



REACH & INFLUENCE

Operating in a fast moving and growing market, **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 **14,853** readers actively engaged in the construction of new homes.

PHPD provides practical advice and guidance on the construction of new residential properties for SME, regional and national housebuilders, developers and contractors in both the private and public sector.

Each of **PHPD's 10 issues** focuses on key developments in the industry, the latest standards and

new regulations, and provides in-depth information on the latest building materials and services. From site preparation, across the whole build process and through to interior specification, **PHPD** delivers market-leading advice on the latest techniques, trends, materials and solutions for the expanding new-build and conversion market.

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

Who are PHPD readers?

14,853

ABC Audited circulation

90%

of the circulation reaches regional and SME housebuilders, developers and contractors.

57%

Over half of the circulation is requested

2/3

roughly 66% of the circulation reaches individuals classified as Director/Owner/MD



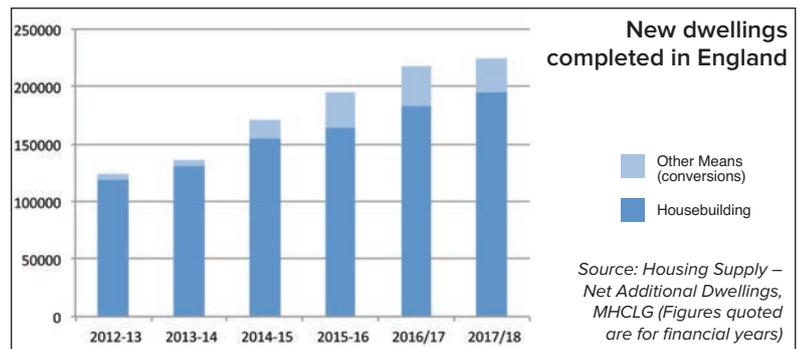
A GROWING MARKET



image: Macbryde Homes

The new build residential market across the UK remains buoyant and growing. Government targets for new housing remain well ahead of the current supply. There is a sustained level of demand and stable, long-term Government support. Demand for materials, solutions and services remains strong.

- 222,190** New dwellings completed in England in 2017/18. Up 12% on 2016/17
- 195,290** New build homes in England in 2017/18 Up 6% on 2016/17
- 19,595** New dwellings completed in Scotland in 2017/18
- 6,663** New dwellings completed in Wales in 2017/18
- 6,467** New dwellings completed in Northern Ireland in 2016/17



MARKET FUNDAMENTALS

- 300,000** The Government's target for new-home construction every year by mid-2020s
- £44bn** Total funding package for housebuilding pledged by Chancellor Philip Hammond in the 2017 Budget – includes Small Sites Fund, Planning Delivery Fund, etc.
- £11.7bn** Total spent by housebuilders with suppliers in 2016/17 (Source: HBF)
- 2023** *Help to Buy*: Equity Loan scheme guaranteed until 2023. Over the first five years of the scheme it has assisted 169,102 completions (Source: HBF)
- NPPF** New National Planning Policy Framework introduced in mid-2018

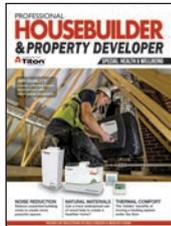
EDITORIAL OPPORTUNITIES

PHPD is editorially led, delivering distinctive features, relevant news, updates on developments, commentary on the wider sector and in-depth coverage of the latest building techniques and materials being used across the UK housebuilding sector.



FEATURES

Every issue we take a closer look at two areas of product specification for a detailed insight into the latest building materials, techniques, regulations and standards. (*See Features List for more details*)



FOCUS

Each issue of **PHPD** takes a comprehensive look at a key theme impacting the delivery of new homes. Themes include: Smart Technology, Health & Wellbeing, Luxury Living, Thermal Comfort & The Future Home. (*Sponsorship packages are available for each of these. More information is available from our Sales team*)



PROFILES

In depth coverage of new developments across the UK – the businesses building them and their supply chain partners. In most cases these pieces are written by the editorial team following a visit.



NEWS – DEVELOPMENTS

The latest stories from around the sector including a round-up of residential building projects from across the UK.

