

## mediapack 2009



### bringing quality coverage to the housing industry

*"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."*

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

The world of housing is forever evolving and 2008 proved to be particularly eventful for the industry with the credit crunch, two housing ministers in the space of 12 months and the launch of the new Homes and Communities Agency and Tenant Services Authority.

This year looks set to be just as busy as the new regime gets underway and keeping up to date with the latest developments in the industry is crucial in identifying business opportunities in your region.

This is where our magazines - Northern Housing, Midlands Housing and Southern Housing - come in. They are the only three monthly, regional magazines for housing professionals in both the public and private sectors and together provide comprehensive coverage of England and Wales.

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, while our website offers more news updated daily so you never need to fall behind. News analysis pieces and independent features provide a more in-depth examination of the 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 market place.

Together with our own organised events, which in 2009 will include Women in Construction, the TPAS Connecting People Awards and the Housing Excellence Awards, it offers a complete marketing package.

With their regional focus, the magazines reach the housing professionals in your area of operation, providing the ideal platform to promote your products and services to the people that really matter.

*"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.*

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

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



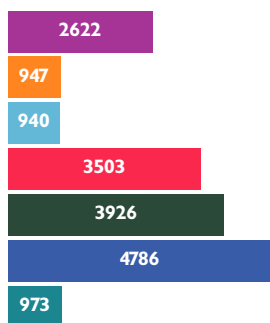
## circulation profiles

### National

(total 17697 subscribers)

Reader requested controlled distribution

Over 54,000 readers

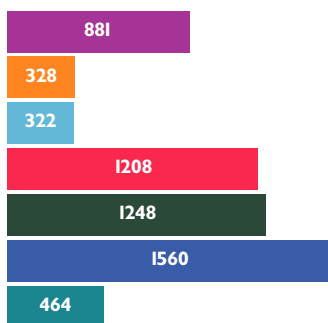


### Northern Housing

(total 6011 subscribers)

Reader requested controlled distribution

Over 19,000 readers

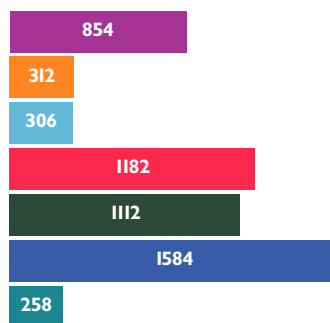


### Midlands Housing

(total 5608 subscribers)

Reader requested controlled distribution

Over 16,000 readers

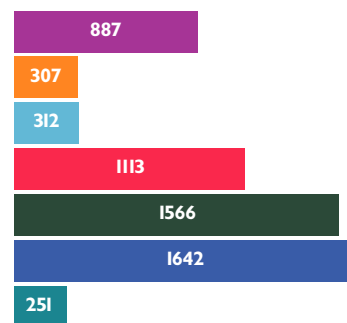


### Southern Housing

(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
------------	-------------------------------	---	-----------------------------------	----------------------	---------------------------------------	--------

## Media Information

Our quality assurance to you includes:-

- Controlled 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.

## 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

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

## housing rates 2009

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 / <b>£7650</b>	Outside Back Cover	£3600 / <b>£3700</b>
Inside Story - 4 pages of text and colour photographs within magazine	£5850 / <b>£5950</b>	Inside Front Cover	£3450 / <b>£3550</b>
		Inside Back Cover	£3375 / <b>£3475</b>

**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 - £3785 Four Pages - £5850

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 / <b>£3050</b>	Outside Back Cover	£1300 / <b>£1400</b>
Inside Story - 4 pages of text and colour photographs within magazine	£2500 / <b>£2600</b>	Inside Front Cover	£1200 / <b>£1300</b>
		Inside Back Cover	£1200 / <b>£1300</b>

**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

### 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

## Features list 2009

### January

#### Event

TPAS Connecting people awards Midlands region.

### February

#### Women In Construction:

To coincide with the annual Women In Construction Awards we will be taking a look at the 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 12 months.

#### Tenant Services Authority

The Tenant Services Authority launched in December with Anthony Meyer as the new chair. We will take a look at the effects that the new regulator has had on housing organisations, and the benefits it is bringing to tenants. Has it covered all the bases – or did it start with gaps in its provision?

#### Rebirth Of The Council House

Much was once made of the death of the humble council house – and quite right too some might have muttered behind closed doors. Now, they're back, with Government policy now opening the door to the development of new council houses. We take a look at the resurrection of a formerly disfavoured tenure and ask what is being done. However, with the credit crunch in full-steam, can council housing really help or is it all too little too late?

