

Homebuilding & RENOVATING

**Britain's market-leading
self-build and renovation brand**

**MEDIA
PACK**



homebuilding.co.uk



PRINT



DIGITAL

Welcome to Homebuilding & Renovating

Since its launch 25 years ago, Homebuilding & Renovating has become the go-to resource for anyone creating an individual home – from those building their own homes, to those undertaking a major renovation, conversion, extension or improvement to an existing property.



We're a broad church, covering a wide range of projects and budgets, and key to the success of the magazine is the unique mix of design ideas, inspiring homes, cost and supplier information and in-depth technical advice provided in each monthly issue. Our growing number of dedicated subscribers are testament to this.

Just like our audience, who continue to push the boundaries in terms of design and technology, Homebuilding & Renovating were also early adopters – establishing www.homebuilding.co.uk almost a decade ago. Today, this successful, well-established website spans across mobile, tablet and desktop devices and reaches over half a million unique users each month. Our print and digital solutions offer a unique way to speak to our audience – and combined, a powerful, unified multi-platform marketing tool for our advertisers.

Join us today – it's going to be an exciting year.

Claire Lloyd, Homebuilding & Renovating Editor



NEW
rebrand



Early adopters, innovators, legacy makers.

Our readers are truly unique, spanning the very best of UK homebuilding. Check out how we segment our audience in more detail...

Affluent empty nesters

They have the time and the money to indulge in space and luxury, creating a lifestyle – enhancing home, centred around their needs both now and with retirement in mind.



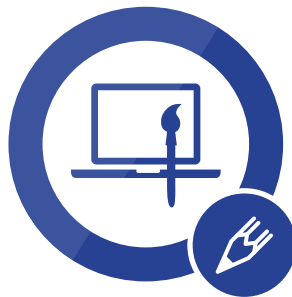
Growing families

Plenty of space and high quality design are their priorities and they realise that self-building or renovating is the best way to create a family home tailored to their unique lifestyles.



Movers & shakers

Design conscious, wealthy and confident, they are in control of their life and going places. They want an individually designed home that reflects their status and values.



Serial self-builders

Ambitious and driven, they will undertake a series of renovation and self-build projects, becoming amateur developers – gradually ascending the property ladder to achieve their dream home.



Fantasy homebuilders

Successful entrepreneurs, senior professionals and celebrities, they have made it in life and creating their dream home in a landmark location is the fulfilment of another lifetime ambition. They want the best and cost is no obstacle to obtaining it.



Photograph: Simon Maxwell



Outstanding Designs



Project Planners



Ideas and Inspiration



Practical Advice



Guides to Extensions, Renovations and Conversions



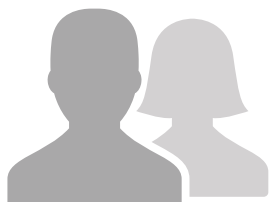
Readers' Homes and Case Studies



Self-Build and Plot Finding

ating Magazine

In a Nutshell



89,000 readers



Thousand in
circulation



Dedicated
subscribers



Issues a year
+ seasonal
supplements



Brand in the
market place

Homebuilding & Renovating magazine is a complete guide to creating an individually designed home. Each monthly issue contains inspirational case studies of successful homebuilding projects, with cost and supplier information, as well as expert advice and design ideas. The magazine is essential for anyone setting out to build their own home, or undertaking a major renovation, conversion or improvement to an existing property.

Who are the readers?

64% male



36% female



own
their home



average 50k-60k
household income



project value

Call Jackie Sanders on 01527 834426
or 07899 882370, or email
jackie.sanders@futurenet.com
for a detailed rate card
and specifications

