



# MEDIA KIT

AUDIENCE STATISTICS ARE  
ABC AUDITED FOR MAGAZINE,  
NEWSLETTER & TWITTER



**HOUSING**  
MANAGEMENT & MAINTENANCE

Launched in 2015, Housing, Management & Maintenance's solutions include print, digital, market research, and events. HMM aims to help the UK's landlords and housing professionals to stay abreast of the busy world of private and social rent, HMM's print and digital portfolio is packed full of the latest industry movements. Written for professionals, and steered by expert housing consultant and news editor Patrick Mooney, the brand covers legislation changes, industry news, and the latest products and innovations in the market.

Whatever your chosen form of media, HMM can provide solutions to help you meet your needs.

Published by netMAGmedia, the team consists of a small, knowledgeable, committed group who are passionate about the importance of affordable housing and addressing the challenges faced by landlords across the UK. 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 HMM audience.



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# MAGAZINE

Since its inception in 2015, Housing Management & Maintenance has garnered attention from a diverse readership comprising over 6,000 housing and facilities management professionals, including local authority and housing association representatives, buy-to-let investors and student accommodation providers.

Housing Management & Maintenance provides a comprehensive insight into current affairs in the affordable housing and lettings sector in its Industry News section. In addition, a range of informative editorial features on anything from interior refurbishments to finance and safety offer readers key advice from expert contributors.

We have recently launched our in depth profile 'Landlord Latest', which gives our audience a platform to showcase their companies plans and projects and highlight their achievements.

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



## Printed Reader Circulation Figures



## 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 HMM 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'

## REGULAR CONTENT

- INDUSTRY COMMENT
- FEATURES
- INDUSTRY NEWS, EVENTS & APPOINTMENTS
- PRODUCT NEWS



# INDUSTRY RESEARCH

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

As part of netMAGmedia's research offering, HMM has been increasingly harnessing the knowledge and views of its focused readership to produce white papers 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 Fire Safety to Aging Population. 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 landlords 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, HMM offers a selection of research options – Brand Tracker and Bespoke Topic Research, to assist advertisers in better understanding the social housing 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. HMM has access to key decision makers across the UK's social housing 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 landlords 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 social housing industry. The findings from the research will provide editorial content for a feature in a future issue of HMM magazine.

## **HOW WILL HMM'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 landlords willing to be contacted



# DIGITAL MARKETING

## WEBSITE

Display advertising opportunities are available on the home page of [housingmmonline.co.uk](http://housingmmonline.co.uk) 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 and supplier news.

## ADVERT SPECIFICATIONS

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

## HEADER (W600 X H80 PIXELS)

**Position A:** £1500/one month tenancy

## LEADERBOARD (W600 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 [www.housingmmonline.co.uk](http://www.housingmmonline.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

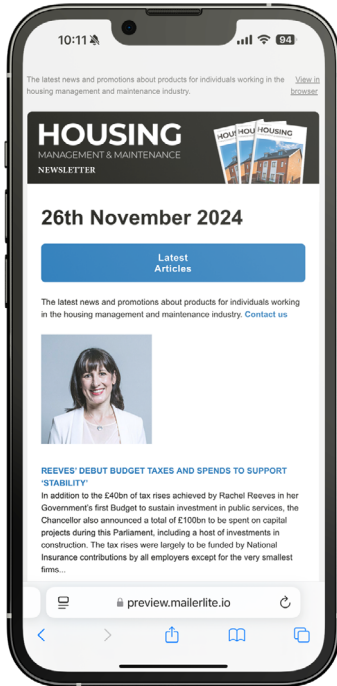
One of five rotating top articles

**Position G:** £550/one month tenancy

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

The screenshot displays the Housing Management & Maintenance website. At the top, there is a header banner (Position A) with the text 'HEADER 500 X 100'. Below the header, the main content area features a large article (Position B) with the headline 'Government confirms council's role in social care' and a sidebar with multiple button ads (Positions E and F). A slider bar (Position G) is located at the bottom of the main content area, displaying a large article (Position B) with the headline 'North Yorkshire is getting an energy efficiency boost'.

# DIGITAL MARKETING



## SOLUS NEWSLETTERS

Make your brand stand out to HA's, LA's and other professionals interested in residential construction projects via sponsored email. Solus newsletters promote your brand/product directly to our readers via our GDPR compliant database.

## SOCIAL MEDIA CHANNELS

HMM 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

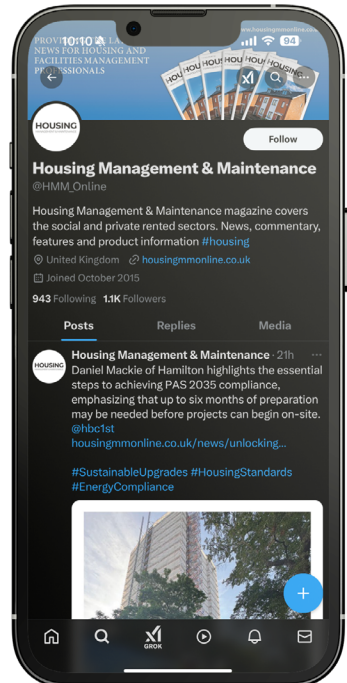
Using a multi-media advertising approach is growing in popularity. HMM has diversified to enable advertisers to promote their brand and message to a continually growing, engaged audience. Digital marketing opportunities are available in editorial or advert format. We have a range of options to suit all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

## EMAIL NEWSLETTERS

Published fortnightly, the HMM Newsletter offers the latest news and promotions for the social housing community. Banners, buttons, and editorial panels are available.

## DUPLEX NEWSLETTERS

Duplex Newsletters enables you to promote yourselves alongside one other 'non-competing' manufacturer, thereby sharing the cost.



# 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 HMM 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.housingmmonline.co.uk](http://www.housingmmonline.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 HMM 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, HMM 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 social housing providers 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/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 HMM Editorial Team.

On completion, the highlights of our discussions are made available through HMM 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



### HALF PAGE

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

### HALF PAGE VERTICAL

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



### QUARTER PAGE

Trim Size: W90 x H129mm  
Rate Card: £750

### QUARTER PAGE HORIZONTAL

Trim Size: W185 x H62mm  
Rate Card: £750

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



### DOUBLE PAGE SPREAD

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



### HALF PAGE DOUBLE SPREAD

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

# MEET THE TEAM



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