

DEVELOPER & HOUSEBUILDER YEARBOOK

the essential sourcebook for housebuilders and property developers

The **DEVELOPER & HOUSEBUILDER YEARBOOK** is the must-have reference book used by specifiers, buyers, architects and senior managers throughout the house building, commercial, local authority construction and refurbishment sectors. Aimed and designed specifically for individuals who specify building products and materials for large-scale developments, the

yearbook is a unique source of supplier information, trend analysis, market predictions and essential statistics. The book is not only used by every major developer and housebuilder in the UK, but is sent free of charge to the applicant of every major planning application throughout Britain. This ensures your advertising message reaches not only the major buyers, but also the most

active developments, including local authorities, schools, commercial property and housing developments. With the housing market stabilised, now is a good time to invest, to promote your brand and be seen as a leading, supplier that is ready to do business. This edition will be introduced with a foreword by a leading expert in the field of housing development.



Showcasing the best developments of the year and demonstrating future trends and product development from the worlds leading construction professionals.

TARGET READERSHIP PROFILE

The majority of building products sold today are ordered by the public and commercial building developers and house building companies. This multi-billion pound marketplace consists of relatively few companies and organisations with the specifiers, architects, project designers, interior architects and buying teams at these organisations needing to stay up to date on industry trends, product innovations and supplier information. The **DEVELOPER & HOUSEBUILDER YEARBOOK** is designed for these individuals, and is their highly valued reference tool, enabling them to identify and

locate the leading suppliers to the sector. The yearbook is sent free of charge throughout the marketplace and is used by more than 9000 key decision makers at over 3000 house builders and property developers. In addition to ALL the major developers and house builders, the yearbook ensures your message is seen by the most active buyers; through our comprehensive monitoring of planning applications, every organisation that submitted a planning application in the last 18 months also receives the yearbook. Make sure you're seen by the people behind 2018's major building projects.



UNIQUE SOURCEBOOK

The **DEVELOPER & HOUSEBUILDER 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.

CHAPTERS INCLUDE:

- INTRODUCTION**
 Experts from all aspects of the construction industry contribute their analysis of the market and what the future holds. In previous editions we have had contributions from all the major figures including **Mike Quinton, Chief Executive of NHBC**; Trudi Elliott CBE, Chief Executive of the Royal Town Planning Institute; Simon Hay, CEO of the Brick Development Association and Brian Berry, Chief Executive of the Federation of Master Builders. This edition will be no exception with developers and industry experts contributing their views to the current marketplace.
- 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 YEAR IN REVIEW**
 Learn from the past with all the facts, stats and figures of 2017. Essential industry data and stories as we enter the post-Brexit phase of market recovery in the sector.
- YEAR PLANNER & DIARY**
 What not to miss in the next 12 months - all the events and trade show dates for your diary.
- FUTURE FORECAST**
 Our expert panel offer a prediction of what lies ahead for the industry.
- COMPANY PROFILES & BEST PRODUCTS**
 An in-depth look at some of the best companies providing the most sought-after innovations from different areas of the construction industry.

GETTING NOTICED:

DEVELOPER & HOUSE BUILDER YEARBOOK readers benefit from an in-depth and informative analysis from some of the construction industries most renowned figures and companies; allowing readers to keep up-to-date with the newest developments and advances in the sector; a comprehensive directory, listing a range of construction products and services to the industry; an easy-to-use reference tool for house builders and developers, which is categorized and alphabetized for complete usability; and also information on

top events in the marketplace. **DEVELOPER & HOUSEBUILDER 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.

An in-depth look at the major developments of the year, including revolutionary uses of sustainable practices.



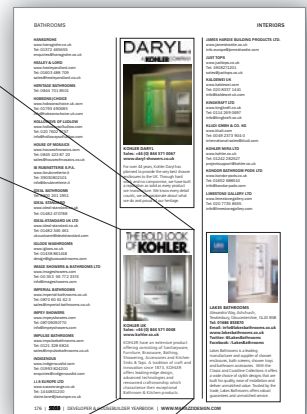
Industry news and analysis give the reader everything they need to make informed decisions for the year ahead.



THE BOLD LOOK OF KOHLER

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 Sales: +44 (0) 844 571 0048
www.kohler.co.uk

KOHLER have an extensive product offering consisting of Sanitaryware, Furniture, Brassware, Bathing, Showering, Accessories and Kitchen Sinks & Taps. A tradition of craft and innovation since 1873, KOHLER offers leading-edge design, advanced technologies and renowned craftsmanship which characterise their exceptional Bathroom & Kitchen products.