ALSO IN EVERY ISSUE

- **Expert Updates:** PHPD's experts review planning, finance, market, design, legal & technical matters
- **Special Reports:** Advice and comment on the most significant issues facing the sector
- **Kitchens & Bathrooms:** The latest trends, products and solutions for these key rooms
- **Product Insight:** A closer look at the latest building materials and specification options
- **Round Up:** The latest products, brochures, websites, apps and general building solutions on the market



image: Macbryde Homes

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 18 / JAN 19:** **Exteriors** – Paving, doors, windows, roofing & cladding. Solutions for outside of a new home
Heating & Ventilation – Create comfort and leave the long-term legacy of low bills
FOCUS: Smart Technology – The latest advances in controls & technology for modern living
- FEBRUARY:** **Masonry & Timber** – Traditional & modular construction solutions
Interiors – Solutions for the key indoor areas that help sell a home
FOCUS: Thermal Comfort – Build in low costs with the latest building techniques & technologies
- MARCH:** **Roofing, Cladding & Insulation** – Key materials to ensure a successful & sustainable build
Groundworks, Drainage & Utilities – Delve beneath the surface of the best techniques & solutions
FOCUS: Luxury Living – Create indulgent spaces featuring high-end appliances and materials
- APRIL:** **Heating & Ventilation** – The latest standards and technologies
Kitchens & Bathrooms – The design trends, new appliances and solutions for these key spaces
FOCUS: Site Solutions – Services and solutions to ensure a safe and productive site
- MAY:** **Windows & Doors** – Secure, thermally efficient solutions to bring the outside space inside the home
Water Management – Plumbing & drainage. Minimise consumption, maximise owner satisfaction
FOCUS: Health & Wellbeing – Wellbeing, air quality, acoustic and thermal comfort
- JUNE:** **Exteriors** – Give new properties vital kerb appeal: Paving, doors, windows, roofing & cladding
Vehicles & Plant – From excavators to generators, machines to take the strain
FOCUS: The Future Home – The key building techniques and technologies of the future
- JULY/AUGUST:** **Masonry & Timber** – Traditional & modular construction solutions
Interiors – Stairs, doors, walls, flooring and finishes – internal elements to create a new home
FOCUS: Smart Technology – The latest advances in controls & technology for modern living
- SEPTEMBER:** **Heating** – The latest systems for on & off-grid developments
Water Management – Plumbing & drainage. Minimise consumption, maximise owner satisfaction
FOCUS: Luxury Living – Create indulgent spaces featuring high-end appliances and materials
- OCTOBER:** **Roofing, Cladding & Insulation** – Key materials to ensure a successful build
Kitchens & Bathrooms – The design trends, new appliances and solutions for these key spaces
FOCUS: Health & Wellbeing – Wellbeing, air quality, acoustic and thermal comfort
- NOVEMBER:** **Building Fabric** – Traditional and modern techniques – brick, block & timber new-build solutions
Groundworks, Drainage & Utilities – Delve beneath the surface of the best techniques & solutions
FOCUS: The Future Home – The key building techniques and technologies of the future
- DEC/JAN 20:** **Exteriors** – Paving, doors, windows, roofing & cladding. Solutions for outside of a new home
Heating & Ventilation – Create comfort while leaving the long-term legacy of low bills
FOCUS: Smart Technology – The latest advances in controls & technology for modern living

A comprehensive 'Round-Up' section is included with each of the above features.

If you would like to submit any press releases, synopses or articles for consideration for anything mentioned above please contact the editorial team for details.

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

Editorial: Jonathan Cole, Editor jcole@hamerville.co.uk 01923 237799

Advertising: Craig Jowsey, Group Advertising Manager craig@hamerville.co.uk 01923 237799 / 07900 248102
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Ian Duff, Northern Sales Manager probuilder@sky.com 07810 353525 / 01204 596633

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	56 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

Magazine contacts:

Editorial: *Jonathan Cole*, Editor jcole@hamerville.co.uk 01923 237799

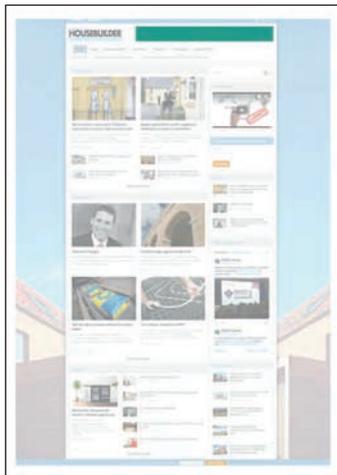
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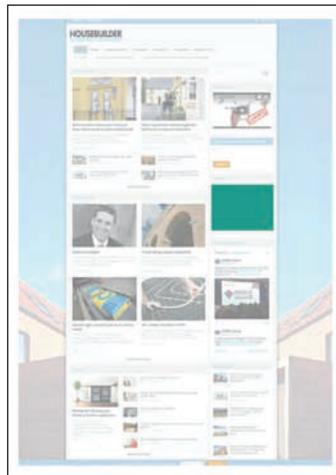
WEBSITE

Professional Housebuilder and Property Developer provides a leading digital source of information for housebuilders and developers of all sizes at www.phpdonline.co.uk. It gives access to all the latest industry news and developments, product launches, legislative changes and technical requirements. The 'Features' on the site are a valuable source of advice and opinion on all areas of the sector. All the features are fully searchable and include exclusive online-only content.

