

Media info

www.northernhousingmagazine.co.uk

view online: www.northernhousingnews.co.uk

The only dedicated media platform for the Northern Housing cluster

Welcome to *Northern Housing* magazine, the media hub for housing professionals in the North of England.

Political and social landscapes have changed in recent years. With the drive towards regional devolution such as the Northern Powerhouse, the housing sector in the North demands its own voice. *Northern Housing* is that voice.

We launched in May 2017 on the back of the successful first Northern Housing Awards. Over 500 guests attended from right across the housing sector. Andy Burnham, Mayor of Manchester, our guest speaker for the evening rightly stated “only the North, by working together, will solve the housing crisis”. We can see that happening already.

More...



Northern Housing – Numbers and USPs

Circulation: The magazine circulates to every registered housing provider, local authority and ALMO in the northern regions, taking in Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, North Wales, Tees Valley, Tyne & Wear, and Yorkshire & Humber.

Subscribers: Circa 3,000 and growing print/digital subscribers – 1,400 hard copies printed and mailed to named individuals – This is giving the magazine a “pass on readership” of 8,100 housing and construction professionals.

Readership: Demographics from job titles are typically C-Level, Director, Head of Dept, Management to front line staff.

Website: Currently circa 5,000 unique visitors per month and growing (organic growth – not paid for).

Social Media: Circa 1,000 followers on Twitter with circa 15,000+ impressions per week (organic growth – not paid for).

On the Cover



“Let’s talk up the North”
The inaugural Northern Housing Awards proved a rousing success, as the social housing industry gathered in Manchester to celebrate the difference it makes for communities across the North.
By Mark Cantrell

WHAT a night that was. The very first Northern Housing Awards got off to a rocking start, with a moving keynote speech from Greater Manchester Mayor, Andy Burnham, followed by a night that got even more up in proud Northern style.

The event, held at the Midland Hotel in Manchester city centre, was created to celebrate the commitment, hard work, and the achievements of the social housing industry right across the region that make up the Northern Powerhouse.

As Burnham observed – and the awards themselves serve to

Technology



Ready player one?
Saini Homes is helping scientists transform Xbox gaming technology into a ‘digital guardian angel’ that will help older people live independently at home for longer.
By Mark Cantrell

GAMING technology and artificial intelligence (AI) is being used to create a system that can learn the habits of the elderly to help them live more safely at home.

The technology is currently being trialled in Salford, where housing corporation Saini Homes has just the job of helping people across the city. There, it is helping an 80-year-old resident, who has dementia, to live more safely at home.

The idea of ‘digital guardian angels’ which is able to detect changes in behaviour that could mean something is wrong, for example someone’s got up more than usual in the night, or they’ve been in the kitchen at 11pm, is a key part of the system.

The aim is to provide an early warning system to enable health professionals to visit and provide the right sort of care before the situation escalates, and hopefully reduce hospital admissions and pressure on carers.



“The people are what make Northern England. If you free us up there’s nothing we won’t be able to achieve.”
The Northern Housing Awards 2018 ceremony, held at the Midland Hotel in Manchester, celebrated the achievements of the social housing industry across the North. The awards were presented to a number of winners, including the Northern Housing Awards 2018 Winner, Saini Homes, and the Northern Housing Awards 2018 Winner, Saini Homes.

The awards were presented to a number of winners, including the Northern Housing Awards 2018 Winner, Saini Homes, and the Northern Housing Awards 2018 Winner, Saini Homes.

Northern Housing Awards 2018



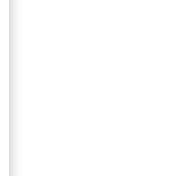
“The people are what make Northern England. If you free us up there’s nothing we won’t be able to achieve.”
The Northern Housing Awards 2018 ceremony, held at the Midland Hotel in Manchester, celebrated the achievements of the social housing industry across the North. The awards were presented to a number of winners, including the Northern Housing Awards 2018 Winner, Saini Homes, and the Northern Housing Awards 2018 Winner, Saini Homes.

