



# 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 8,000 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.

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





# MARKET 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 Anthony Parker on 07787 192812 or by emailing [aparker@netmagmedia.co.uk](mailto: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, HMM 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. HMM has access to key decision makers across the UK's architectural 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 architecture and construction 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 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

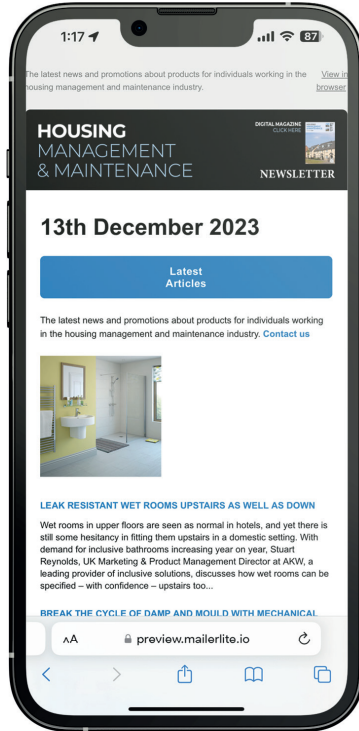
### SLIDER BAR

One of five rotating top articles

Position G: £500/one month tenancy

The screenshot shows the homepage of the Housing Management & Maintenance website. The layout includes a header with a navigation bar and a search bar. The main content area features a large article with a photo of a building, labeled with a 'G' in a blue box. Below this, there are two leaderboard ad positions labeled 'B' and 'C' in blue boxes. The sidebar on the right contains several button ad positions labeled 'E' and 'F' in blue boxes. The bottom of the page features a large leaderboard ad position labeled 'D' in a blue box. The website's design is clean and professional, with a focus on providing information and resources for housing professionals.

# DIGITAL MARKETING



## 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 architectural 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.

## 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.





# 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*

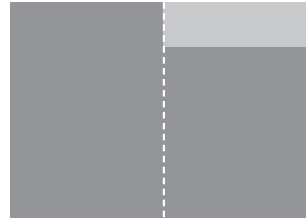
*embedded into the document or sent with the file.*

## 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.

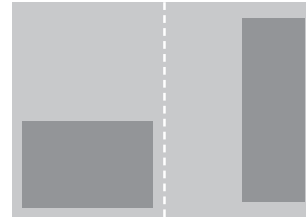


### FULL PAGE

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 H262mm  
Rate Card: £1,195

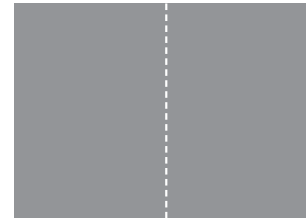


### QUARTER PAGE

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](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/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/company as a voice of authority 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 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 too.

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





# 2024 FEATURES LIST

## FEBRUARY/MARCH

- ROAD TO NET ZERO
- IMPROVING INDOOR AIR QUALITY
- CLADDING REMEDIATION & MAINTENANCE
- GREEN SPACES & URBAN HABITATS
- INDUSTRY VIEWFINDER: SOCIAL HOUSING ACT: EMPOWERING TENANTS
- LANDLORD LATEST
- FUTUREBUILD SHOW PREVIEW

## AUGUST/SEPTEMBER

- FIRE DOOR SAFETY WEEK
- ADDRESSING THE AGEING POPULATION CRISIS
- TENANT & RESIDENT ENGAGEMENT
- AFFORDABLE WARMTH
- INDUSTRY VIEWFINDER: REVISITING FIRE SAFETY IN SOCIAL HOUSING
- LANDLORD LATEST

## APRIL/MAY

- BATHROOM REFURBISHMENT & MAINTENANCE
- SMOKE & FIRE PROTECTION
- HOUSING & RENTAL MANAGEMENT SOFTWARE
- TENANT SAFETY & SECURITY
- LANDLORD LATEST
- HOUSING 2024 SHOW PREVIEW

## OCTOBER/NOVEMBER

- ELIMINATING FUEL POVERTY
- SMOKE & FIRE PROTECTION
- ROOFING MAINTENANCE & REFURBISHMENT
- FLOORING
- LANDLORD LATEST
- HOMES UK SHOW PREVIEW

## JUNE/JULY

- RETROFITTING FLOORING
- DIGITAL INCLUSION
- ROAD TO NET ZERO
- TACKLING DAMP, MOULD & CONDENSATION
- INDUSTRY VIEWFINDER: DECARBONISATION OF SOCIAL HOUSING (PART 2)
- LANDLORD LATEST

## DECEMBER/JANUARY

- ROAD TO NET ZERO
- AFFORDABLE WARMTH
- TACKLING DAMP, MOULD & CONDENSATION
- CLADDING REMEDIATION & MAINTENANCE
- LANDLORD LATEST

# CONTACT THE TEAM



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