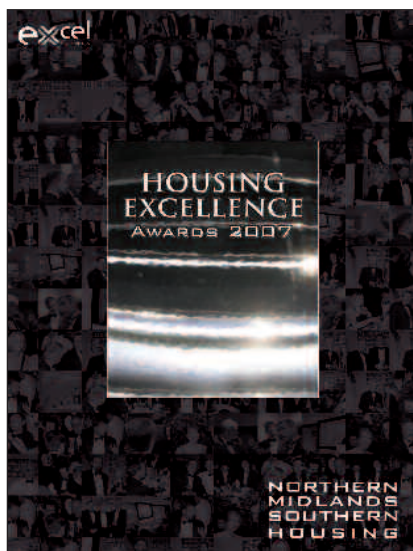


mediapack 2008



Circulation information... Media Information... What our clients say... Features List 2008...
Readership... P+S Showcase 2008 Rates... Artwork instructions... Excel Publishing Subscriptions

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towards the next decade ten years of quality coverage

It's been ten years since we first opened our doors to the tempestuous world of housing. Over that time, the sector has seen considerable changes and in the year ahead it is set to see still more.

Last year, the word that described the housing industry was 'evolving' and while that remains true today there must surely be added 'revolution' to the lexicon of defining themes. For all its ups and downs, the housing sector, both social and market, continues to grow in size and scope, bringing with it a wealth of new opportunities for buildings suppliers, developers, contractors, landlords and more.

Critical developments, such as the reviews of social housing and its regulation, the establishment of new watchdogs for the sector, the emergence of new regulations for buildings, the ever-widening issues the sector must address, all ensure that housing will remain a potent and challenging field of endeavour. All the more so, when Gordon Brown flagged housing and the creation of 3 million new homes to the mast of his premiership.

The ongoing demand for new affordable housing continues, with – quite rightly – the demand that homes new or old, private or social, are of a decent standard. No longer restricted to homes, the neighbourhood too has become part of the package for the sector to manage and make better.

With climate change and energy efficiency themselves becoming key concerns in the modern world, these create yet more challenges – and opportunities – for the sector to address. EcoHomes has given rise to its successor in the Code for Sustainable Homes in the pursuit of 'zero carbon' living.

Meanwhile, the day-to-day bread of responsive repairs and planned maintenance continue, as does Decent Homes and indeed initiatives that stretch well beyond the original offering, with original 2010 deadline relaxed, in part to help late-coming LSVTs and ALMOs, we can expect this to remain a staple of the housing world. The flip side, of course, is that calls will continue for the direct investment in what remains of council housing to improve their stock.

Despite the tantalising promises that point towards successful local authorities once again playing a more direct role as landlords, many remain cash-strapped and are reducing their housing activity. The role of housing association has consequently continued to grow, with the organisations taking on a broader role, as builders of sustainable communities and providers of employment and training.

Meanwhile, private developers work in partnership with local authorities and housing associations on mixed-tenure projects, and modern methods of construction such as prefabrication continue to grow in popularity as housing providers battle to provide the right results at the right cost – and to tight time schedules.

Keeping up to date with the latest developments in the industry is crucial in identifying business opportunities in your region, and this is where our magazines come in. Take together, they provide comprehensive coverage of England and Wales. Northern Housing, Midlands Housing and Southern Housing are the only three monthly, regional magazines for housing professionals in both the public and private sectors.

Each month the magazines bring our 54,000 readers the latest national and regional news, keeping them up to speed with new developments in the industry. More day to day our website offers more news updated daily so you never need to fall behind. News analysis pieces and independent features provide more in-depth examination issues affecting housing, while spotlights on housing organisations and service providers offer an insight into industry trends.

