

# Property & Development

THE UK'S GUIDE TO RESIDENTIAL



**MEDIA PACK 2022**

## Who we are

Property & Development is a market-leading group of platforms dedicated to the complete Residential Sector. With the latest news, exemplar case studies, comment, interviews and feature articles from leading lights in the industry plus company spotlights and profiles, Property & Development aims to inform, inspire and spread best practice about all aspects of the Residential sectors.

Property & Development provides coverage from the UK's Residential in 6 key categories:

### 1. BUILDING & DEVELOPMENT

Affordable Housing, New Build, Sustainable Housing, Care Homes, Student, Housing Associations, Super Prime, Apartments, Restoration & Refurbishments, Heritage, Public Sector, Modular & MMC.

### 2. PLANNING & DESIGN

Architecture, Planning, Contract Notice, Land Buying, Masterplanning, Regeneration.

### 3. MANAGEMENT & ESTATE SERVICES

Estate Agents, Property & Asset Management, Building Surveying, Building Regulations

### 4. PRODUCTS & MATERIALS

Roofing, Joinery, Kitchens, Gardens, Bathrooms, Interiors, Windows & Doors, Fixtures & Fittings, Timber Frame, Groundworks, Furniture, Building Systems, Merchants, Technology, Heating, M&E, Green & Sustainability, Plant & Machinery, Tools, Energy & Utilities, Steel and ancillary components.

### 5. BUSINESS, LEGAL & FINANCIAL

Legal, Tenders, New Business, Insurance, Money, Government, Trade Shows, Governing Bodies.

### 6. JOBS & TRAINING

Courses & Certification, Employed, Looking for Work

## The Platforms

**Website** – Up to the day News, Reviews and Features

**Newsletter** – Monthly newsletter to all our digital readers

**Online Magazine** – Quarterly Spring, Summer, Autumn and Winter Releases – distributed through the website and newsletter

*The 3 Platforms reach a combination of in excess 50,000 industry professionals each and every month.*

## In excess of 50,000 cross platform reach

Readership by seniority...

**31%**  
MANAGEMENT  
(Site/Estimating/HSE etc)

**28%**  
MANAGING  
DIRECTOR

**18%**  
PURCHASING  
OFFICER

**13%**  
CHAIRMAN /  
CHIEF EXECUTIVE

Readership by Service...



**93%** agree "I am interested in learning about new developments and products related to my sector"

**87%** agree "I make / influence construction related purchases at least once a year for my company"

**66%** are business owners

**79%** spent 3+ days reading

**100%** qualified professionals

**88%** are senior managers

## Named and targetted professionals

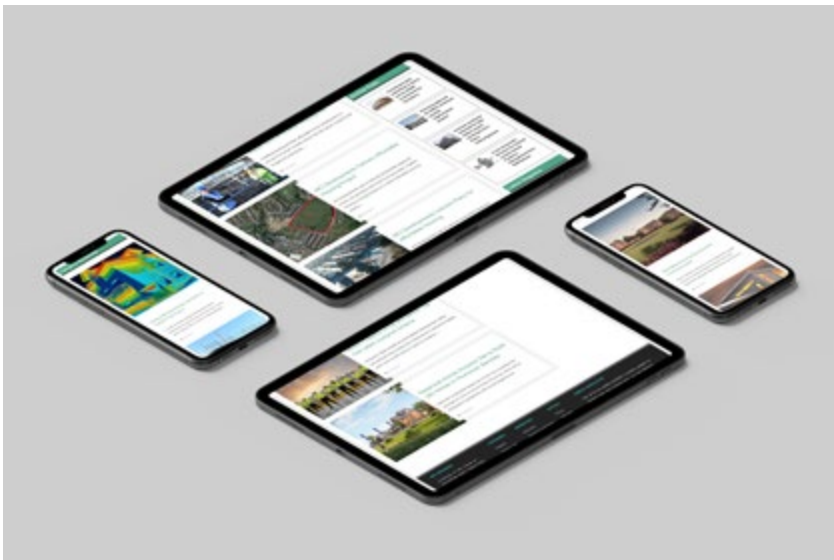
Each PAD Issue is sent out to our named, targeted database of construction professionals and decision-makers. With electronic copies landing in email inboxes and available to view through the website, whatever the favoured medium of your target audience, they'll receive a version of PAD magazine that aligns with their preferences. Moving confidently into a second decade of publication, PAD magazine continues to go from strength to strength.

## Viewed by decision makers

www.padmagazine.co.uk is our fast-moving online portal. Online 24 hours a day, you'll find breaking construction news, expert opinion and an e-library for PAD magazine.