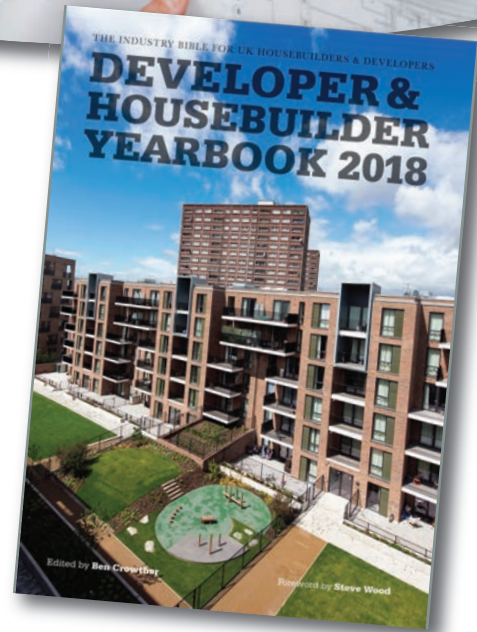


Our expanded listings are simple, stylish and effective. For just £195, you will be placed in a section of your choice with a 50-word company profile.

TESTIMONIALS:

Philip Stokes, Outsource Procurement Specialist: "I am a procurement specialist in the housebuilding sector and have been using your Developer & Housebuilder Yearbook all year. It's a great resource and has really helped me to carry out my duties effectively. It really is like a bible, as you say on your cover."

Tony Pidgley, MD of The Berkeley Group: "It was a great pleasure to write the foreword to the Developer and Housebuilder Yearbook.. It was an honour to be asked to contribute."



ADVERTISING RATES

Colour DPS Company Profile	£1200
Colour DPS Advertisement	£1200
Full page colour	£790
Full page mono	£650
Chapter sponsorship	£650
Half page colour	£490
Third page colour	£270
Cover positions	£poa
Expanded Entry	
Logo, Picture & 50 words	£195
Logo Entry	
(Logo and company details)	£60

TERMS OF BUSINESS

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

MECHANICAL DATA (mm)

	Bleed	Trim	Type
(width x height) mm			
DPS	303x216	297x210	277x190
Full page	155x216	148x210	128x190
Half page (Landscape)	n/a	128x90	n/a
Expanded Entry	n/a	38x87	n/a
Third Page (Portrait)	n/a	38x185	n/a
Third Page (Landscape)	n/a	84x87	n/a

ARTWORK

Artwork should be supplied as a digital file, *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.

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.

With a range of publications in and around the design market, including Architects' Choice, British Builder and Developer 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.



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SITE STATS:

167,700

HITS PER MONTH!

5,893

VISITS PER MONTH!

39,480

PAGE VIEWS PER MONTH!

95.61%

UK VISITS!

£95

TO FEATURE YOUR PRODUCT!



Your online product profile package includes:

- Your product profile will feature on the home page for one week. Your product will be seen on the homepage and the product pages throughout the website.
- Your product feature will be archived on our site permanently where it can be easily found through key words in our search bar. We also optimise your story with meta tags so it can be easily found through search engines like Google.
- You'll gain additional exposure in our 'Most Popular' section if your product is one of the five most-read pages on our site each day.
- Your story will be 'Tweeted' on our popular Twitter page to 4,192 Twitter followers.
- Your story can be recommended and emailed by users of the site using our 'email this story function', ensuring you maximum exposure through viral marketing.
- By clicking on icons at the foot your product profile, our site users can easily post your story on their social networking sites like Facebook, Digg, StumbleUpon, Readit, Technorati and more - sharing your news with the world!

RATE CARD

Product Profile

Feature your product on the site's home page for one week, stay archived and easily searchable on the site permanently.

Package Cost: **£95**

Premium Banners

Features on the top right of the site on every viewable page clicked through.

Cost: **£500pcm**

Skyscraper Position

The skyscraper is on the left hand side of every page click through from the home page.

Cost: **£400pcm**

Text Links

Place you company text links on the site to increase your google ratings.

Cost: **£450py**

Logo Sponsor

Logo sponsor inclusions next to the editors choice (updated weekly).

3 Month Inclusion Cost: **£175**

Eshot

Eshot to entire database of potential clients from as little as **£125 per 1000**

Information available upon request.

"No other marketing medium is as cost effective or reaches so many..."