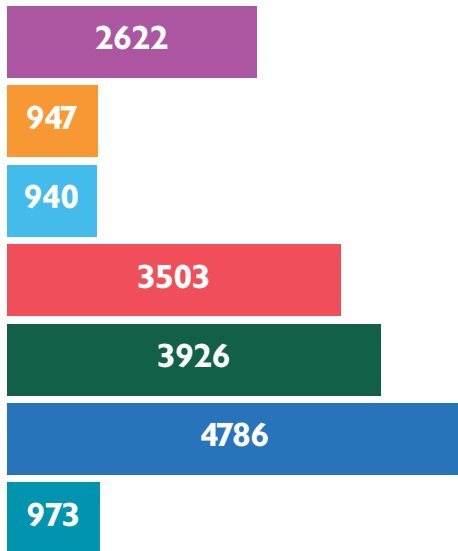
In addition, our Products and Services showcases a range of commodities to help housing organisations maintain their competitive edge in the marketplace. Together with our own organised events, it offers a complete marketing package.

With their regional focus, the magazines reach the housing professionals that matter in your area of operation. What better place to promote your products and services?

circulation profiles

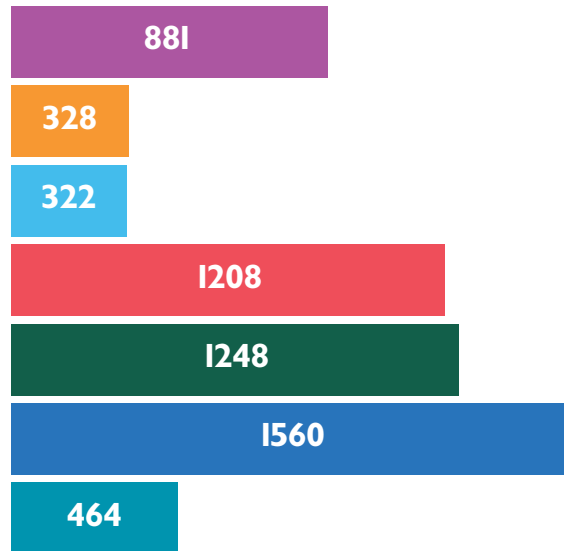
National (total 17697 subscribers)

Reader requested controlled distribution
Over 54,000 readers



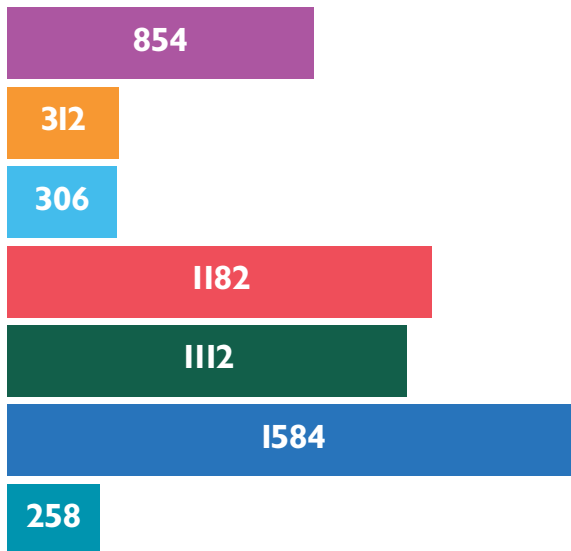
Northern Housing (total 6011 subscribers)

Reader requested controlled distribution
Over 19,000 readers



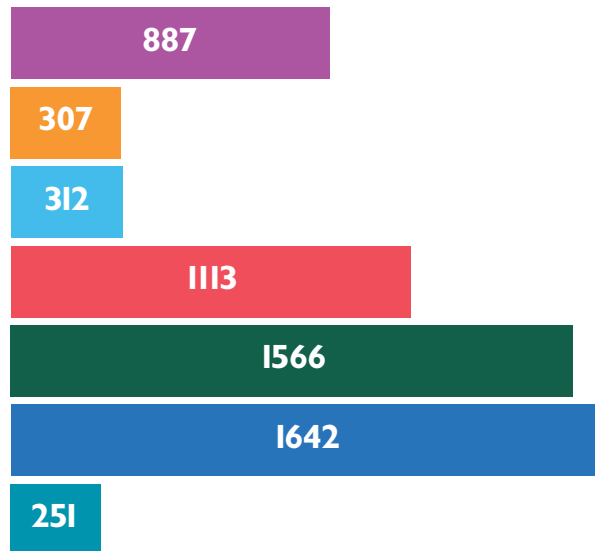
Midlands Housing (total 5608 subscribers)

Reader requested controlled distribution
Over 16,000 readers



Southern Housing (total 6078 subscribers)

Reader requested controlled distribution
Over 19,000 readers



Architects	Quantity & Building Surveyors	Engineers - Structural, Mechanical & Electrical	Local Authorities & Health Trusts	Housing Associations	Building Contractors & House Builders	Others
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Media Information

Our quality assurance to you includes:-

- Audited circulation based on reader requested subscriptions.
- An unwavering commitment to integrity and quality.

