

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 rip-roaring success, as the social housing industry gathered in Manchester to celebrate the difference it makes for communities across the North.

By Mark Cantrell

“That’s a night that you, the very first Northern Housing Awards, got off to a rocking start, with a moving keynote speech from Greater Manchester Mayor, Andy Burnham, followed a double, but get the event under way 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 demonstrate – the organisations that are now ‘the Northern Powerhouse’ are ‘much more than housing providers; they’re community builders as well’.”

“It’s difficult to underestimate those inspired words to the city tonight and to see so many people here,” he said.

“The award took place as the Mayor was making his first year in office. As Burnham said, it’s a ‘year of momentum’ and ‘that’s it’ to build the

“in an urban performance, the Mayor certainly made the most of the opportunity to talk up the North, he offered a positive outlook on the prospects of its people and people, and he praised the spirit of the Northern Housing Awards.”

“But he didn’t shy away from the tough challenge the housing crisis presents, either, nor did he shy away from putting energy behind his thoughts on how he wants to see his office help positively address those challenges.”

“When I look at the challenge in the North and doing it with people, if you listen to the national media, it’s about housing to quite a negative one. It’s all about the housing crisis, but in this room, we have people who are doing brilliantly well at that community level, often ignored by the national media – writing, connected to some extent – but doing important work in one conversation right across the North of England.”

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28 Issue 1 Summer 2018

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

“Already over-reliant on NHS, it’s a real challenge to create the sensor data and learn the patterns of people’s behaviour to get when something may be going wrong.”

“The housing provider is working with the Salford Royal NHS Foundation Trust and experts from the University of Salford and Manchester to explore the potential of this ‘vital home’ technology.”

“All from Salford University. By offering personalised predictive analysis, we can assess the progression to help diversify and avoid clinical

“It’s also a learning process that will help us to understand what the most serious problems that could result when things continue to deteriorate, perhaps unexpected. We hope that this will result in fewer people needing help to emergency or even an



28 Issue 1 Summer 2018

Researcher George Fawcett, taking part in the Salford Home, with Saini Homes’ Location Oracle

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.”

“In the North we’re doing... UKER organised the Northern Housing Awards in conjunction with its partner Don’t Panic Events. Sponsor for the event and some of the award categories were: Best New Build, Best Community, Best Living Space, Best Innovation, Best Customer, People North, Innovation, and Best to Build the North.”

“We’ve had a fantastic evening and we’re proud to have been part of it. It’s a real honour to be nominated and to win an award. We’re looking forward to continuing to work with our partners and to making a difference in the North.”

“Over the three months of the award process, we’ve received a lot of feedback from our members and we’re looking forward to continuing to work with them and to making a difference in the North.”

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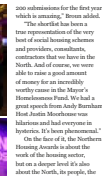
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Events

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...

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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

Media info

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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

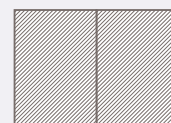
Outside Back Cover (Portrait)

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

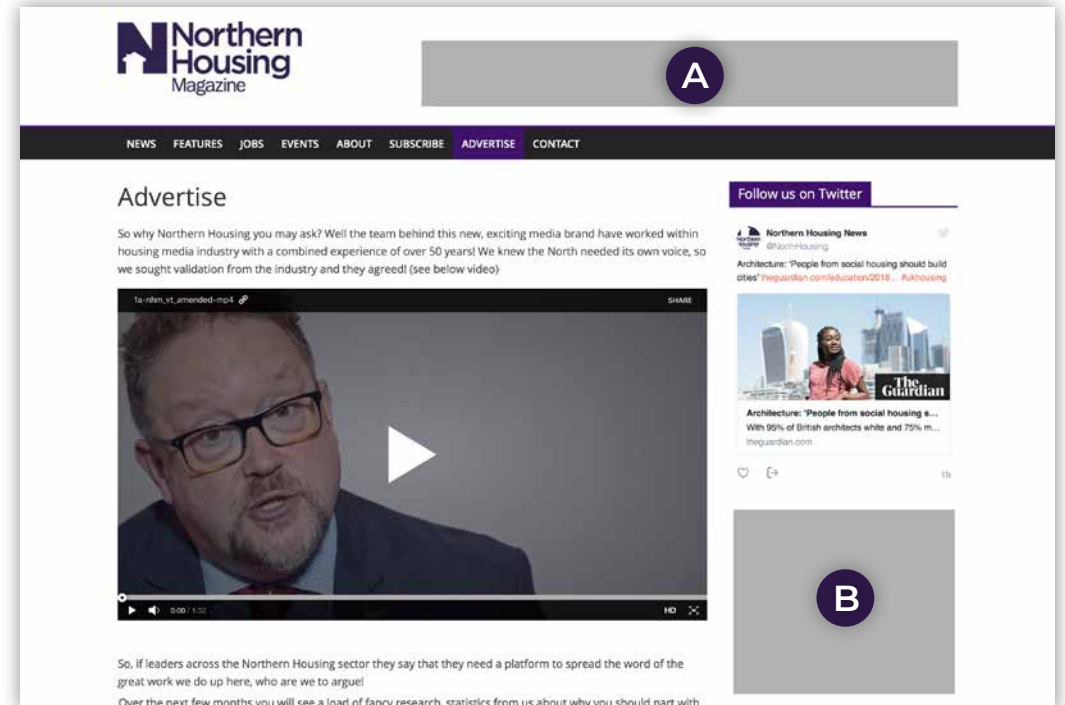
Prices are fully inclusive of artwork

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