The site offers a variety of custom advertising and sponsorship opportunities that link to highly engaging editorial platforms - perfect to reach today's busy executive.

Each day the website is the premier choice for 4000 Residential decision-makers to gather their daily briefing on the trends and shifts within our industry. Further, the website continues to demonstrate enormous growth.



## PAD ONLINE

If you need to connect quickly, frequently and powerfully to the buyers who matter, the PAD website is the platform for you. Given the differences in audience demographic between magazine and website, many companies choose a cross-platform marketing approach. Feature your brand across both magazine and website simultaneously for exponential awareness.

## PAD Newsletter

Each month the e-newsletter is sent out to our readership of 30,000 industry professionals. This includes major reviews, stories from the industry, more on PAD Magazine and up to date news.

Speak to your account manager for further details on how to promote yourself through our digital platforms.

# A constant stream of viewers for your business

**36**  younger decision makers: 36 average age

**83%**  of users prefer to receive news online

**41%**  access the PAD site via a smartphone

**3k**  
unique visitors per week

**40k**  
page views per month

**1.30**  
mins average time on site

**5%**  
bounce rate

## A global audience

As affiliated partners of both Google News, MEDIATEL and NewsNow. PAD has potential to leverage this reach and take your sponsorship to a global audience of millions.

To discuss placed content options - including webinars, white papers and premium, paid-for content - contact your PAD account manager.



**REACHING PAD'S  
DIGITAL AUDIENCE**



## Get your business seen!

With a number of print advertising spaces, sizes and placements available, Property & Development Magazine can effectively tailor space in the magazine to your marketing needs. Whether you wish to promote your business in the magazine's UK building news pages, as standalone advertorial, or within existing individual features on leading property & development companies, we can provide the space you need to communicate your message. To the right you can find an overview of the standard rates offered by Property & Development Magazine for print advertising in our leading building magazine.

Please note that we do provide a free design service for all print advertisements.

<p><b>Double Page Spread</b></p>	<p><b>Full page</b></p>	<p><b>1/2 page</b></p>	<p><b>1/2 page</b></p>	<p><b>1/4 page</b></p>	<p><b>1/4 page</b></p>
<p>Double Page Spread Rate: £2945* Trim: 420mm x 297mm Type: 400mm x 260mm Gutter: 20 mm / Bleed: 3mm</p>	<p>Full Page Rate: £1945* Trim 210mm x 297mm Type: 185mm x 260mm Bleed: 3mm</p>	<p>Half Page Horizontal Rate: £1149 183mm x 128mm</p>	<p>Half Page Vertical Rate: £1149 90mm x 260mm</p>	<p>Quarter page Horizontal Rate: £725 183mm x 62mm</p>	<p>Quarter Page Vertical Rate: £725 90mm x 128mm</p>

## The Technical Bits

### Advert Content

All text should be sent digitally via email, either as a word doc or embedded in the email. If the text is provided as hard copy then we do not accept responsibility for any errors occurring during re-typing.

### Images & Logos

- Sent digitally via email as high resolution JPEGs (300dpi).
- Letterheads are only accepted if nothing else is available.
- Using letterheads may reduce quality and colour reproduction

### Complete Adverts

All complete adverts must be provided as print-ready PDFs with embedded fonts and high resolution images, or alternatively as high resolution JPEGs (300dpi).

All adverts VAT not included \*Prime position adverts +20%

## Great rates for great returns

Opportunities on the Property & Development digital vary considerably in size, scope, and type. Our website maintains an open-door policy for industry professionals and organisations to utilise our platform for the purpose of marketing and accessing the vast expanse of our industries readership online – this including both established professionals and those taking an interest in opportunities within the residential sphere.

Supporting organisations in accessing our digital presence, Property & Development offers a consultancy-founded service to discuss marketing goals and propose the best means through which to access the audience. Offering flexibility in advertising composition and design, our in-house design and digital teams ensure all advertising on the platform receives the best reception.