- A magazine printed in full colour on high quality gloss art paper, in an A4 format – perfect bound.
- Our titles will help you get your message across to the people that matter, and our rate card and readership fact sheets are enclosed.

what our clients say....



Dear Chris,

Further to our recent conversation. I would like to make the following comments regarding my view of Midland Housing.

From an advertisers perspective, the magazine targets the right audience whilst providing its readership with timely and concise information. I will definately continue to support the publication.

I trust that the above is of help and look forward to speaking with you again shortly.

Yours sincerely

Paul COLDER, Marketing and Sales Manager, SPI LIMITED



Dear Mr Rafter

I attended the TPAS Connecting people regional awards at the Palace Hotel on Tuesday 9th October 2007.

I nominated Terry Mullen for tenant of the year, and he was successful in being nominated for this award.

He did not win the award but was really pleased to be short listed.

I would like to take this opportunity to thank Frazer Blake for his help and professional advice before and during the event.

He was lovely to the seven tenants who attended, most of them were elderly, some where disabled, he made a big fuss of all them and made Terry feel very special.

He made the night very special for all the tenants who attended (he even made me increase my tickets from three to nine!!!).

The venue and the food was fantastic.

We will be attending again next year, and look forward to working with Frazer again, also thanks to David Ward and Penni.

Yours sincerely

**Ann Owens
Resident Involvement Manager
One Vision Housing**



Dear Joe

Re: Southern Housing Article

I would like to thank you for your assistance in producing and publishing the recent article in Southern Housing. It gave us the opportunity to highlight the work this Council is doing to achieve its Decent Homes targets and to acknowledge the support we receive from our partners.

Despite not having the time to write the article. we still wanted the most accurate account possible of our housing strategies & achievements to be conveyed to the industry. Writing the article on our behalf. Southern Housing produced an excellent feature providing to be exactly what we wanted, leaving us to get on with our own jobs without any unwelcome distractions.

Thanks once again for your assistance.

Yours sincerely

**Graham Miles
Senior Manager, Housing
Repairs & Maintenance
Dacorum Borough Council**

Features list 2008



February

Women in construction

To coincide with the annual Women in Construction Awards we'll be taking a look at the, hopefully, growing role of women in the sector and some of the best examples of women setting the standard for the industry to follow that has taken place over the last twelve months.

Skills and training update

Taking a look at the latest developments in the field of skills and training. With its skills increasingly in demand for projects both large and small, especially in view of the Government's massive targets for new housing, what is the sector doing to ensure it is up to the job?

March

Events: 6th Women In Construction | 13th Southern TPAS Connecting People Awards

Tall buildings/urban expansion

As the drive to ever higher density development continues, our cities and urban areas are increasingly building upwards as the space to build outwards runs out. Indeed, in many major cities bigger is truly becoming better as the sky high penthouse becomes more desirable than the country mansion for the modern urban professional, but how do we know that we're not just repeating the failed tower block experiments of the sixties?

Combating financial exclusion

The 'now let's talk money' campaign is an initiative set up by the Department for Work and Pensions to help financially excluded people access free, local and independent money advice. It works with third sector organisations, including housing associations and local authorities, to make face-to-face money advice as available as possible so that people know that there are alternatives to unmanageable debt. The financially excluded are often the most vulnerable people in society, who turn to high-cost door-step lenders and dangerous loan-sharks to make ends meet. So what impact is the campaign having and what more can be done to tackle the issue?

