

Home Matters



The newspaper for residents of the Circle Anglia group

Media Pack

Reaching almost 40,000 homes quarterly

An excellent opportunity to reach potential customers across the South East, London and East Anglia

From the wide open expanses of the Fens to the urban bustle of inner London, Circle Anglia has 50,000 residents across the south east including Cambridgeshire, Norfolk, Suffolk, Kent, Surrey and Essex.

Four times a year Circle Anglia posts **Home Matters** - a free of charge newspaper - to each and every one of its residents. This lively and interesting publication delivers important housing updates and reports on resident schemes and community events balanced with seasonal consumer features and local and national competitions and offers.

Home Matters is written and sent out in six regional formats to residents of the following housing associations:

- **Circle 33 Housing Trust**
- **Mole Valley Housing Association**
- **Old Ford Housing Association**
- **Roddons Housing Association**
- **South Anglia Housing**
- **Wherry Housing Association**



We also send out a bi-annual publication to our shared owners and leasehold residents called **Front Door**.

Home Matters is produced to the highest standards but always with an eye on cost efficiency, ensuring that we communicate effectively with our residents but in an appropriate manner for the audience.

With a diversity of content that reflects our readers' lives and interests, articles in **Home Matters** range from consumer advice pieces to legislative updates and housing sector news.

Home Matters facts

- **Distribution across all seven publications is almost 40,000**
- **Produced quarterly (March, June, September, December)**
- **Artwork for your advertisement can be produced in house**
- **DDA and RNIB compliant**
- **Informative, important content ensures high retention value**
- **Limited advertising space means your advert will stand out**



Circulated across 11 counties and 25 London boroughs



Regular features and articles

Home Matters

All six **Home Matters** publications are designed with the same mechanical specifications:

- Eight page, full colour, tabloid size publications
- Recycleble paper obtained from renewable sources
- High quality screen 170 dpi newsprint
- DDA and RNIB compliant
- Artwork for your advert can be produced in house
- Informative content ensures long shelf life
- Very limited advertising space ensures your message is not lost by other ads

Publication dates

Home Matters goes out four times a year:

- March
- June
- September
- December

Supplying artwork

All artwork is subject to approval by Circle Anglia.

- Outlined EPS
- High res pdf or tiff
- All artwork must be saved as CMYK

Advertisement dimensions

Please supply your artwork without bleed or crops.

- **Home Matters** banner advert 75mm x 265mm
- **Home Matters** half page advert 200mm x 265mm
- **Front** Door banner Advert 75mm x 190mm
- **Front** Door half page advert 150mm x 190mm



MD's comments



Resident's views



Money matters



Ask the expert



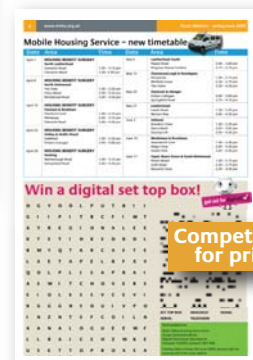
Focus on...



Green messaging



Safety updates



Competitions for prizes

Advertising rate card

Home Matters Circle 33 Trust

Circulation: 9,800

Geographical area covered: 12 London boroughs including Islington, Hackney, Ealing and Camden

Front page banner	£100
Page 3 banner	£75
Page 5 banner	£75
Half page back page	£125

Home Matters Mole Valley housing Association

Circulation: 3,450

Geographical area covered: Dorking, Leatherhead and surrounding villages

Front page banner	£75
Page 3 banner	£50
Page 5 banner	£50
Half page back page	£100

Home Matters Old Ford Housing Association

Circulation: 3,600

Geographical area covered: Bow, East London

Front page banner	£75
Page 3 banner	£50
Page 5 banner	£50
Half page back page	£100

Home Matters Mole Valley housing Association

Circulation: 3,450

Geographical area covered: Dorking, Leatherhead and surrounding villages

Front page banner	£75
Page 3 banner	£50
Page 5 banner	£50
Half page back page	£100

Home Matters Roddons Housing Association

Circulation: 3,700

Geographical area covered: Wisbech, Whittlesey, Chatter, March plus smaller villages in Fenland

Front page banner	£75
Page 3 banner	£50
Page 5 banner	£50
Half page back page	£100

All prices include VAT

Discounts can be arranged for charities and not for profit organisations as well as for bulk bookings.

For further details please email: victoria.brooke@circleanglia.org

All overruns are placed in receptions and local community centres

Home Matters South Anglia Housing

Circulation: 6,500

Geographical area covered: Essex, Herts and Beds

Front page banner	£75
Page 3 banner	£50
Page 5 banner	£50
Half page back page	£100

Home Matters Wherry Housing

Circulation: 6,400

Geographical area covered: Norfolk, Suffolk and Cambridgeshire

Front page banner	£75
Page 3 banner	£50
Page 5 banner	£50
Half page back page	£100

Front Door

Circulation: 6,500

Geographical area covered: South East including London

Front page banner	£100
Page 3 banner	£75
Page 5 banner	£75
Half page back page	£125

All SEVEN publications

Delivered circulation: 39,950 Print run: 43,500

Geographical area covered: South East including London

Front page banners	£600
Page 3 banners	£400
Page 5 banners	£400
Half page back pages	£500

Home Matters Supplied artwork deadlines

March issue: 28th February

June issue: 31st May

September issue: 31st August

December issue: 30th November

Front Door

Please contact Victoria Brooke for details.