Source: Data Locator Group Ltd and PVD Ltd



Photograph: Alastair Nicholls



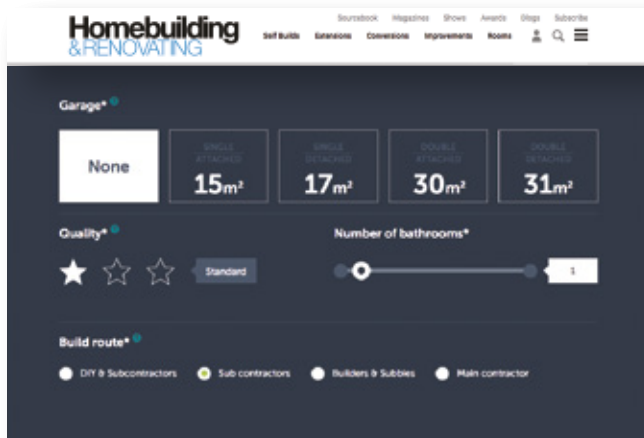
Homebuilding & Renov



Practical Advice



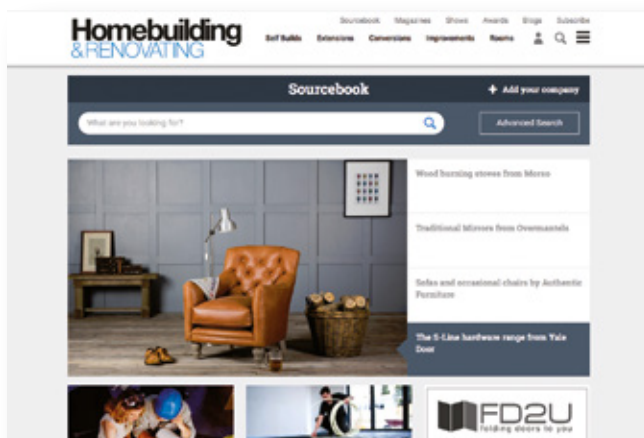
Unique Case Studies



Interactive Build Cost Calculator



Shareable Project Area



Searchable Sourcebook



Social Engagement

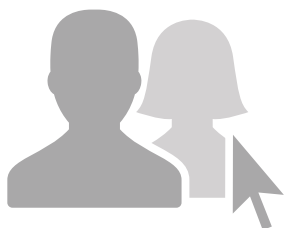
ivating Digital

Our website is the No.1 site for anyone interested in creating their dream home through self-build, renovation or conversion.

Whatever our audience want their project to be, they'll be sure to find help through our digital offering, spanning mobile, tablet and desktop, 365 days a year. With continually updated content, our searchable sourcebook features a full list of specialist suppliers, expert advice as well as a unique interactive build-cost calculator.



In a Nutshell



600,000 unique website visitors a month



No.1 website for self-build and renovation



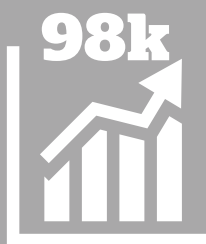
Active email database



53k+

Social media followers

Who are the users?



use the site 3 times per month



use the site alongside the magazine*

Call Jackie Sanders on 01527 834426 or 07899 882370, or email jackie.sanders@futurenet.com for a detailed rate card and specifications

#HBRshow17





Client Testimonials

Ultraframe digital campaign

“The past two months has seen the Ultraframe website receive the highest amount of leads since we launched our lead system in 2009 and we believe the advertising with Homebuilding & Renovating played a large part in this. Our results have shown that during the times when your dedicated broadcasts and mailers were sent out, they proved more successful than the TV campaign. We saw a larger spike in web visits than with our TV adverts.”

Ultraframe Digital Marketing Manager

Kloeber email campaign

“We have been delighted in the response to our email campaigns with Homebuilding & Renovating and the targeted leads it continues to bring us. We started with the e-marketing campaign tentatively to see what measured response we had and it is now one of our biggest activities and something we have consciously invested in when setting our marketing campaign for the year.”

Kloeber PR & Marketing Assistant



Ice Energy digital campaign

“Having traditionally used Google PPC to generate enquiries for our business, we have now taken the opportunity to reallocate our spend to Homebuilding & Renovating and suspend our Google campaigns. The enquiries we have received via our ongoing work with Homebuilding & Renovating to date have been both cost-effective and of better quality. Homebuilding & Renovating have a range of solutions and opportunities, combined with a helpful and friendly sales and design team, which offer better, more targeted access to our core market as well as ongoing support and assistance. As such, we have now agreed an ongoing, dedicated schedule.”

Head of Marketing, Ice Energy



FUTURE

Connectors. Creators. Experience Makers.

For more information, please contact:
Jackie Sanders: jackie.sanders@futurenet.com 01527 834426
2 Sugar Brook Court, Aston Road, Bromsgrove B60 3EX