

PROFESSIONAL
HOUSEBUILDER
& *PROPERTY DEVELOPER*

MEDIA INFORMATION 2017



REACH & INFLUENCE

In publication for over a decade **Professional Housebuilder and Property Developer (PHPD)** is a leading source of information for Housebuilders and Developers of all sizes. The targeted ABC audited circulation reaches **14,860** individuals nationwide with almost a third of the circulation fully requested.

Reflecting the sustained importance of the residential housebuilding sector and recognising the demand from the market for up-to-date information, in 2017 **PHPD** will publish **10 issues**.



With a clear focus on residential building PHPD provides both private and public sector construction professionals with market leading and comprehensive guidance on all aspects of the housebuilding process.

From site preparation and the building fabric through to key selling areas – such as Kitchens & Bathrooms – and the latest in Smart Home technology, PHPD provides considered advice on the latest techniques and solutions.

With constant reference to the impact of the latest legislation and changing standards, PHPD also assists readers in the finance, planning, sales and marketing processes.

Who are PHPD readers?

- **15%** of the PHPD circulation goes to individuals at the top 25 Housebuilders (by turnover). Companies like Barratt Homes, Berkeley, Taylor Wimpey, Persimmon and Redrow. Job titles include: Development Director, Construction Director, Architect, Site Manager, Surveyor & Project Manager.
- **85%** of the circulation goes to Regional Housebuilders and SME housebuilders.
- Regional Housebuilders include the likes of Clearview Homes, Bennett Homes, Hill, Lagan Homes, Story Homes, Larkfleet Homes, Duchy Homes, etc...
- SME housebuilders include housebuilders and property developers building a smaller number of units each year – anything from 1 to 100.
- Around **2/3** of the circulation goes to individuals classified as: Director/Owner/MD.



Professional Housebuilder and Property Developer is audited by an independent body, the Audit Bureau of Circulation (ABC). Our ABC profile offers transparency and a full insight into who receives the magazine. For more information visit: www.abc.org.uk

EDITORIAL OPPORTUNITIES

PHPD is editorially led, delivering relevant news, updates on developments across the country, legislative changes, technical requirements and the latest building techniques being used across the UK housebuilding sector.



Feature Areas

Each issue incorporates three Feature Areas providing an in-depth look into the key issues affecting the housebuilding industry. From Building Fabric to Interiors PHPD features get to the heart of the issues and reflect the current trends.



Special Reports

Topical issues that demand their own focus are featured in a regular Special Reports section. Here, readers are kept informed about the most pressing industry issues and advances.



Profiles

In-depth coverage of new developments and the businesses building them, PHPD's Profiles go behind-the-scenes to uncover the strategies, methodologies and product solutions being used on sites or in businesses around the country. These pieces are written 'in-house' following a site visit.



Expert Insights

Featuring contributions from leading authorities in their field – sales, planning, legal, finance, technical etc... Expert Insights bring readers a professional view on the pressing issues facing the sector.



News – Developments – People

'News' includes stories from across the industry including announcements on new legislation and the findings of the latest reports and surveys. The 'Developments' section charts the work currently ongoing at housebuilding sites across the country. 'People' looks at the latest personnel changes in the sector.



Round-Ups

Each feature includes a round-up of the latest product related news including new launches. A round-up of general building products and the latest media available to the sector also features in every issue.

DIGITAL & SOCIAL MEDIA

www.phpdonline.co.uk is a leading source of online information for the housebuilding sector.

- Instant access to the latest news & developments
- Information on new product developments
- Expert analysis investigating the key challenges within the industry
- Exclusive online-only content
- A regular newsletter emailed to a database of readers
- Twitter @phpdonline



Reflecting the continued strong performance and significance of the housebuilding sector Feature Areas focus on key aspects of the construction of new homes. They provide readers with a focussed insight into the latest techniques and materials. Additional Special Reports are in every issue providing further guidance on specific topics outside of the features. Expert Insights in each issue look at the latest advances in finance, planning, sales and marketing ensuring all aspects of the housebuilding process are covered.