Technology News



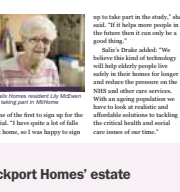
Sweeping changes come to Stockport Homes’ estate management approach
A software package has the potential to revolutionise the way that estate management has to be done. The new software, developed by Stockport Homes, will be used to manage the estate’s assets and liabilities.

The new software, developed by Stockport Homes, will be used to manage the estate’s assets and liabilities.



“The people are what make Northern England. If you free us up there’s nothing we won’t be able to achieve.”
The Northern Housing Awards 2018 ceremony, held at the Midland Hotel in Manchester, celebrated the achievements of the social housing industry across the North. The awards were presented to a number of winners, including the Northern Housing Awards 2018 Winner, Saini Homes, and the Northern Housing Awards 2018 Winner, Saini Homes.

Technology News



Sweeping changes come to Stockport Homes’ estate management approach
A software package has the potential to revolutionise the way that estate management has to be done. The new software, developed by Stockport Homes, will be used to manage the estate’s assets and liabilities.

The new software, developed by Stockport Homes, will be used to manage the estate’s assets and liabilities.

Events

The Northern Housing Awards, Round-tables and networking events offer housing professionals a platform to acknowledge achievements, inspire thought leadership, network with peers and contribute to solving the housing crisis in the North of England.

If your organisation wishes to engage with housing innovators, debate topical issues and associate with the vibrant northern housing sector, well we are right in the middle of that so come and join us.



Northern Housing Awards – May 2019

The heart and soul of the Northern Powerhouse is its people. Living, loving, mithering, we do it all with true grit and self-determination, but we don't tend to make too much of a song and dance about our achievements. That's where the Northern Housing Awards come in. We'll do it for you.



4 Northern Housing Leaders Roundtables – January/March/June/September 2019

Hosted at an iconic city centre venue, the Albert Sq. Chop House, the *Northern Housing* roundtable events gives you the opportunity to set the agenda and debate with leaders within the northern housing sector.



3 Northern Housing Leaders Working Lunches Sessions – March/June/September 2019

Northern Housing Working Lunch Sessions gives you the opportunity to set the agenda and debate with leaders within the northern housing sector.

What people are saying about us...

The Northern Housing Awards, Round-tables and networking events offer housing professionals a platform to acknowledge achievements, inspire thought leadership, network with peers and contribute to solving the housing crisis in the North of England.

If your organisation wishes to engage with housing innovators, debate topical issues and associate with the vibrant northern housing sector, well we are right in the middle of that so come and join us.



brotherhood PR @FBrotherhoodPR Following

Great piece on @HSP_housing & their Sweep Up #estatemangement #tech with @StockportHomes in the new edition of @NorthHousing #cleaning #app #ukhousing #socialhousing

bit.ly/2qa238g



living Salix Living @SalixLiving Following

Our Service Director @SalfordStories is featured in the Winter 2018 issue of @NorthHousing, for our ground-breaking #smarthome project, MiiHome. Don't miss it! @SalfordUni @SalfordRoyalNHS @SalixHomes

bit.ly/2PIek3J



11:16 AM - 24 Oct 2018

3 Retweets 5 Likes

Anthony Collins Solicitors LLP @ACSLLP Following

Thanks to @NorthHousing for promoting our upcoming free #SocialHousing #HousingManagement (AM) and #ServiceCharges (PM) 1/2 day sessions which are taking place on 27 Nov at Radisson Blu #Manchester. Details for both sessions on our website: bit.ly/2p50h7l.



10:38 AM - 13 Sep 2018

Sovini TradeSupplies @SoviniTrade Following

Spotted the latest edition of Northern Housing Magazine yet? Check out page 8 & 9 to find out more about our services, latest news and aspirations!

#NorthernHousingMagazine #editorial



2:25 PM - 24 Oct 2018

2 Retweets 3 Likes

Advertising

We offer a broad mix of solutions designed to get your message across to housing professional throughout the North. From brand advertising to thought leadership engagement we can build a bespoke campaign utilising all our channels to place your brand at the heart of the Northern Housing sector.

