

# HOUSING ASSOCIATION yearbook

The essential reference tool for  
Housing Association decision  
makers and building specifiers

With a stabilising housing market and more affordable housing developments being granted permission, now is the best time to promote your brand to this growing sector, and be seen as a leading supplier that is ready to do business.

The HOUSING ASSOCIATION YEARBOOK reaches every housing association in the UK and their members which includes specifiers, buyers, contractors, architects, building surveyors, housing managers and maintenance professionals, for the housing association and local authority, construction and refurbishment sectors.

Maintain a year long presence with just one cost effective entry in the book that is referred to every working day of the year by active buyers.

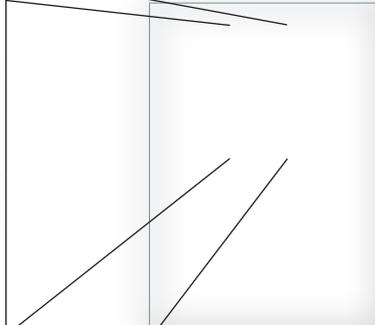
## TARGET READERSHIP PROFILE

The majority of building products sold today are ordered by the public, commercial building developers and house building companies. This is now changing to include buyers for housing associations and contractors as social, affordable housing becomes ever more necessary.

## EXAMPLE DIRECTORY ENTRY



**REYNAERS ALUMINIUM**  
Kettles Wood Drive  
Birmingham, B32 3DB  
Tel: 0121 421 1999  
Fax: 0121 421 9797  
E-mail: [reynaersltd@reynaers.com](mailto:reynaersltd@reynaers.com)  
Web: [www.reynaers.co.uk](http://www.reynaers.co.uk)  
Reynaers Aluminium is a leading innovative supplier of high quality framed glazing systems for windows and doors, curtain walling, patio and swingentrance doors, façade systems and brise soleil. Our aim is to achieve optimum effect in total façade construction – technically, aesthetically, economically and most importantly, ecological.



Our expanded listings are simple, stylish and effective. For just £195, you will be placed in a section of your choice with a 50 word company profile.

The HOUSING ASSOCIATION YEARBOOK is designed to provide a highly valued reference tool, enabling these buyers for the industry to identify and locate the leading suppliers to the sector. The yearbook is sent free of charge throughout the industry so make sure you're seen by the people behind 2014's major affordable housing and public projects.

# UNIQUE SOURCEBOOK

The HOUSING ASSOCIATION YEARBOOK is a mine of invaluable information and the essential tool to ensure your brand and company contact details are on hand to buyers and specifiers

## GETTING NOTICED:

HOUSING ASSOCIATION YEARBOOK advertisers benefit from stylishly designed coverage, placing their company/product in the perfect spotlight for readers to see. The directory is set out in an easy to access format, designed for maximum exposure so that key figures in the industry can make their buying decisions efficiently and informatively.

The layout allows for beautiful spreads of construction products and innovations, presented in a variety of ways to catch the eye of the reader. A key figure for the industry also introduces the book with an insightful foreword, commenting on the past year and what lies ahead. For the 2014 edition a representative of the NHBC will be taking part.



Showcasing the best affordable and sustainable projects of the year and demonstrating future trends and product development from world leading construction professionals.

## CHAPTERS INCLUDE:

### ■ INTRODUCTION

Experts from all aspects of the housing association industry offer up their analysis of the market and what the future holds. A leading panel of experts will consider a range of topics, from tenancy and landlord agreements to thermal bridging.

This edition will be no exception with top industry experts contributing their views for the current marketplace. This year a representative for the NHBC will be putting together an insightful foreword.

### ■ PHOTO CASEBOOK

The Yearbook offers a round up of exciting projects for the affordable homes industry for you to take a look at and gain inspiration from and witness how your products could benefit and be utilised in such a build

### ■ ANALYSIS & STATISTICS

Learn from the past with all the facts, stats and figures of 2013. Essential industry data is presented as we enter a steadily growing phase for the sector.

### ■ YEAR PLANNER & DIARY

What not to miss in the next 12 months - all the necessary events and trade show dates for your diary.

### ■ COMPANY PROFILES

An in-depth look at some of the best companies providing the most sought-after innovations from different areas of the construction industry.

### ■ DIRECTORY OF SUPPLIERS

Every contact specifiers and decision makers will ever need, in an easy-to-use, comprehensive directory. Your company will be identified as a leading supplier to this sector when you feature under your relevant product category. A variety of exciting showcase options are available, all designed to ensure you receive optimum coverage and exposure to the right people.

## LOOKING AHEAD

The face of social housing and affordable builds looks to further change and evolve as the Government promises to invest more money in the industry. Between 2014-2015 alone the Government aims to spend £25 million on housing and environment, levels of planning approvals are at a 5-year high and now that the Help to Buy scheme has been extended to March 2020, 120,000 households will be able to buy a new-build home. With these changes the demand for new builds becomes greater so now is the perfect time to showcase your product for use in one of these thousands of new and coming developments.

## HOUSING ASSOCIATION YEARBOOK

Also available to download via the app on iTunes or Android stores

## ADVERTISING RATES

Colour DPS Co. Profile	£1425
Colour DPS Advertisement	£1730
Full page colour	£995
Chapter sponsorship	£1025
Half page colour	£625
Third page colour	£430
Cover positions	£poa
Expanded Entry	
Logo, Picture & 50 words	£195

## ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

## MECHANICAL DATA

(width x height) mm

	Bleed	Trim	Type
DPS	303x216	297x210	277x190
Full page	154.5x216	148.5x210	138.5x200
Half page (L)	n/a	128.5x87	n/a
Third page (P)	n/a	38x185	n/a
Third page (L)	n/a	84x87	n/a

## CANCELLATION POLICY

- Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.
- A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement. A cancellation fee of 90% will be charged.
- A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.

## TERMS OF BUSINESS

All orders are strictly subject to Media One Communications Limited terms and conditions. A copy is available on request.



With a range of publications in and around the design market, including Architects' Choice, Garden & Hardware News and Interior Design Today, Media One Communications provides its readers with on time, informative news across a variety of channels. From yearbook and magazine publications to a strengthening online presence, our evolution in the publishing sector has led us to be an industry leader in the product marketplace with a loyal customer base and dedicated reader relationship who return time and time again for knowledgeable, intelligent information, strengthening our stance in the sector.