Recruitment

Many RSLs and companies servicing the sector boast of recruiting locally, but how does this improve their services, and how do they go about finding the best people for the job? More generally, how is the industry working to ease the often costly and involved process of recruitment to ensure they get the right person first time – and then keep them?

April

The zero carbon quandary

From EcoHomes to the Code for Sustainable Homes the quest for zero carbon has come to be touted by the Government with almost missionary zeal. But more and more dissenting voices are beginning to question the practicality, if not the laudability, of the Government's plans to achieve zero net carbon emissions from all new homes by 2016. Is the target actually achievable? And if not what can we do in the meantime to lessen the environmental impact if/when we miss it?

Fuel poverty

Sharp increases in energy bills announced by Npower earlier this year caused shock and outrage among ordinary consumers, so where does this leave poorer and vulnerable groups such as the elderly? In an age of growing reliance on overseas fuel imports and allegedly diminishing fossil fuel resources, how will this impact the poorest or the most vulnerable in our society as they struggle to keep warm at home – and what can be done about it?

Modern Methods of Construction

How are the latest materials and production methods helping to achieve ever higher targets for building new homes? As the use of MMC grows in popularity is there a risk that it will fail to match unfairly-high expectations, with damaging results to the contribution it can make?

For further information please call Chris Goldstraw 0161 - 661 4176

Features list 2008



May

Event: Housing Excellence Awards

National Affordable Housing Programme

As the second National Affordable Housing Programme is set to commence this year, we take a look at what the programme hopes to achieve and how it will contribute to solving the shortage of genuinely affordable homes? Can it deliver, and how will changes to the housing landscape, such as the merger of the Housing Corporation and English Partnerships to form Communities England affect its delivery?

Key worker housing

The Key Worker Living (KWL) scheme was launched in 2004 to help certain public sector employees to buy a home, upgrade to a family home or rent a home at an affordable price. By helping key workers to buy or rent a home the Government hopes to keep them in the jobs they have trained for, retaining the essential skills needed in our public services. The scheme is targeted at key worker groups in London, the South East and East of England where there are problems with recruitment and retention but how does the rest of the country fare?

Sustainable communities

We've heard the phrase to the point of cliché so does it really mean anything anymore? As the Government keeps upping the ante, with more affordable homes, more family sized homes, more eco-friendly carbon zero homes, and social housing landlords expected to take on more and more community roles, is it possible to accommodate real people in real communities, or has the vision become lost in utopian rhetoric? The feature will explore the issue and talk to those at the forefront striving to ensure that 'sustainable community' remains more than just a slogan.

CIH Conference preview

We take a look ahead to the CIH's annual event in Harrogate.

June

Event: CIH Annual Conference & Exhibition in Harrogate

Housing Excellence Awards review

Filling you in on the results of Housing Magazine's prestigious celebration of the best in the world of housing. So who won and what made them a winner?

Health & Safety

Decent Homes has tasked Housing Authorities with the huge responsibility of overhauling more than 1.6 million homes nationwide. With intense competition to win contracts, many contractors realise that price is the most influential factor in the decision making process, but is this compatible with acceptable health and safety practices ensuring the safety of tenants and employees alike?

Planned maintenance

Historically, social housing suffered from years of neglect. Happily, reversing this is well underway but ensuring it stays that way is down to carefully planned maintenance. We'll take a look at the advantages that have been conferred by partnering and framework agreements, along with other innovative approaches to ensuring homes remain well-maintained.

July

Technology update

We take a look at the latest technology and processes involved in managing the world of housing, from the latest IT and handheld technology to manage repairs and maintenance, to frontline systems that help housing professionals stay in touch with their residents, through to systems intended to offer protection to workers in the field.

Digital Switchover update

The big switchover has already begun, with parts of Cumbria becoming the first in the UK to completely end the analogue signal late in 2007. Now the dust has had time to settle, we take a look at how the switch off has begun, and what lessons can be learned for the rest of the country as the switch off rolls out over the next few years.

CIH Conference review

We provide a round up of the year's CIH conference and exhibition in Harrogate – what were the big issues that mattered most?

