

WWW.YOURNEWHOME.CO.UK

newhomes

YOUR GUIDE TO NEW PROPERTY IN LONDON & THE SOUTH EAST



OVER 12,500
NEW BUILDS
FOR SALE

INCORPORATING
NEW HOMES LISTINGS

CASPIAN WHARF
PERFECTLY PLACED FOR THE OLYMPICS

Media Pack 2

PROFILE & CONTENT

The *New Homes* guide is published in association with the London Evening Standard. It provides a reference guide to new build properties within London and the South East and has the largest circulation of its type within the United Kingdom.

Each issue of the full colour directory is polybagged and distributed with ES Magazine. A county by county guide to new homes and apartments throughout London and the Home Counties. *New Homes* is published in a handy A5 sized format and has a pagination of 56 pages.

WHAT'S NEW FOR 2009?

Advertorial Package

Imagine being able to promote your development in true detail and combine two or three pages of advertorial in a guide that solely serves the new build market place?

We have the unique opportunity to showcase your new build developments in a bespoke advertorial format. These exclusive advertorials will be positioned within the opening few premium pages of the *New Homes* guide and will provide developers with unrivalled coverage of their development.

FOR MORE INFORMATION on how you can take advantage of this option please see the advertising rates or call the sales team on 01732 525812 or 01732 525817



Editorial style

'Hillreed Homes has been using New Homes guide for a number of years and have always, always been extremely happy with the results. In the current economic climate it is vitally important to have representation in a publication that is well thought of and respected within the industry and accepted by potential clients as a high quality publication of substance'
Jo Richards, Marketing and Corporate Manager of Hillreed Homes.

www.yournewhome.co.uk

Media Pack 3

CIRCULATION & READERSHIP

ES Magazine appreciates that our readers are Londoners and south-east commuters balancing a busy career with a packed social life; they are young, adventurous and have cash to spend.

For advertisers, ES Magazine presents a unique opportunity to reach an elusive audience of young, cutting-edge consumers with the money to back up their shopping habits, just when they are in a receptive mood. For smart Londoners the weekend hasn't started until they've bought their copy of ES Magazine.

Here are some other great benefits why you should choose to market your new build property with us;

- >> 100,00 copies circulated
- >> 203,000 readers
- >> 47% readers with ABC1 demographic
- >> 52% male audience
- >> 48% female audience
- >> Median readership age is 41

Evening Standard readers have the highest net household income of any mainstream newspaper with the exception of the FT £37,715



'The advert we placed with New Homes guide brought us some great interest in our houses at Steeple Gate and I was extremely pleased with the advert and coverage'

Jane Coates, Sales Co-ordinator of Marchfield Homes

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Media Pack 4

SPONSORSHIP

To include Outside Back Cover, DPS advertisement in centre spread, DPS Editorial ROP, 50 words of text, company logo and picture all on contents page, plus 20 - 30 branding footer strips.

£35,000

FRONT COVER PACKAGE

Includes image on front cover (min of 12 x high res 300 dpi pics need to be supplied) Logo and 50 words of text on contents page describing the development/property. One full colour advertising page and up to ten free listings to promote further sites in the guide

£7,000

ADVERTORIAL OPTION 1

Includes three full pages of advertorial, approx 800 words with up to 5 pictures, all editorial submitted will be subject to editorial approval. One full page advertisement to be included with the added option of taking up to 10 free listings to promote further sites in the guide.

£8,000

COUNTY SPONSORSHIP

Includes two full pages of advertorial, approx 550 words with up to 3 pictures, all editorial submitted will be subject to editorial approval. One full page advertisement to be included with the added option of taking up to 10 free listings to promote further sites in the guide.

£5,000

DOUBLE PAGE SPREAD £7,500

OUTSIDE BACK COVER £6,500

INSIDE FRONT COVER £6,500

INSIDE BACK COVER £6,500
Includes IBC advertisement with full page editorial coverage on the facing spread

PAGE 2 OPPOSITE CONTENTS £5,000

ADVERTISING PAGES WITHIN COUNTY BY COUNTY SITE LISTINGS SECTIONS £4,500

SHOWCASE (1/2 PAGE VERTICAL) £2,175

ENHANCED SITE LISTING

65 x 65mm in size, boxed out and to include company logo, development picture, and a 50 word review

£400

SITE LISTINGS

Includes developer and development name, contact details, address, price range, number of units and types of property available.

£125/site

LOGO DEVELOPMENT LISTING £225

Contact Sophie North to check availability on 01732 525817 or sophie@yournewhome.co.uk.

'Advertising in New Homes guide gives us access to homebuyers on a national level at a cost effective rate.'
Steven Hicks, Managing Director of Hicks Development

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MECHANICAL SPECIFICATION & PUBLISHING DATES

SCHEDULED PUBLISHING DATES

Summer 09
Autumn 09
Winter 09

MECHANICAL SPECIFICATION

Full page trim	H210 x W149mm
Page type	H199 x W138mm
Page bleed	H216 x W155mm
Strip adverts	H12 x W149mm
Showcase with bleed	H168 x W70mm
Enhanced listing	H65 x W65mm



Contents page logo - part of cover package

MECHANICAL DETAILS

All copy must be saved as a high resolution print ready pdf. (Please remember to check the embed all fonts checkbox).

The artwork must include a minimum of 3mm bleed and be accompanied by crop marks.

All files should be CMYK conversion. We take no responsibility for errors arising from files being supplied in RGB or any other format, or for the incorrect reproduction of an advertisement if a colour proof is not supplied.

SUPPLYING MATERIAL

Please send all copy with the word(s) '**New Homes**' in the subject name to the following email address:
sophie@yournewhome.co.uk

PLEASE NOTE: When supplying listing information please ensure the 'nearest main town' is entered as our listings run in a 'nearest main town' within 'County' format.

PHYSICAL ARTWORK

Please send all artwork on CD, along with a colour proof to:

Production, NCG Media,
60 Churchill Square,
Kings Hill, West Malling,
Kent, ME19 4YU

'Advertising in the New Homes guide has generated around an additional 5% of calls to the business and with the staff always on hand to help its great'
Emma Grant, Marketing Co-ordinator of Guinness Midsummer