### March

#### Event

Women In Construction/TPAS Connecting People Awards – Southern region

#### Space To Breathe

The housing charity Shelter says that Britain has the smallest homes west of Poland, which led to a furore over 'rabbit hutch Britain' late last year. Given the drive to create sustainable communities where people want to live work and play, is small beautiful, or does it create claustrophobic pressures that undermines individual and social well-being? In the drive to solve the shortage of affordable homes, has the country stumbled into a 'pack 'em in' mentality that has denied us space to live? We investigate the issue.

#### Helping Young People Make The Transition To Independence

There are 6.5 million young people between the ages of 16 and 25 in the UK and they all need somewhere to live. Where we live is basic to our safety, security and well-being. Making the most of employment, training and educational opportunities can be extremely difficult for those young people without a secure and appropriate home. This feature takes a look at the work of, for example foyers projects, and other strategies to help young people gain the skills for sustaining their tenancies and develop independent living skills.

#### Shades Of Grey

Britain is getting older which is clearly presenting challenges to those who are setting the standards for caring for the elderly members of society. As we look at the problems of an aging society, we tend to forget that everyone is aging too and that it is a problem that will affect us all. We take a look at the provision on offer and ask is enough being done to accommodate our own future.

### April

#### Busman's holiday

We take a look at what can be learned from housing schemes abroad, inspired by housing organisations, who have sent their staff overseas to take part in charity work helping to build homes and working within the community. We will be asking them what sort of lessons and experiences they have brought back and how they have implemented what they have learnt in the UK.

#### 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.

#### Rural Communities

Many rural communities are experiencing an acute shortage of affordable housing – an issue exacerbated by the fact that housing in rural areas is so expensive. We look at what is being done to combat the situation and investigate the effect that the housing shortage is having on these communities and the local economy.

### May

#### Event

Housing Excellence awards

#### Tackling Worklessness

Former Housing Minister Caroline Flint provoked outrage last year with her comments over out of work tenants, sparking a furious debate within the sector. We take a look at various 'back to work' initiatives led by housing organisations and ask should employment issues really be within an RSL's remit?

#### Decent Homes

It was supposed to be over by 2010, but to lift some of the burden faced by late-coming ALMOs and LSVTs the deadlines has gained something of an elastic quality. So when will Decent Homes finally be over? We find out how much remains to be done, and more importantly what the social housing sector will be doing to ensure the nation's social housing stock remains decent for years to come.

#### Behind Closed Doors

Domestic violence is a serious issue affecting large numbers of women, but it can all too often remain 'unheard' and 'unseen' behind closed doors. We take a look at the initiatives and agencies determined to bring to an end this form of abuse, and ask what roles housing associations can and do take to address the problem.

#### CIH Conference Preview

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

## Features list 2009

### June

#### 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?

#### Coastal Erosion

The image of a once land-bound house teetering on the cliff edge has long been a poignant image for inlanders contemplating the power of the sea. For those living with the encroaching threat of coastal erosion, or those who have seen their hearth and home topple into the sea, then the reality is a tragedy. Giving the ongoing onslaught of rising seas, and the rising costs of maintaining flood defences, we ask how much of the nation's housing stock is threatened with a watery grave and what the policies are to manage this threat in the future. What is being done to save those houses that can be saved, and compensate or re-house those whose homes are doomed?

#### Keeping The Peace

Aggressive behaviour is a fact of life that staff working with the public must be aware, whether that is in a front line capacity or out and about in the communities and neighbourhoods where social housing providers and their partners operate. It's not just a matter of professional conduct but personal safety too, so what kind of training can be provided to help staff manage and resolve potential conflict situations? And how important is the role of tenant liaison officers?

#### 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.

### July

#### 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?

#### Fire Safety

Tenants' wellbeing is a massive issue for all RSLs and most organisations do all that they can to make sure that their properties are up to standard. We take a look at the issue of fire safety and the health and safety regulations that are in place. What is expected of landlords? How can they deliver this? What have RSLs done to go above and beyond the basic regulations?

#### Immigration and Housing

Immigration is the perennial political issue that can often leave reasoned debate forgotten on the sidelines, but whether people coming to these shores arrive to take up a job, seek work, join family, or seek asylum, like anybody else they clearly need somewhere to live. We look at what is done to help house this diverse and disparate group of people, along with the best practice that seeks to overcome some of the negative reactions, and so help massage community acceptance – and cohesion along with it.

#### Digital Switchover update

The big switchover is underway, with parts of Cumbria and more recently the North West becoming the first in the UK to completely end the analogue signal, and other set to follow. Now the dust has had time to settle, we take a look at how the switch off has worked in practice – did it all go smoothly and what lessons were learned for those still to make the switch?

### August

#### Event

TPAS Connecting People Awards Final

#### Zero Carbon – Existing Homes

The drive to build new carbon neutral homes is all very well – but what about the millions of properties already built in eras past before climate change was even a glimmer of alarm in a climatologist's eye? The Existing Homes Alliance, of which the CIH was a founding member, is campaigning to address the issue. With the nascent market for 'green refurbishment' touted as a means to boost the construction industry's flagging fortunes, we ask what is being done to tackle the issue and turn old homes green.