For further information please call Chris Goldstraw 0161 - 661 4176

Features list 2008



August

Supporting older people

Britain is getting older, which clearly presents challenges to those who are setting the standards in caring for elderly members of society. How are our care and housing providers responding to the nation's changing demographic, and what role will new technologies and good old-fashioned person-to-person care take in shaping the future of services?

Accommodating the military

Key Worker Living status was expanded in September last year to include Armed Forces personnel (including MPGS) and certain categories of MOD civilians employed. This reflected growing problems in housing military personnel, that include many issues familiar to the civilian housing world, so what are the problems facing the country's Armed Forces personnel and what difference has key worker status made?

Private sector renting

The key to the door in solving the housing crisis? The British Property Federation claims that encouraging more property companies and private landlords to develop and invest in the private rented sector would boost supply, improve service and provide quality professionally run accommodation for those unable to get on the private housing ladder, and who don't qualify for social housing. Is the polarised view on ownership/social rent missing out a vastly underused resource?

September

Tenant participation

These days it is regarded as essential that tenants are not just kept informed but actively involved in the running of their housing providers operations, be that on the board, or in procurement committees or in any number of ways that give them a sense of being involved. But how do housing providers go about making this real, as opposed to a paper-based aspirational statement – and what kind of support is given to tenants so they can participate in the fullest sense rather than remain just a token presence?

Anti-Social Behaviour

Housing providers are expected to take on a major role in the ongoing war against the blight of nuisance through to outright thuggery, but in combating this headline grabbing menace what is proving the best methods for those tasked to deal with the problem. Can the sector overcome this problem, or can it only ever contain it?

Community spirit

Our culture is steeped in the myths of an earlier age of tight-knit communities looking out for each other, but somewhere along the way the threads that created this togetherness have unravelled. While the reasons cited are many and conflicting according to political persuasion, we ask what can be done to recreate such a sense of communal belonging and solidarity. Can it be artificially created or must it arise naturally and what is the housing sector doing to try and restore a sense of community?

For further information please call Chris Goldstraw 0161 - 661 4176

Features list 2008



October

Event: Northern TPAS Connecting People Awards

To merge or not to merge. And how to merge...

Takeovers, mergers, consortia, group structures, subsidiary-led organisations, local providers, national giants – it's a logistical minefield. What do tenants actually get out of the plethora of organisational models which are taking shape in the modern social housing environment?

Finance

Government funding understandably plays a huge role in funding social housing provision, but what part does private sector investment play and how is such funding levered into the sector? In the spirit of public-private partnership, what benefits does such cash bring to providing better homes, services and facilities – but to what extent does the private cash come with strings? We take a look at the pros and cons.

Children with special needs

Many parents of seriously ill or disabled children can face particular problems in meeting their housing needs. While other vulnerable groups such as the elderly are catered for and have well-understood needs, this group often appears to be overlooked. So is that the case, and what can – or is – being done to help meet the housing needs of parents with ill and disabled children?

November

Event: Midlands TPAS Connecting People Awards

Responsive repairs

Things break and wear out, and when they do, understandably people want them fixed as soon as possible. We look at the best practice that has been developed to create an efficient repairs service that meets the needs of both parties – landlord and tenants – so that they can all be satisfied with a job well done.

Recycling and waste disposal

Landfill space is running out, we face tougher rules and restrictions intending to make us recycle more of our household waste, what can be done to encourage – and make it easy for – us to reduce waste and recycle more of what we do produce. How much is the responsibility of the individual household and how much is down to the housing provider/local authority. And what about the waste created in producing homes in the first place? What is industry doing to reduce its own 'waste trail'. We talk to those who are trying to find the balance.

Empty Homes

While Gordon Brown promises to build an extra three million homes by 2020, it is estimated that around a third of this number already exist and are currently sitting empty in. Indeed the Empty Homes Agency claims that well over a quarter of a million homes in England are currently 'long-term' empty, having been unoccupied for six months or more. With the right legislation in place, and a budget for refurbishing those in disrepair, it seems we could tackle the housing crisis a whole lot quicker, cheaper, and with less damage to the environment. So why aren't we?

December

Review of the year

That was the year that was... Housing takes a look back and the key events that shaped 2008 and ponders what it means for the year ahead.