- DEC 16 / JAN:** **Exteriors** – Roofing, cladding, paint, doors, windows & more. Solutions for outside of a new home
Kitchens & Bathrooms – The latest design trends & solutions for the heart of the home
Heating & Energy Efficiency – Create comfort while leaving the long-term legacy of low bills
- FEBRUARY:** **Building Fabric** – Bricks, blocks, steel & timber: the latest developments at the heart of the build process including both traditional and modular construction methods
Vehicles, Plant & Equipment – From cranes to generators, all you need for a safe productive site
Interiors – Solutions for the key indoor areas that help sell a home
- MARCH:** **Exteriors** – Roofing, cladding, paintwork, landscaping & more. Solutions for outside of a new home
Windows, Doors & Security – Ideas on how to keep new homes safe & stylish
Heating & Renewables – Maximise the return from the latest heating & renewable systems
- APRIL:** **Building Fabric** – Bricks, blocks, steel & timber: the latest developments at the heart of the build process including both traditional and modular construction methods
Groundworks, Drainage & Utilities – Delve beneath the surface of the best techniques & solutions
Kitchens & Bathrooms – The latest design trends & solutions for the heart of the home
- MAY:** **Exteriors** – Roofing, cladding, landscaping & more. Give new properties vital kerb appeal
Water Management – Plumbing & drainage. Minimise consumption, maximise owner satisfaction
Insulation & Ventilation – The latest solutions for keeping homes well insulated while avoiding overheating through adequate ventilation
- JUNE:** **Windows, Doors & Security** – Ideas on how to keep new homes safe & stylish
Heating & Energy Efficiency – Low bills helps to sell homes. Solutions to keep energy spend down
Vehicles, Plant & Equipment – From cranes to generators, all you need for a safe productive site
- JULY/AUGUST:** **Building Fabric** – Bricks, blocks, steel & timber: the latest developments at the heart of the build process including both traditional and modular construction methods
Kitchens & Bathrooms – The latest design trends & solutions for the heart of the home
Smart Homes – Home technology is on the rise. A look at the latest options
- SEPTEMBER:** **Heating & Renewables** – Maximise the return from the latest heating & renewable systems
Windows, Doors & Security – Ideas on how to keep new homes safe & stylish
Interiors – Solutions for the key indoor areas that help sell a home
- OCTOBER:** **Exteriors** – Roofing, cladding, paint, doors, windows & more. Give new properties vital kerb appeal
Water Management – Plumbing & drainage. Minimise consumption, maximise owner satisfaction
Insulation & Ventilation – The latest solutions for keeping homes well insulated while avoiding overheating through adequate ventilation
- NOVEMBER:** **Building Fabric** – Bricks, blocks, steel & timber: the latest developments at the heart of the build process including both traditional and modular construction methods
Groundworks, Drainage & Utilities – Delve beneath the surface of the best techniques & solutions
Smart Homes – Home technology is on the rise. A look at the latest options
- DEC/JAN 18:** **Exteriors** – Roofing, cladding, paint, doors, windows & more. Solutions for outside of a new home
Kitchens & Bathrooms – The latest design trends & solutions for the heart of the home
Heating & Energy Efficiency – Create comfort while leaving the long-term legacy of low bills

EACH ISSUE: In addition to the features detailed above, every edition of PHPD also provides a review of the latest industry news, updates on the progress of developments, informed opinion from key decision makers and a round-up of the sector's new products. Best practice is shared through regular developer and site profiles.

If you would like to submit an article or synopsis for consideration for anything mentioned above please contact the editorial team for details and copy deadlines.

CONTACT INFORMATION – For advertising enquiries or editorial submissions please do not hesitate to get in touch.

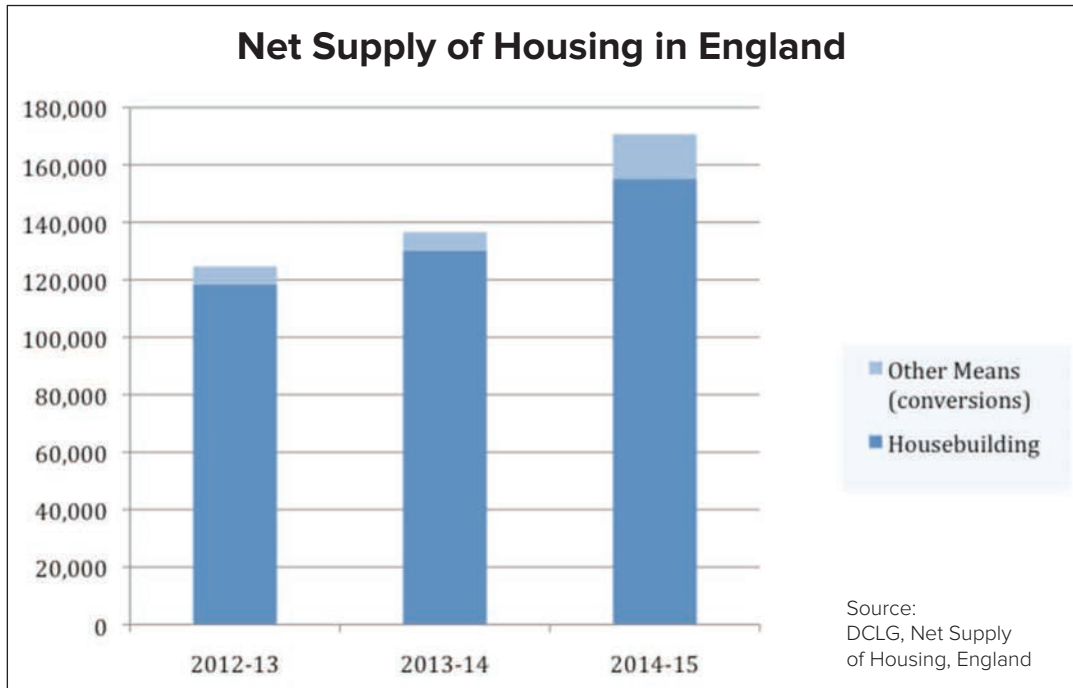
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MARKET OPPORTUNITIES