#### Compact Houses

The small and perfectly-formed micro-compact homes have been causing something of a stir since they debuted at the University of Munich as student accommodation, appearing in several housing exhibitions and even popping up in pilot schemes. The properties, which are designed to maximise the internal space to best effect and provide a living space that cramps neither wallet nor life style, have been suggested by some as the answer to the UK's chronic housing shortage. We take a look at whether they can realistically play a significant role in providing short-term affordable accommodation and ask would anyone really want to make a home in one?

#### Travellers & Gypsies, Accommodating A Wandering Lifestyle

Tensions often arise between settled communities and travellers and gypsies, with nimbysim being a common problem when it comes to creating facilities for those who adopt such a nomadic lifestyle. So what is being done to provide facilities and address the needs of travellers, and at the same time ease potential sources of friction?

### September

#### Acts Of God – Disaster Management & Recovery

When 'Acts of God' strike – whether flood or fire or some other disaster – what kind of services and support can housing providers draw upon to help manage the crisis before it becomes a full-blown catastrophe and recover from the damage as quickly as possible? We'll be looking at the expertise either in-house or available for housing associations to call upon, with examples of how disasters have been successfully overcome.

## Features list 2009

### Arts In The Community

Throughout history, artists have relied upon the largesse of wealthy or powerful benefactors for them to realise their creative vision. These days, the world is somewhat different though large private sector corporations are not averse to investing in public displays by modern artists as a means of investment or simply presenting the corporate image, but how is the 'third sector' of housing associations getting in on the act? How is art being exploited to help anything from community regeneration, to combating anti-social behaviour, teaching basic skills, or even just getting the community agenda message across? But is it just jobs for 'struggling artists' – or can it really deliver the goods?

### Skills, Training & 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? We take a look at the latest developments in the field of skills, training and apprenticeship programmes.

## october

### World Habitat Day

The World Habitat Awards were established in 1985 by the Building and Social Housing Foundation as part of its contribution to the United Nations International Year of Shelter for the Homeless. Two awards are given annually to projects that provide practical and innovative solutions to current housing needs and problems. Every year an award of £10,000 is presented to each of the two winners at the annual United Nations global celebration of World Habitat Day. We'll be looking at the awards and examining what contributions – if any – that UK housing providers put forward.

### Back To The Drawing Board

With the growing demand for ever more effective environmental and energy efficient performance, pushed on by stronger regulations and design demands, the incorporation of features and services by compartmentalised specialists now need to be brought in at an ever earlier stage. More and more features and services need to be considered at the earliest possible stage – on the architect's drawing board. We take a look at what this means for the design and build of future developments.

### Eco Towns & The Dream of Earth-Friendly Urban Living

Controversy has dogged the proposed eco-towns, from people campaigning against having them nearby, through those who cast serious doubt on their efficacy, to warnings that they risk becoming pockets of almost-totalitarian control. So, is there life left in the eco-town dream or are they white elephants destined for an ignominious end?

## november

### 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?

### Setting Up Home In God's House

In Scotland some church groups have dealt with falling church attendance by replacing the centre of worship with new affordable homes. Faced with declining attendance, is this something that English church groups might consider following – is the provision of places to live rather than a place of worship a way to keep the faith in this modern, secular age?

### Squatters – The Right Stuff or Just Plain Wrong?

Nobody fancies the idea of squatters moving into a building. The image is one of squalor and squalid people dossing down and turning a property into a slum, but how true is this? Many squatters have claimed they put vacant properties back in to use – and keep them maintained to a good standard. So what is really going on with this urban counter-cultural phenomenon? For housing professionals faced with a squat, is it better to work against them – or with them? We find out.

### 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 – especially in the recent troubled times. We look at the thorny issue of finance to ask whether things have got better in the last 12 months, or is the financial water still somewhat stagnant?

## december

### Review Of The Year

That was the year that was... Housing takes a look back and the key events that shaped 2009 and ponders what it means for the year ahead.

### Telecare – Say Hello To 'Robo-Nurse'

Modern technology is growing at such a pace that it offers to automate the home and care for us in our dotage under our own roof, but does 'robo-nurse' really offer us independence for longer in our own homes, or will we come to miss the human touch? We take a look at what the technology says about our future support and care.

### Student Living

Students are such a mollycoddled breed these days, as the rise of purpose built student accommodation has been built with all the mod-cons to ease them through life away from home. Matters have come a far cry from the days of grotty digs, and manic shared houses. We take a look at how the provision of comfortable home-from-home has developed, and what lies ahead. We also take a look at what is being done to tackle the issue of the 'studentification' of university towns and to stop the complex causes and symptoms of concentrated student neighbourhoods.