

www.showhomemagazine.co.uk

ShowHome

MAGAZINE

MEDIA PACK



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An introduction

To Housing Associations and other new home developers, an attractive show home is a great aid in selling a property. Stunning interior ideas combined with simple but effective design can really make a potential buyer feel at home.

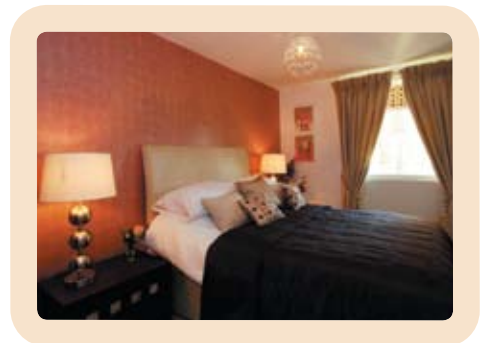
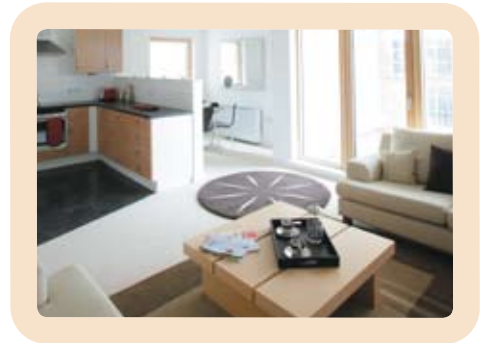
At NK Media we understand the importance Housing Associations and new home builders place on getting the right feel for their show homes. For the last two years NK Media, with its leading publication 'On the Ladder', has been working closely with Housing Associations to help first time buyers realise their dream of purchasing a home.

Building on the already strong relationship NK Media has with key decision makers within Housing Associations, and to assist with ideas for their demo homes, the company has developed '**ShowHome**' magazine.

ShowHome magazine is a glossy A4 publication filled with interesting editorial content contributed by respected journalists within the interior design industry. The publication gives its readers inspirational ideas as well as practical suggestions that they can use.

ShowHome magazine will be distributed quarterly, on a named and titled basis to key decision makers, buyers, and other influential people within the housing sector. The specifically targeted readership offers an excellent opportunity for companies with interior design products to reach this particular audience by way of advertising.

To enhance the value of the advertising proposal even further, and to reach an even wider audience, a number of Housing Associations have agreed to hand the publication to new home owners on completion of their home purchase. With this added distribution advertisers products and services will be seen by homebuyers at a time when they will be in great demand.



'ShowHome Magazine' is published by NK Media Ltd.
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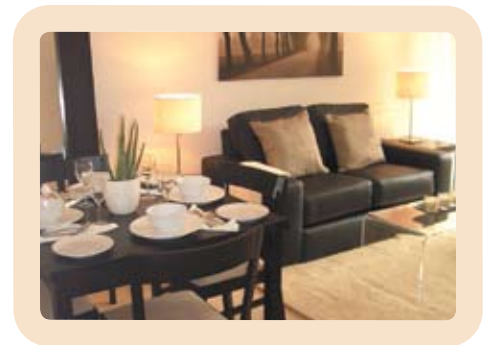
Circulation

Around 10,000 copies of the Show Home publication will be distributed on a quarterly basis. The recipients include top decision makers within Housing Associations and new home developers. In addition, a number of copies of **ShowHome** magazine will be given to new home owners in their welcome packs when they receive their keys.

Every company that advertises will also be featured on the dedicated website www.showhomemagazine.co.uk with a hyperlink back to their own site.

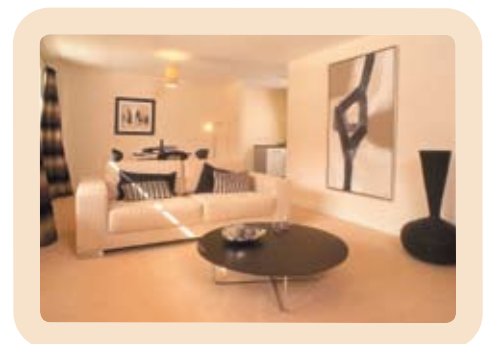
By Title

- Head of Home Ownership
- Sales & Marketing Directors
- Sales & Marketing Managers
- Marketing Managers
- Marketing Officers
- Project Managers
- Development Directors



Advertising Rates

Double Page Spread	£2950
Full page	£1950
Half page	£1250
Quarter page	£750
Eighth page Directory	£450



To advertise call 020 7096 8888
or email showhome@nkmedia.co.uk

Ask your account manager about the special deals for featuring in all our homes magazines.

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