

Northern Midlands Southern Housing

Media Pack 2012



Each month we target key housing professionals in both the public and private sectors in England and Wales, bringing key decision makers comprehensive coverage of the issues that really matter.

Our news analysis pieces, expert columns, independent features, interviews with industry leaders and business advice are complemented by our regional news sections and area profiles which allow readers to catch up on what is happening in their local area.

While our green section keeps up to date with the ever changing world of renewable technologies with regular articles on eco issues, a roundup of the latest green news and a focus on green products and how they are being used within the sector.

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 events, which include Women in Construction, Housing Innovation Awards and the Housing Excellence Awards, Northern, Midlands and Southern Housing offers a complete marketing package and the ideal platform to promote your products and services to the people that really matter.



Northern Midlands Southern Housing

Forward Features 2012



April

REVIEWS:

- Housing Innovation Awards
- Women in Construction Awards

FEATURES:

- Law - Evicting nuisance tenants and those involved in criminal behaviour
- Health and Safety

AREA PROFILE:

- Lancashire

GREEN FOCUS:

- Solar PV panels

May

FEATURES:

- IT – cloud computing as a tool to simplify work processes and improve tenant services
- Finance – financing new build schemes

AREA PROFILE:

- North Wales

GREEN FOCUS:

- Solar thermal

June

REVIEWS:

- Housing Excellence Awards Review

PREVIEWS:

- CIH conference and exhibition

FEATURES:

- Gas safety
- Branding – improving the image of social housing providers, building brand awareness

AREA PROFILE:

- East Anglia

GREEN FOCUS:

- Rainwater harvesting/greywater recycling

July/August

REVIEWS:

- CIH conference and exhibition

FEATURES:

- E-learning
- Green Deal

AREA PROFILE:

- London

GREEN FOCUS:

- Air source heat pumps

September

PREVIEWS:

- National Housing Federation conference and exhibition

FEATURES:

- Telecare
- Dealing with anti-social behaviour (legal aspects)
- Waste management

AREA PROFILE:

- Teeside

GREEN FOCUS:

- Ground source heat pumps

October

REVIEWS:

- National Housing Federation conference and exhibition

FEATURES:

- Fire safety
- Timber houses

AREA PROFILE:

- Essex

GREEN FOCUS:

- Biomass boilers

November

FEATURES:

- Skills/training – continual professional development
- Finance – An in-depth look at the different finance models that are now being used by registered providers such as institutional investors
- Meeting the zero carbon homes target for 2016

AREA PROFILE:

- Derbyshire and Nottinghamshire

GREEN FOCUS:

- Water saving measures

December

FEATURES:

- Review of the Year
- IT/Technology – chasing rent arrears

AREA PROFILE:

- Greater Manchester and Cheshire

GREEN FOCUS:

- Green roofs

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Advertising Rates 2012



| NATIONAL | COST PER INSERTION | + 12 month Web listing |
|--|---------------------------|-------------------------------|
| Double Page..... | £3685..... | £3785 |
| Full Page | £1850..... | £1950 |
| Half Page (Horizontal / Vertical)..... | £1020..... | £1120 |
| Third Page (Horizontal / Vertical) | £770..... | £870 |
| Quarter Page (Horizontal / Vertical).... | £590..... | £690 |

SPECIAL POSITIONS (Subject to availability)

| | |
|---|----------------------|
| Inside Story | |
| 4 pages of text & colour photographs within magazine..... | £5850 / £5950 |
| Outside Back Cover | £3600 / £3700 |
| 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.

One Page - £1995 Double Page - £3785

| 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 |

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 - 62 days prior to copy date
All prices are exclusive of VAT

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Online Rates 2012



| Advertising options | Period | Standard | * Premium | Newsletter |
|--|--|----------|-----------|--|
| Header banner Size: 468 pixels wide x 60 pixels high | 3 months | £700 | £1070 | Sponsorship Banner and skyscraper £395 per newsletter |
| | 6 months | £1300 | £2035 | |
| | Annual | £2350 | £3600 | |
| Wide skyscraper Size: 160 pixels wide x 600 pixels high | 3 months | £600 | £900 | £150 (static) per newsletter |
| | 6 months | £1070 | £1650 | |
| | Annual | £1860 | £2850 | |
| Square button Size: 125 pixels wide x 125 pixels high | 3 months | £360 | £550 | £150 (static) per newsletter |
| | 6 months | £645 | £990 | |
| | Annual | £1000 | £1540 | |
| Button 2 (masthead only) Size: 125 pixels wide x 125 pixels high | 3 months | £1070 | | |
| | * Premium pages are classed as masthead, home, news, and products and services | | | |

