

PROFESSIONAL  
**HOUSEBUILDER**  
**& PROPERTY DEVELOPER**

**MEDIA INFORMATION 2018**

[www.phpdonline.co.uk](http://www.phpdonline.co.uk)



14,885 (average circulation per issue July 2016 - June 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 **14,885** individuals nationwide with almost half of the circulation fully requested.

Reflecting the sustained importance of the residential housebuilding sector and recognising the demand from the market for information and analysis, in 2018 **PHPD** will publish **10 issues**.



## The business magazine for residential construction

*With a clear focus on residential building PHPD provides both private and public sector construction professionals with 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?

- **10%** 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
- **90%** of the circulation goes to Regional Housebuilders and SME housebuilders.
- Regional Housebuilders include the likes of Clearview Homes, Bennett Homes, Lagan Homes, Story Homes, Larkfleet Homes, Duchy Homes, etc...
- SME housebuilders include housebuilders and property developers building anything from 1 to 100 units per year.
- Around **2/3** of the circulation goes to individuals classified as: Director/Owner/MD.
- **HALF** the circulation is requested.



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](http://www.abc.org.uk)

# EDITORIAL OPPORTUNITIES

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



## Feature Articles

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 Updates

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



## News – Developments

'News' includes stories from across the industry including announcements on new legislation, the latest from housebuilders and manufacturers, and the findings of the latest reports and surveys. The 'Developments' section charts the work currently ongoing at housebuilding sites across the country.



## 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](http://www.phpdonline.co.uk) is a leading source of online information for the housebuilding sector.

- The latest news & developments
- New product launches
- In depth features & expert analysis
- Exclusive online-only content
- Regular newsletter emailed to our database of readers
- Twitter @phpdonline



**EVERY ISSUE** includes guidance on the construction of new homes from the ground up. From site preparation, throughout the construction phase & including the vital interior specification, each issue provides housebuilders with key information on all aspects of new home construction.

**EVERY ISSUE** includes an 'Expert Updates' section on: Planning considerations, Legal issues, Market analysis, Finance & Technical advice keeping our readers informed on all the issues facing housebuilders.

- DEC 17 / JAN:** **Exteriors** – Roofing & cladding. Solutions for outside of a new home  
**Heating** – Create comfort and leave the long-term legacy of low bills  
**FOCUS: The Connected Home** – The latest advances in controls & technology for modern living
- FEBRUARY:** **Bricks, Blocks & Timber** – Traditional & modular construction solutions  
**Interiors** – Solutions for the key indoor areas that help sell a home  
**FOCUS: The Energy Efficient Home** – Build in low energy costs with new techniques & technologies  
*[Show Preview: KBB Birmingham]*
- MARCH:** **Roofing, Cladding & Insulation** – Key materials to ensure a successful build  
**Groundworks, Drainage & Utilities** – Delve beneath the surface of the best techniques & solutions  
**FOCUS: The Multi-generational Home** – Construct homes with solutions for a changing population
- APRIL:** **Heating & Ventilation** – The latest standards and solutions  
**Kitchens & Bathrooms** – The design trends, new appliances and solutions for these key spaces  
**FOCUS: Site Solutions** – Health and safety issues, the latest vehicles and site equipment
- MAY:** **Windows, Doors & Security** – Keep new homes safe & stylish  
**Water Management** – Plumbing & drainage. Minimise consumption, maximise owner satisfaction  
**FOCUS: The Connected Home** – The latest advances in controls & technology for modern living
- JUNE:** **Exteriors** – Give new properties vital kerb appeal using roofing, cladding & landscaping solutions  
**Vehicles, Plant & Equipment** – From excavators to generators, including a preview of Hillhead 2018  
**FOCUS: The Future Home** – The key building techniques and technologies of the future
- JULY/AUGUST:** **Bricks, Blocks & Timber** – Traditional & modular construction solutions  
**Interiors** – The latest trends & solutions for creating saleable spaces  
**FOCUS: The Healthy Home** – Wellbeing, air quality, acoustic and thermal comfort
- SEPTEMBER:** **Heating** – The latest systems for on & off-grid developments  
**Water Management** – Plumbing & drainage. Minimise consumption, maximise owner satisfaction  
**FOCUS: The Connected Home** – The latest advances in controls & technology for modern living
- OCTOBER:** **Roofing, Cladding & Insulation** – Key materials to ensure a successful build  
**Windows, Doors & Security** – Keep new homes safe & stylish  
**FOCUS: The Energy Efficient Home** – Build in low energy costs with the latest techniques & technologies
- NOVEMBER:** **Building Fabric** – Bricks, blocks, insulation & timber  
**Groundworks, Drainage & Utilities** – Delve beneath the surface of the best techniques & solutions  
**FOCUS: The Luxury Home** – How to create indulgent spaces featuring high-end appliances
- DEC/JAN 19:** **Exteriors** – Give new properties vital kerb appeal using roofing, cladding & landscaping solutions  
**Heating & Ventilation** – Create comfort while leaving the long-term legacy of low bills  
**FOCUS: The Connected Home** – The latest advances in controls & technology for modern living

