

www.homesnorth.co.uk

homes north

MEDIA INFORMATION

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Published by

CROSBYASSOCIATES
MEDIA

the challenge

With housing making front page news regularly, the need for low-cost home ownership is critical to help solve the UK housing crisis.

But for the average first-time buyer, even getting on the housing ladder in the first place can be a nightmare. What deposit do you need? How do you find a home in the place you want to live? What are the options out there for home ownership?

The challenge of the traditional housing developer is to move away from the "affordable" tag and influence would-be homeowners and offer a choice of ownership.

As publishers of the successful *Northern Housing* magazine, a respected B2B housing sector media platform, we understand the challenges facing housing providers and developers in reaching these types of buyers on a local level and educating them on the benefits of home ownership.

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homes north magazine

Homes North magazine is a quarterly glossy consumer magazine distributed through high footfall supermarkets across the North of England.

Homes North magazine helps educate the first-time buyer and is an asset for housing providers and developers to target their sales and marketing on a geographical basis.

The editorial content, styling and design, is of a high standard, as you would expect from a well-established media organisation. The content is designed to be both informative and inspirational to the reader.

Distribution is key to the success of this magazine; we work with a distribution partner who has exclusive distribution with five major supermarket brands, Asda, Morrisons, Tesco, Co-Op and Sainsbury's.

The magazine is free of charge to the consumer and is presented in the foyer area of the supermarket.

This means wherever the housing development is in the North of England we can target a high footfall audience,

within a geographical radius delivering a greater, relevant, cost effective impact than traditional marketing methods.

Our distribution partner is accredited by ABC (Audit Bureau of Circulations). This means we tightly control the distribution, leaving little or no wastage. In fact, with a weekly reporting system, we can even resupply the supermarket when all copies have been picked up by the consumer.

All this backed up with a significant digital footprint, inclusive of social media and an accessible digital version of the magazine.

All this is free to access to the target audience – no paywall.

For organisations, looking to reach the first-time buyer with their goods and services, *Homes North* magazine will deliver your message direct to the consumer at a place they go to at least three times a week, their local supermarket.



ABC accredited, distributed through high-footfall supermarkets



Targeted geographical distribution within 15 miles of housing developments

Over 10,000 copies circulated each edition

Informative, stylish and inspiring content

Targeted Social Media Campaigns

magazine advertising

Prices are fully inclusive of artwork

run of magazine

full page colour £1,695 + VAT
216mm (W) x 303mm (H) *(inc. 3mm bleed)*

half page colour £895 + VAT
185mm (W) x 130mm (H)

quarter page colour £495 + VAT
90mm (W) x 130mm (H)

special positions

outside back cover £2,695 + VAT
216mm (W) x 303mm (H) *(inc. 3mm bleed)*

inside back cover £1,895 + VAT
216mm (W) x 303mm (H) *(inc. 3mm bleed)*

inside front cover £1,895 + VAT
216mm (W) x 303mm (H) *(inc. 3mm bleed)*

Inserts, Advertising Features and Sponsored sections are available. Contact us for details.
Subject to Crosby Associates Standard Terms and Conditions (available on request)

artwork specifications

Please supply artwork in a **high-resolution PDF or JPEG format (300dpi)**.
Alternatively, adverts can be supplied as Adobe InDesign/Illustrator files –
remember to include all the images and fonts (where licensing permits).
For further information please contact: tracey.alexander@crosbyassociates.co.uk

website advertising

Prices are fully inclusive of artwork

Leaderboard (all pages) £550 + VAT **(per month)**
728 pixels (W) x 90 pixels (H)

MPU (all pages) £250 + VAT **(per month)**
300 pixels (W) x 250 pixels (H)

Press Release £150 + VAT
Contact for details

digital specifications

Please supply digital artwork as a **JPEG, GIF or PNG (72dpi)**.