Products and services directory standard listing – Just £125 for 12 months

Company name, full contact details, hyperlink direct to your own website, company logo and 50 word description of you company, product or service.

Gold package – Just £225 for 12 months

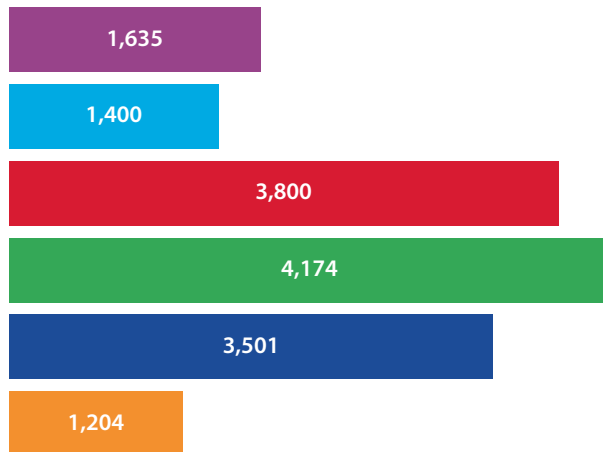
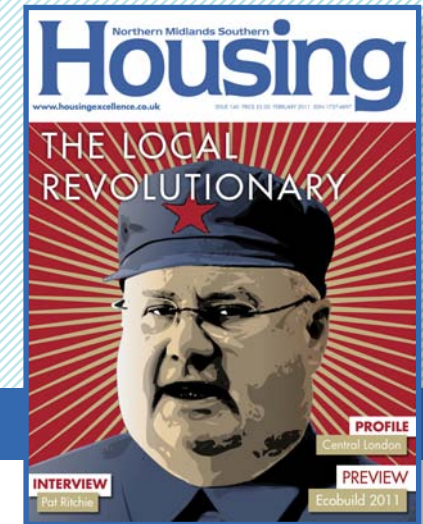
All of the above, plus relevant photograph and an enhanced products description of 100 words.

Platinum package – Just £325 for 12 months

Why not promote your product range with the platinum package, which gives you the gold package but with three entirely different entries.

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Circulations Profile



Total 10,214 subscribers
(Reader requested and paid circulation)
plus 5,500 digital recipients



To find out more about Housing visit www.housingexcellence.co.uk

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Artwork Instructions



ARTWORK SUPPLIED ON DISK

Complete adverts can be supplied on Apple Macintosh DVD, CD or FTP using one of the following programs: QuarkXpress, InDesign CS3, Photoshop or Illustrator (CS3) incorporating the relevant fonts and image files

SUPPORTED FILE FORMATS

TIFF, EPS, JPEG (scanned at 300dpi), PDF (300dpi)
Please note: the following formats are NOT supported;
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, email or ftp, 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 (see previously printed material) or digital (see supported file formats).

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.

| SIZE (W X H) | TYPE AREA | BLEED | TRIM |
|------------------------|-------------|-------------|-------------|
| Double Page | 396 x 256mm | 426 x 284mm | 420 x 278mm |
| Full Page | 178 x 256mm | 216 x 284mm | 210 x 278mm |
| Half Page (Horizontal) | - | - | 178 x 126mm |
| Half Page (Vertical) | - | - | 87 x 256mm |

| SIZE (W X H) | TYPE AREA | BLEED | TRIM |
|---------------------------|-----------|-------|------------|
| Third Page (Horizontal) | - | - | 178 x 82mm |
| Third Page (Vertical) | - | - | 57 x 256mm |
| Quarter Page (Horizontal) | - | - | 178 x 61mm |
| Quarter Page (Vertical) | - | - | 87 x 126mm |