**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.

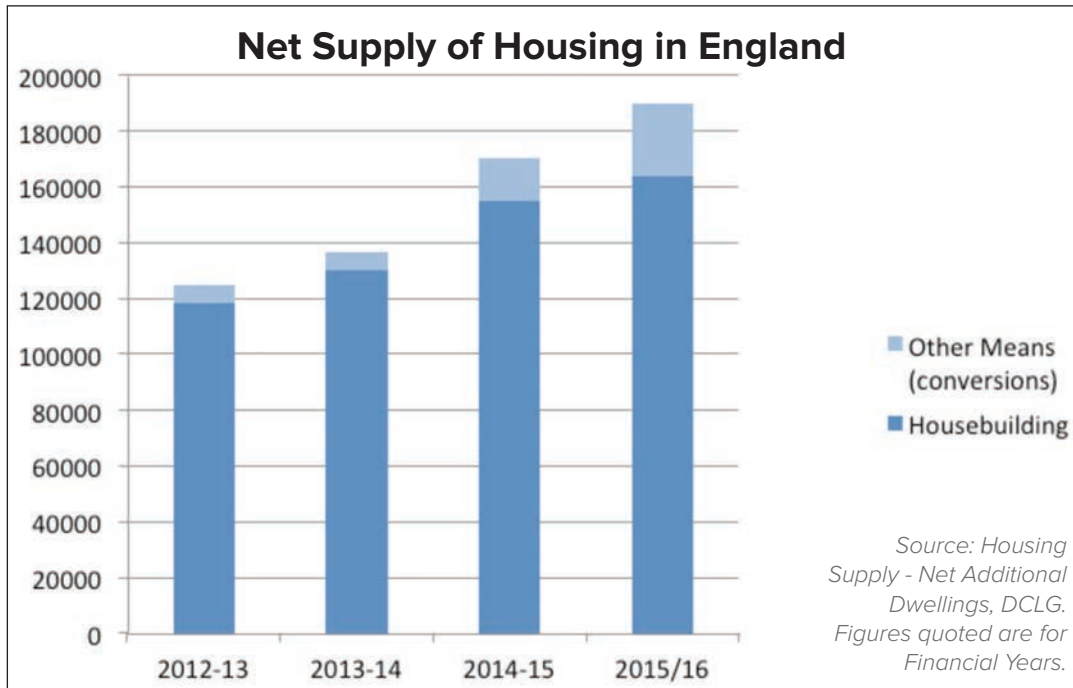
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# MARKET OPPORTUNITIES

After a number of years in decline 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.
- In 2015/16 **189,650** dwellings were created in England – including **163,940** new homes built.



Total new housing supply in Scotland increased by 3% in 2016-17, to **18,539** new housing units, or **571** more homes than the previous year.

Source: Housing Statistics for Scotland, September 2017

The number of new homes completed in Wales in the 2016/17 Financial Year was **6,833** a decrease of 1% on the previous year.

Source: Welsh Government, Stats Wales, June 2017

The number of new homes completed in Northern Ireland in the 2015/16 Financial Year was **5,622** an increase of 2% on the previous year.

Source: Northern Ireland Housing Statistics 2015-16, December 2016

## Market fundamentals

In the White Paper 'Fixing the broken Housing Market' (Feb 2017), the Government said, "we need from 225,000 to 275,000 or more homes per year".

Previous Governments 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 190,000 homes a year – **there is significant scope and desire for growth**.

*"This country doesn't have enough homes. That's not a personal opinion or a political calculation. It's a simple statement of fact."*

Sajid Javid, Secretary of State, Department of Communities and Local Government (DCLG)

## Government stimulus

The Government has confirmed the key stimulus scheme **Help to Buy** – a contributing factor in the sale of around a fifth of new homes – **will continue to 2020/21**.

Other stimulus programs such as the **Home Building Fund** (£3billion) directed towards small housebuilders, the **Land Release Fund** (£54million), the **Housing Infrastructure Fund** (£2.3billion) and the **Accelerated Construction** plan (£2billion) continue to support the construction of new homes.

The **Housing & Planning Act** became law in 2016. The **Neighbourhood Planning Bill**, became law in 2017 and new regulations – based on the '*Fixing the broken Housing Market*' White Paper are expected in 2018. All are designed to dramatically increase the provision of new homes.

The long term under supply of housing has created a substantial need for the construction of new homes. This aim has cross-party and industry support. Government has legislated and provided significant financial stimulus packages. Housebuilding continues to enjoy a period of sustained growth and there is 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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