The Net Supply of Housing is rising and housebuilding is growing across the UK.

- In 2013/14 **136,610** dwellings were created in England – including **130,340** new homes built
- In 2014/15 **170,690** dwellings were created in England – including **155,080** new homes built.
- An **increase of 25%** year-on-year.



The number of homes completed in Scotland in the year ending December 2015 was **15,954** an increase of 3% on the previous year.

Source: National Statistics Publication for Scotland, June 2016

The number of new homes completed in Wales in the 2015/16 Financial Year was **6,789** an increase of 10% on the previous year.

Source: Welsh Government, Stats Wales, June 2016

The number of new homes completed in Northern Ireland in the 2014/15 Financial Year was **5,506** an increase of 4% on the previous year.

Source: Northern Ireland Housing Statistics 2014-15, November 2015

Predictions for 2015/16 indicate further growth is occurring – planning permissions in England and Wales is now around **250,000** per annum.

Source: HBF

Market fundamentals

The Government has set a target of 250,000 new homes every year – **one million homes by 2020**. Industry body HBF has stated it shares this ambition. Others, including a House of Lords report 'Building More Homes', believe 300,000 new homes a year is required.

We currently build around 170,000 homes a year – **there is significant scope and desire for growth**.

"The fact remains that there is a long term underlying demand for new homes following decades of under supply. This chronic shortage of housing leaves market fundamentals unchanged."

Source: Redrow trading statement 28th June 2016

Government stimulus

The Government has confirmed the key stimulus scheme **Help to Buy (Equity Loan)** – a contributing factor in the sale of around a fifth of new homes – **will continue to 2020**.

A **Home Building Fund** of £3billion has been established by DCLG to accelerate the building of more homes. Government has also outlined an Accelerated Construction plan worth £2billion to build more homes on public land and brownfield sites.

The **Housing & Planning Act** became law in 2016 and a new piece of legislation, **The Neighbourhood Planning Bill**, is currently making its way through parliament.



The long term under supply of housing has created a substantial need for the construction of new homes. This aim has strong support from Government and industry. Housebuilding continues to enjoy a period of sustained growth and there is huge scope for further progression.

Display advertising

Size	Rate card	Volume 1-3 20% saving	Volume 4-7 25% saving	Volume 8-11 30% saving
DPS	£4,320	£3,456	£3,240	£3,024
Full page	£2,400	£1,920	£1,800	£1,680
1/2 page	£1,320	£1,056	£990	£924
1/4 page strip (V/H)	£775	£620	£580	£542
1/4 page	£720	£576	£540	£504

Mechanical data

Space	Type (mm)	Trim (mm)	Bleed (mm)
DPS	390 x 255	420 x 289	426 x 295
Full page	180 x 255	210 x 289	216 x 295
1/2 page (H)	180 x 124	210 x 140	216 x 146
1/2 page (V)	88 x 255	103 x 289	106 x 295
1/4 page strip (H)	180 x 60	210 x 73	216 x 76
1/4 page strip (V)	45 x 255	50 x 289	53 x 295
1/4 page	88 x 124		

Inserts: Loose inserts P.O.A / Regional inserts P.O.A

Advertising copy deadline: four weeks prior to publication.

All prices are exclusive of VAT

Website advertising rates

Size	Per four-week period	Specification (px)
Leaderboard	£900	728 x 90
Single MPU	£850	300 x 250

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