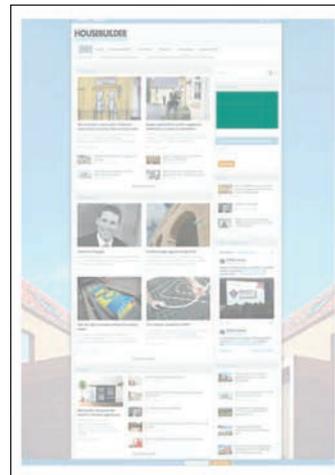
Visitor Stats: Average users per month	2,696	Session duration	00:03:46
Average sessions per month	3,030	Bounce rate	35.6%
Average pageviews per month	3,989		



Leaderboard
 728 x 90px
 £900 / month



MPU
 300 x 250px
 £850 / month



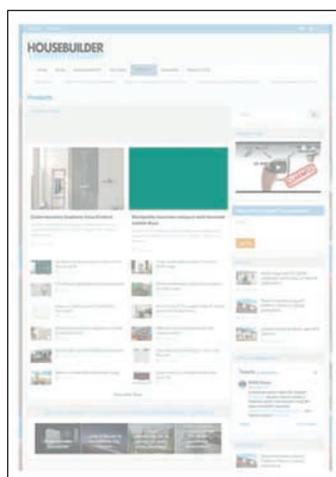
Featured video
 £500 / month



Homepage carousel or homepage advertorial
 £600 / month



Sponsored section
 728 x 90px
 £300 / month



Inline MPU
 300 x 250 px £850 / month



Skin
 desktop only
 £600 / week

All adverts to be supplied in jpeg or gif format.

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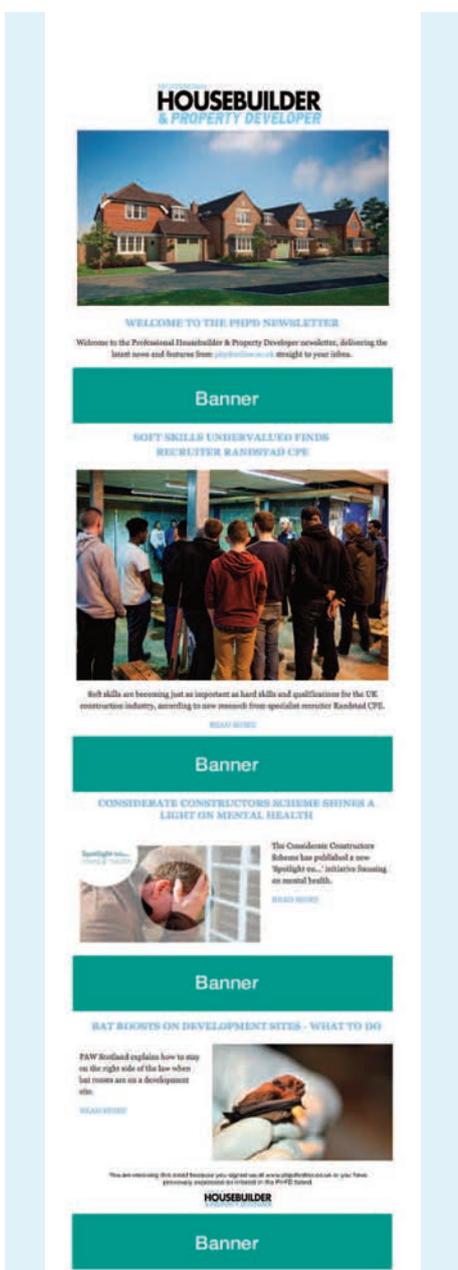
EMAIL

PHPD Newsletter

The regular **Professional Housebuilder and Property Developer** email newsletter is sent out weekly to over 10,000 active key personnel in the sector. It is designed to keep them updated on all the latest and most relevant content to hit the site. There are four prominent banner positions available to advertisers on each newsletter:

Reach - 10,855 Rate - £500 per banner

Spec - 468 x 60px



Sponsored Solus Newsletter

Twice a month there is an opportunity for an advertiser to promote its brand directly to potential customers through solus sponsorship of a bespoke email. Content is exclusively from the one company and can be provided as complete HTML code or made up by us to the template specification below:

Reach - 10,855 Rate - £1,200

Specification:

- Up to 10 word heading
- Up to 50 word intro
- Up to 400 word main text
- Lead Image 1 – 480 x 315px
- Images 2 and 3 - 225 x 225px
- Image 4 – 480 x 225px
- Company logo and contact details / URL Links

