTRY NEWS, EVENTS & APPOINTMENTS

PRODUCT NEWS



MARKET 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 Anthony Parker on 07787 192812 or by emailing aparker@netmagmedia.co.uk



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 architectural 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 architects 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 architecture and construction 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 architects 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/supplier news.

ADVERT SPECIFICATIONS

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

ADVERTISING RATES

HEADER (W600 X H80 PIXELS)

Position A: £1500/one month tenancy

LEADERBOARD

(W600 X H80 PIXELS)

Position B: £950/one month tenancy

Position C: £950/one month tenancy

Position D: £450/one month tenancy

BUTTONS (W213 X H100 PIXELS)

Sidebar on all site pages, one ad per slot

Position E: (up to 3 slots) £350/one month tenancy

BUTTONS (W213 X H100 PIXELS)

Position F: (up to 10 slots) £250/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: £90

Quarterly (4) articles: £320

Bi-monthly (6) articles: £420

Monthly (12) articles: £720

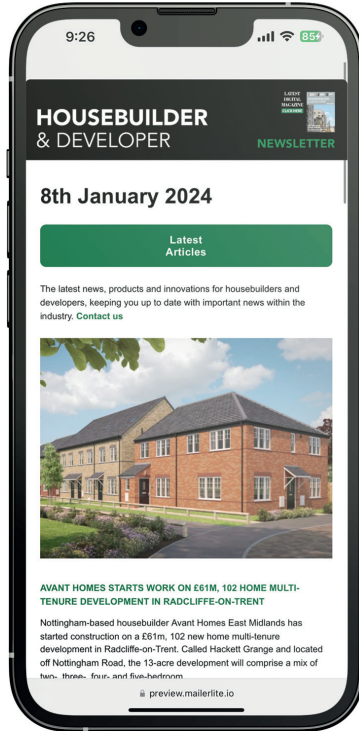
SLIDER BAR

One of five rotating top articles

Position G: £500/one month tenancy



DIGITAL MARKETING



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 architectural 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.

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.



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.

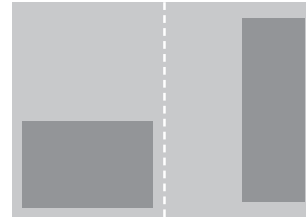


FULL PAGE

Type Area: W190 x H277mm
Trim Size: W210 x H297mm
Bleed Size: W216 x H303mm
Rate Card: £1,995
Cover Position: £2,250

SUPPLEMENT FRONT COVER

Type Area: W190 x H215mm
Trim Size: W210 x H235mm
Bleed Size: W216 x H241mm
Rate Card: £2,250



HALF PAGE

Trim Size: W185 x H129mm
Rate Card: £1,195

HALF PAGE VERTICAL

Trim Size: W88 x H1262mm
Rate Card: £1,195

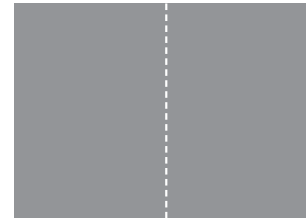


QUARTER PAGE

Trim Size: W90 x H129mm
Rate Card: £695

QUARTER PAGE HORIZONTAL

Trim Size: W185 x H62mm
Rate Card: £695



DOUBLE PAGE SPREAD

Type Area: W400 x H277mm
Trim Size: W420 x H297mm
Bleed Size: W426 x H303mm
Rate Card: £3,595



HALF PAGE DOUBLE SPREAD

Type Area: W400 x H129mm
Trim Size: W420 x H149mm
Bleed Size: W426 x H155mm
Rate Card: £1,995

PODCASTS

Launched in 2021, our Building Insights podcast series has interviewed key figures from the architecture and construction world on the topics that matter.

Subjects covered have included Passivhaus, offsite construction, tall buildings, fire safety, sustainability and wellness in housing and commercial buildings, stormwater management, and new Building Regulations updates.

Sponsoring a podcast or becoming an interviewee positions you/your company as technical experts in your field, strengthening your brand and commercial messaging with our listeners.

Please visit 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 has begun a programme of sponsored round table events. With constant updates to regulations and changing responsibilities, round tables are a great way to share knowledge face to face, air industry concerns and problems, and network with specifiers. Chaired by our editor James Parker, we bring a diverse group of HBD readers together to discuss the issues that go across the full spectrum of our audience. Sponsoring and attending a round table enables you to position your brand/company as an authoritative voice within the industry.

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

THIS IS YOUR OPPORTUNITY TO...

- Champion specific subjects, demonstrate thought-leadership, and become a trusted partner and network with
- 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/online article – providing a great branding opportunity.

Each round-table will normally consist of ten to twelve 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 too.

To find out more about our forthcoming events please contact our Publisher, Anthony Parker on 07787 192812.