For further information please call Chris Goldstraw 0161 - 661 4176

housing rates 2008

All prices are exclusive of VAT

NATIONAL SPACE	DIMENSIONS (Depth x Width)			COST PER INSERTION	
	Type Area	Bleed	Trim	Full Colour	+12 month Web Listing
Double Page	256 x 396mm	.284 x 426mm 278 x 420mm	£ 3685	£3785
Full Page	256 x 178mm	.284 x 216mm 278 x 210mm	£1850	£1950
Half Page (Horizontal)	126 x 178mm			£1020	£1120
Third Page (Horizontal)	82 x 178mm			£770	£870
Quarter Page (Horizontal)	61 x 178mm			£590	£690
Quarter Page (Vertical)	126 x 87mm			£590	£690

SPECIAL POSITIONS (Subject to availability)

Front Cover Story - incorporating colour photo on front cover and 2 pages of text and colour photographs	£7550 / £7650	Outside Back Cover	£3600 / £3700
Inside Story - 3 pages of text and colour photographs within magazine	£5850 / £5950	Inside Front Cover	£3450 / £3550
		Inside Back Cover	£3375 / £3475

NB: bold price denotes an inclusion of a 12 month web listing.

ADVERTISEMENT PROFILE

Involves the publication of text and photographs in full colour, solely about you and your company. Written to your specification and to our standards

One Page	- £1995	Double Page	- £4595	Four Pages	- £6850
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REGIONAL SPACE	DIMENSIONS (Depth x Width)			COST PER INSERTION	
	Type Area	Bleed	Trim	Full Colour	+12 month Web Listing
Double Page	256 x 396mm	.284 x 426mm 278 x 420mm	£ 1850	£1950
Full Page	256 x 178mm	.284 x 216mm 278 x 210mm	£1150	£1250
Half Page (Horizontal)	126 x 178mm			£650	£750
Third Page (Horizontal)	82 x 178mm			£480	£580
Quarter Page (Horizontal)	61 x 178mm			£400	£500
Quarter Page (Vertical)	126 x 87mm			£400	£500

SPECIAL POSITIONS (Subject to availability)

Front Cover Story - incorporating colour photo on front cover and 2 pages of text and colour photographs	£2950 / £3050	Outside Back Cover	£1300 / £1400
Inside Story - 3 pages of text and colour photographs within magazine	£2250 / £2350	Inside Front Cover	£1200 / £1300
		Inside Back Cover	£1200 / £1300

NB: bold price denotes an inclusion of a 12 month web listing.

ADVERTISEMENT PROFILE

Involves the publication of text and photographs in full colour, solely about you and your company. Written to your specification and to our standards

One Page	- £1155	Double Page	- £1950	Four Pages	- £3450
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INSERTS

An economical way to distribute your literature.

under 18gm	£85 per '000
Over 18gm	price on application
Minimum Charge	£500
Maximum Size	A4 (297x210mm)
Bound	Rates on application

REPRINTS

Printed on 130gsm paper.

1 page reprint £450	Each extra 1,000 £100
2 page reprint £550	Each extra 1,000 £120
4 page reprint £750	Each extra 1,000 £140
6 page reprint £990	Each extra 1,000 £150
8 page reprint £1,100	Each extra 1,000 £200
12 page reprint	... £1,590	Each extra 1,000 £250
16 page reprint	... £1,890	Each extra 1,000 £300

FREQUENCY - Monthly

COPY DATE - 4 weeks prior to publication date

CANCELLATION DATE - 6 weeks prior to publication date

housing online rates 2008

Premium pages: Home, News, Features and Products and Services (Directory)

Standard: All others

NB: Home, News and Features pages can be sold nationally and regionally.

All other pages can only be sold once to appear across all three sites if sold on an exclusive basis.

