

DEVELOPER & HOUSEBUILDER YEARBOOK

The essential sourcebook for housebuilders and property developers

The **DEVELOPER & HOUSEBUILDER YEARBOOK™** is the ultimate must-have reference book for specifiers, buyers, architects and senior managers throughout the house building, commercial and local authority construction and refurbishment sectors. Aimed and designed specifically for individuals who specify building products and materials for large-scale

developments, the yearbook is a unique source of supplier information, trend analysis, market predictions and essential statistics. The book is not only used by every major developer and house builder in the UK, but is sent free of charge to the applicant of every major planning application throughout Britain. This ensures your advertising message reaches not only the major buyers, but also the

most active developments. This includes local authorities, Olympic developments, Schools, Commercial property and housing developments. With the property bounce coming in the housing market, it's essential to promote your brand and be seen as a leading, robust, supplier that is ready to do business. This edition will be introduced with a foreword by Imtiaz Farookhi, Chief Executive of the NHBC.



Showcasing the best developments of the year and demonstrating the trends and styles from the world's leading construction professionals.

TARGET READERSHIP PROFILE

The majority of building products sold today are ordered by the public and commercial building developers and house building companies. This multi billion pound marketplace consists of relatively few companies and organisations with the specifiers, architects, project designers and buying teams at these organisations needing to stay up to date on industry trends, product innovations and supplier information. The **DEVELOPER & HOUSEBUILDER YEARBOOK** is designed for these individuals, and is their highly valued reference tool, enabling them to identify and locate the leading suppliers to

the sector. The yearbook is sent free of charge throughout the marketplace and is used by more than 9000 key decision makers at over 3500 house builders and property developers. In addition to ALL the major developers and house builders, the yearbook ensures your message is seen by the most active buyers; through our comprehensive monitoring of planning applications, every organisation that submitted a planning application in the last 18 months also receives the yearbook. Make sure you're seen by the people behind 2011's major building projects.

UNIQUE SOURCEBOOK

The **DEVELOPER & HOUSEBUILDER YEARBOOK™** is a mine of invaluable information and the essential tool to ensure your brand and company contact details are on hand to buyers and specifiers.

CHAPTERS INCLUDE:

- **INTRODUCTION**

Experts from all aspects of the construction industry contribute their analysis of the market and what the future holds. In previous editions we have had contributions from all the major figures including **Mark Clare, CEO of Barratt Homes**, **Tony Pidgley**, Director of the Berkeley Group and **Richard Diment**, Director-General of the Federation of Master Builders. This edition will be introduced with a foreword by **Imtiaz Farookhi, Chief Executive of the NHBC**.

- **DIRECTORY OF SUPPLIERS**

Every contact specifiers and decision makers will ever need, in an easy-to-use, comprehensive directory. Your company will be identified as a leading supplier to this sector when you feature under your relevant product category.

- **ANALYSIS & STATISTICS**

Learn from the past with all the facts, statistics and figures of 2010. Essential industry data as we enter the phase of market recovery in the house building and commercial property sector.

- **YEAR PLANNER & DIARY**

What not to miss in the next 12 months - all the must-see events and trade show diary dates for the year ahead.

- **FUTURE FORECAST**

Our expert panel offer a prediction of what lies ahead for the industry.

- **COMPANY PROFILES**

An in-depth look at some of the best companies providing the most sought-after innovations from different areas of the construction industry.

GETTING NOTICED:

DEVELOPER & HOUSEBUILDER YEARBOOK™ readers benefit from an in-depth and informative analysis from some of the construction industries most renowned figures and companies; allowing readers to keep up-to-date with the newest developments and advances in the sector; a comprehensive directory, listing a range of construction products and services to the industry; an easy-to-use reference tool for house builders and developers, which is categorized and alphabetized for complete usability; and also information on

top events in the marketplace. **DEVELOPER & HOUSEBUILDER YEARBOOK™** advertisers benefit from stylishly designed coverage, placing their company/ product in the perfect spotlight for readers to see. The directory is set out in an easy to access format, designed for maximum exposure so that key figures in the industry can make their buying decisions efficiently and informatively. The layout allows for beautiful spreads of construction products and innovations, presented in a variety of ways to catch the eye of the reader.

An in-depth look at the major developments of the year, including revolutionary uses of sustainable practices.



Industry statistics and analysis give the reader everything they need to make informed decisions for the year ahead.



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PEFC (Programme for the Endorsement of Forest Certification schemes) is the world's largest forest certification programme. Two thirds of the world's certified forests (over 220 million hectares) are managed by PEFC- endorsed certification systems, delivering millions of tonnes of legal and sustainable timber onto the global market

Our expanded listings are simple, stylish and effective. For just £145, you will be placed in a section of your choice with a 50 word company profile.

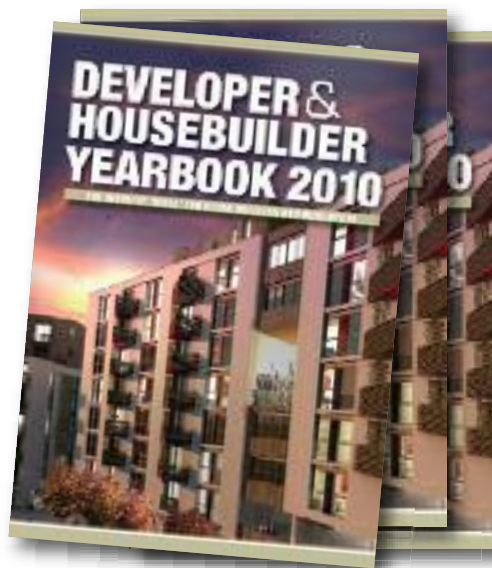


TESTIMONIALS:

Philip Stokes, Outsource Procurement Specialist: "I am a procurement specialist in the housebuilding sector and have been using your Developer & Housebuilder Yearbook all year. It's a great resource and has really helped me to carry out my duties effectively. It really is like a bible, as you say on your cover."

Tony Pidgley, MD of The Berkeley Group: "It was a great pleasure to write the foreword to the Developer and Housebuilder Yearbook in its second year of publication. It was an honour to be asked to contribute."

Armani/Casa: "It is a pleasure working with the Onecom's team, who are both professional and creative in equal measure."



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