2024 FEATURES LIST

FEBRUARY/MARCH

- INTERIORS: BATHROOMS & KITCHENS
- LANDSCAPING & EXTERNAL WORKS: SUDS
- BUILDING FABRIC: DOORS & WINDOWS
- SAFETY & SECURITY: SMOKE & FIRE PROTECTION
- THE CLIMATE CHALLENGE
- FUTUREBUILD SHOW PREVIEW
- HEATING, VENTILATION & AIR CONDITIONING FOCUS

PROJECT REPORT: RETIREMENT LIVING

JUNE/JULY

- GROUNDWORKS
- INTERIORS: BATHROOMS
- STRUCTURAL ELEMENTS: TIMBER
- BIODIVERSITY NET GAIN (BNG)
- BUILDING FABRIC
- INDUSTRY VIEWFINDER: THE ELECTRIFICATION AGENDA FOR NEW-BUILD HOMES
- THE CLIMATE CHALLENGE
- ENERGY HOUSE 2.0 SPOTLIGHT

PROJECT REPORT: SMALL DEVELOPMENTS

APRIL/MAY

- BUILDING FABRIC: DOORS & WINDOWS
- BUILDING FABRIC: ROOFING & CLADDING
- FINANCE & INSURANCE
- LANDSCAPING & EXTERNAL WORKS: FENCING & DECKING
- INTERIORS: FLOORING
- THE CLIMATE CHALLENGE
- INSTALLER SHOW PREVIEW

PROJECT REPORT: PROJECT REPORT: MODERN METHODS OF CONSTRUCTION

AUGUST/SEPTEMBER

- INTERIORS: STAIRS & STAIRCASES
- STRUCTURAL ELEMENTS: BRICKS & BLOCKS
- HEATING, VENTILATION & AIR CONDITIONING
- INSULATION
- THE CLIMATE CHALLENGE
- UK CONSTRUCTION WEEK (BIRMINGHAM) SHOW PREVIEW
- OFFSITE EXPO SHOW PREVIEW
- DOORS, WINDOWS & GLAZING FOCUS

PROJECT REPORT: BUILD TO RENT

2024 FEATURES LIST

OCTOBER/NOVEMBER

- BUILDING FABRIC: DOORS & WINDOWS
- HEATING, VENTILATION & AIR CONDITIONING: FIRES & FIREPLACES
- INDOOR AIR QUALITY
- SAFETY & SECURITY: FIRE DOORS

- THE CLIMATE CHALLENGE
- LONDON BUILD SHOW PREVIEW
- BATHROOMS & KITCHENS FOCUS

PROJECT REPORT: SOCIAL HOUSING

DECEMBER/JANUARY

- FINANCE & INSURANCE
- HEATING, VENTILATION & AIR CONDITIONING
- MODERN METHODS OF CONSTRUCTION
- BUILDING FABRIC: ROOFING & CLADDING
- UTILITIES & SERVICES: EV CHARGING

- INDUSTRY VIEWFINDER: STRATEGIES FOR MEETING THE FUTURE HOMES STANDARD
- THE CLIMATE CHALLENGE

PROJECT REPORT: MAJOR DEVELOPMENTS

TESTIMONIALS

"HBD is a well presented magazine which keeps us informed as to technical, business and government developments in the industry. Always a useful read."

JOHN ADDISON, DIRECTOR, AZIMEX GROUP

"Housebuilder & Developer is a great monthly read, and provides a real variety of features and editorial topics keeping me updated and on top of relevant housing market topics, challenges and developments. Keep up the good work."

TREVOR SMITH, NATIONAL HOUSEBUILDING MANAGER, VELUX

"Housebuilder & Developer is an excellent publication with insightful content across the breadth of the housebuilding industry. I find it particularly helpful in keeping up to date with changes in the wider industry and staying on top of the latest developments – from people moving businesses to new materials and technology."

MIKE BURTON, LAND DIRECTOR, METIS HOMES

"netMAGmedia's print and digital products provide us with a quality and integrated set of media solutions, delivering great reach and influence with our clients' key target markets. In addition, the high level of service and support received from their creative and energetic team, helps make the whole process more robust and effective."

NEIL BOTTING, DIRECTOR, LYZARD LTD

CONTACT THE TEAM



ANTHONY PARKER

Publisher

T: 07787 192812

aparker@netmagmedia.co.uk



JAMES PARKER

Managing Editor

T: 07587 642391

jparker@netmagmedia.co.uk



SHELLEY COLLYER

Content & Research Coordinator

T: 07387 855930

scollyer@netmagmedia.co.uk



KIM NEVILLE

Publishing Assistant/Features Editor

T: 07901 384304

kneville@netmagmedia.co.uk



SUZANNE EASTER

Digital Marketing & PR Account Manager

T: 07436 991820

seaster@netmagmedia.co.uk



STEVE SMITH

Account Manager

T: 07470 531091

ssmith@netmagmedia.co.uk