SIZE	PERIOD	PREMIUM	STANDARD
Leaderboard (not on the home page)	3 months	£1160	£770
	6 months	£2240	£1480
	Annual	£3900	£2585
Banner	3 months	£1070	£700
	6 months	£2035	£1300
	Annual	£3600	£2350
Wide Skyscraper	3 months	£900	£600
	6 months	£1650	£1070
	Annual	£2850	£1860
Square Button	3 months	£550	£360
	6 months	£990	£645
	Annual	£1540	£1,000

products and services showcase + classified

Are you promoting an existing product, new product or a revamp of an existing product? Yes - then the Housing Product and Services Showcase is ideal for you. Your choice of picture and 80-100 words are all that are required.

Whatever you promote you get free use of our reader enquiry service which delivers quality sales leads to your door. Remember with our high quality and a readership in excess of 54,000 you can be sure every single lead will be a general enquiry from an individual with a genuine power to purchase and whose interest in your product is already established.

- Rates include insertions to the only regional monthly magazine covering the public and private housing development sectors. One insertion only £190 plus VAT.
- Our strictly controlled reader requested circulation ensures that our readers, who are all involved in the specification or purchasing of construction products and services, will get the opportunity to read about your product and subsequently request further information.
- Traditional 1/10 page semi-display insertions designed for ease of product supplier identification.
- Quality print and paper stock to ensure superb colour reproduction of your insertion.

ENQUIRY NO: 101816/12

PLASFLOW VENTURE INTO PLASTIC TANK MARKET

Leading Plastics fabricators Plasflow have recently completed the manufacture of three uniquely designed and engineered de-watering tanks which are to be used in a landfill environment. The de-watering tanks which were commissioned by Soiltec, the Kent based contractors, who specialise in landfill engineering along with an extraction network of pipes and fittings.

Plasflow Ltd who supplies pipes, and fittings to the countries leading pipe manufacturers and construction companies hope to expand their bespoke fabrications further into new markets and continue developing new mutually beneficial partnerships.

Telephone Enquiries: 01709 786 970



ENQUIRY NO: 12345/12

AN AVERAGE OF 80-100 WORDS ACCOMPANYING TEXT

FULL COLOUR REPRODUCTION OF PHOTOGRAPH OR BROCHURE/LITERATURE COVER

No of Insertions	1	3	6	12	SIZE:
Cost Per Insertion Excl Vat	£190	£180	£165	£150	W = 90mm x H = 48mm

artwork instructions

ARTWORK SUPPLIED ON DISK

Complete adverts can be supplied on Apple Macintosh Zip, Jaz, DVD or CD using on of the following programs; QuarkXpress, Photoshop, Illustrator or Pagemaker incorporating the relevant fonts and image files

SUPPORTED FILE FORMATS

TIFF, EPS, JPEG (scanned at 300dpi.)

Please note: the following formats are NOT supported; PDF, Powerpoint, Corel Draw, Publisher, Word.

PREVIOUSLY PRINTED MATERIAL

Brochures, magazines, etc. can in some instances be accepted although there are copyright issues to consider.
Please note: Scanning from printed materials tends to give poorer reproduction.

IN-HOUSE ARTWORK PREPARATION

Where no existing artwork exists, a basic in-house advert design service is available.
The following list outlines the information that we would require to prepare an advert on your behalf;

- A sample of a previous advertisement with appropriate amendments
or... A specific layout which you want us to reproduce.
or... A rough draft of your requirements.
- Company logos, name styles and trade logos should ideally be sent to us on disk or bromide, alternatively we can accept letterheads, compliment slips or a corporate brochure.
- Please confirm who should receive the advertisement proof and their facsimile no.
- Indicate any text which requires highlighting either in bold lettering or in colour.
- Where specific colours are requested Pantone colour references must be supplied however due to the constraints of the 4 colour printing process a perfect colour match cannot be guaranteed.
- Please indicate your preferred format either portrait (vertical) or landscape (horizontal).
- Photographs can be provided as either Prints, transparencies, negative or positive colour or black and white.

CHECK SIZE WITH OUR SPECIFICATIONS

Especially full page ads, please allow for Type Area, Trim, and Bleed Size

NOTES ON SENDING US FILES BY EMAIL OR INTERNET

Please note we have a 5 megabyte email limit.
For files larger than this refer to the website link below for further information.

<http://www.excelpublishing.co.uk/sending-us-files.html>

Please call the production department on 0161 236 2782 for any additional information.