## Advertising rates

TOP LEADER BOARD BANNER  
ALL PAGES SITE WIDE  
£1925 Monthly

Size: 1800 x 285 px  
Format: .jpg .gif .png  
Links: dofollow

HOME PAGE TAKE OVER (HPTO)  
£3375 Monthly

Size: Please ask – Leader board & Mantles  
Format: .jpg .gif .png  
Links: dofollow

ARTICLE BANNER  
(BASE OF NEWS POST)  
EVERY SECTION / SUBSECTION  
£1275 / £675

Size: 650 x 130px  
Format: .jpg .gif .png  
Links: dofollow

VERTICAL RECTANGLE  
HOMEPAGE / SUBSECTION  
£875 / £575 Monthly

Size: 300 x 430px  
Format: .jpg .gif .png  
Links: dofollow

SKYSCRAPER BOX  
HOMEPAGE / SUBSECTION  
£1275 / £875

300 x 600px  
Format: .jpg .gif .png  
Links: dofollow

WEBSITE FOOTER ADVERTISEMENT  
£575 Monthly

Size: 330 x 520px  
Format: .jpg .gif .png  
Links: dofollow



## The PAD platform

Our monthly e-newsletter plays a major part in the PAD Platforms. With more than 30k industry professionals on our mailing list, the e-newsletter covers a large part of our readership for the magazine. We use the Mailchimp service to make sure we get the best results.

\*\*\*Please note, we do not do SOLUS Emails as we wish to keep our readers with only PAD content.

## E-Newsletter Banner Advertising

NEWSLETTER BANNER  
(Top Position)

Cost per newsletter £2175

Size: 1200 x 250px  
Jpg format only

NEWSLETTER BANNER  
(Middle Position)

Cost per newsletter £1825

Size: 1200 x 250px  
Jpg format only

NEWSLETTER BANNER  
(Bottom Position)

Cost per newsletter £1495

Size: 1200 x 250px  
Jpg format only

NEWSLETTER STORY LINKS

Cost per newsletter £715

Image, title & tag link to homepage  
Link to your URL choice  
Great for new product reviews or industry stories

## Additional Digital Magazine Advertising – MyEbook Reader

With the Launch of our new MyEbook viewer, we have a greater display of digital functions for our magazine readership of 30k industry professionals. Your banner will be seen by all readers who see every page.

Left Hand Side Banner

£1925 per Issue (monthly)

160px W x 600px H  
Format: .jpg .gif .png  
Links: dofollow

Right Hand Side Banner

£1925 per Issue (monthly)

160px W x 600px H  
Format: .jpg .gif .png  
Links: dofollow

Both Banners

£3475 per Issue (monthly)

160px W x 600px H  
Format: .jpg .gif .png  
Links: dofollow

Digital Magazine Extras (not in print magazine)

Video/Youtube Page  
£915 per issue (for 1 page)  
Display a full page for a video to promote  
URL Required

Full page displayed as your website

£715 per issue (for 1 page)  
Display a page of your site  
URL Required



## A Wealth of Information

Property & Development Magazine includes guidance on the design, build, management and monetary world of all residential sectors. Key information on all aspects of the sector makes us the GO TO platform for up to date news, reviews and features.

### Spring 2022

- Brick & Blockwork
- Heating & Ventilation
- Sustainable Housing Solutions
- Property & Asset Management
- Money Matters – Legal, Mortgage & Insurance
- UK Regeneration - Developers
- Student Housing
- Technology

### Summer 2022

- Residential Interiors - Kitchens & Bathrooms
- Heating & Ventilation
- Modular, Off-site & Modern Methods of Construction
- Sustainable Housing Solutions
- Residential Property Management
- Technology
- Windows & Doors
- Care & Retirement Homes

### Autumn 2022

- Affordable Housing
- Housing Associations – New Developments
- Technology
- Money Matters – Legal, Mortgage & Insurance
- Residential Exteriors - Gardens, Drives, Garages & Sheds
- Roofing, Cladding & Insulation
- Fire Prevention
- Estate Agents & Landlords

### Winter 2022

- Social Housing & Public Sector
- Groundworks & Drainage
- Windows & Doors
- Student Housing
- Super Prime & Luxury
- Residential Interiors – Stairs, Kitchens & Bathrooms
- Timber & Masonry
- Security Solutions

## Magazine Calendar Information

Property & Development Magazine is released 4 times a year - seasonally. We have schedules when we need to book space, get copy in and also when the magazine is released. Please send all sales requests copy to: [media@padm.uk](mailto:media@padm.uk)

### Spring 2022

Booking Deadline – Fri 25th Feb  
Copy Deadline – Mon 7th of Mar  
Release Date – Mon 21st Mar

### Summer 2022

Booking Deadline – Fri 27th May  
Copy Deadline – Mon 6th June  
Release Date - Mon June 20th

### Autumn 2022

Booking Deadline – Mon 29th Aug  
Copy Deadline – Wed 7th Sep  
Release Date – Wed 21st Sep

### Winter 2022

Booking Deadline – Fri 25th Nov  
Copy Deadline – Mon 5th of Dec  
Release Date – Mon 19th Dec

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