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

Special positions

Inside Front Cover (Portrait)

Size: 216mm (w) x 276mm (h)
(includes 3mm bleed to all sides)

£1,295 + VAT

Inside Back Cover (Portrait)

Size: 216mm (w) x 276mm (h)
(includes 3mm bleed to all sides)

£1,295 + VAT

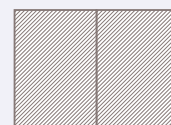
Outside Back Cover (Portrait)

Size: 216mm (w) x 276mm (h)
(includes 3mm bleed to all sides)

£1,395 + VAT

Print advertising rates

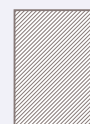
Prices are fully inclusive of artwork



Double Page

Size: 426mm (w) x 276mm (h)
(includes 3mm bleed to all sides)

£1,595 + VAT



Full Page (Portrait)

Size: 216mm (w) x 276mm (h)
(includes 3mm bleed to all sides)

£1,095 + VAT



Half Page (Landscape)

Size: 181mm (w) x 116mm (h)

£795 + VAT



Quarter Page (Portrait)

Size: 88.5mm (w) x 116mm (h)

£425 + VAT



Quarter Page (Landscape)

Size: 181mm (w) x 56mm (h)

£425 + VAT

Digital advertising rates

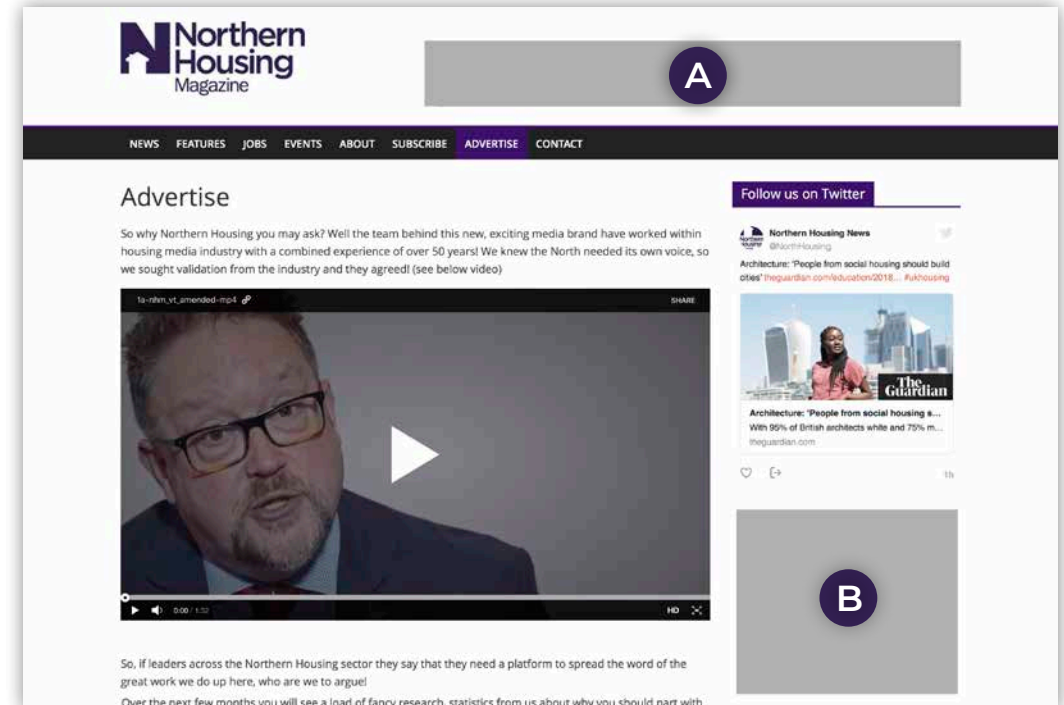
Prices are fully inclusive of artwork

A **Leaderboard (all pages)** **£550** + VAT
Size: 728 pixels (w) x 90 pixels (h) **per month**

B **MPU (all pages except Jobs)** **£250** + VAT
Size: 300 pixels (w) x 250 pixels (h) **per month**

Job Listing **£75** + VAT

Press Release
Size: 90mm (w) x 130mm (h) **£150** + VAT



Artwork specifications

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

For further information please contact: tracey.alexander@crosbyassociates.co.uk