

Do you want to reach Britain's most influential housing professionals?

Advertise in ROOF

Published since 1975



ROOF reaches senior decision-makers and regularly provides features on the key issues within housing. We have selected ROOF magazine as our primary publication for 2008

Marcus Keys, Affordable Housing Director,
Mansell Partnership Housing

ROOF

www.roofmag.org.uk

Reach your target audience

Advertising in ROOF magazine means that you will reach over 9,000 of our readers, all with an active interest and direct involvement in housing.

Published since 1975, ROOF is Shelter's flagship magazine on housing policy and good practice.

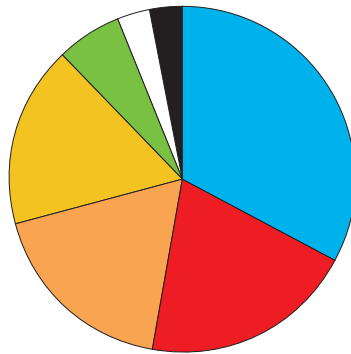
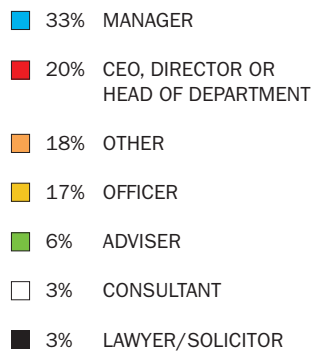
Reaching and influencing decision-makers in housing, ROOF covers a range of subjects. Themed issues have included: renting, communities and sustainability.

Advertise with ROOF and help promote Shelter's vision for decent housing for all

ROOF enables me to reach key figures in the housing field and delivers high response rates – that is why I choose to advertise in ROOF

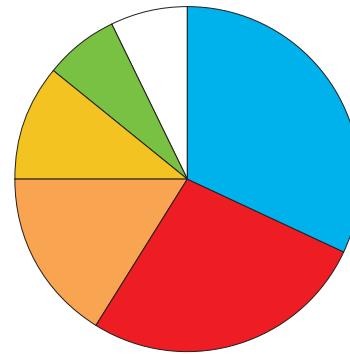
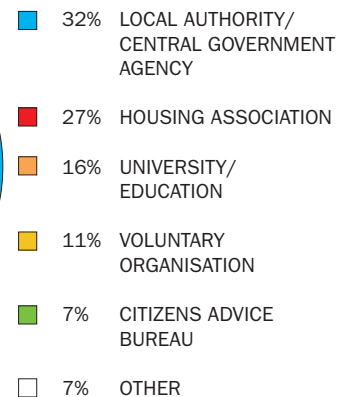
Training Co-ordinator,
Child Poverty Action Group

OUR READERS BY JOB TITLE



Information from the ROOF reader survey, May 2007

OUR READERS BY SECTOR



Information based on current organisation subscriptions, comprising 80% of overall subscriptions

- Nearly two-thirds of ROOF readers attend conferences and seminars every year
- 35 per cent of readers buy Training Solutions
- One in five ROOF subscribers are chief executives, directors or heads of department
- One in five readers are responsible for Supported Housing
- Our exclusive credit card story and ROOF's Affordability Index had coverage on all main national TV channels as well as major national and local newspapers and magazines

Some of our current advertisers include

Mansell
Bradford & Bingley
Lime Legal
National Housing Federation
Child Poverty Action Group
Legal Action Group
Chartered Institute of Housing
Society Guardian
CharityJOB
... plus many more

Advertising options

FULL COLOUR DISPLAY ADVERTISEMENT

Include a full colour advertisement in ROOF magazine at competitive rates and reach your target audience today! See over for prices.

INSERTS

Loose inserts provide another effective format to advertise your products and services. Call us to find out which is best for you.

WEB ADVERTISING

ROOF's website – www.roofmag.org.uk – features the latest jobs, conference listings, and a popular 'lunchtime news' bulletin. Receiving on average 10,000 views per month, it's the perfect place to advertise online – with a hyperlink direct to your website.

SPONSORSHIP

ROOF can provide you with different sponsorship opportunities to demonstrate your commitment and expertise in housing to Britain's leading professionals in this field.

There are a number of ways you can sponsor ROOF. You could work with our editorial team on a featured article, sponsor a section (e.g. Legal, Finance, etc) or an entire issue with your company's name and logo on the front cover. You could also opt for wrap-around adverts on the front of the magazine or go for bound-in inserts.

And to give you even more visibility, call us on 0844 515 2180 to learn about sponsorship opportunities at our ROOF Conference on 19 November 2008.

For more information, please contact **Lauren Mustill** on **0844 515 2180**, or email lauren_mustill@shelter.org.uk

Design service

No time to create an advert?
No extra money to spend on design?

Take advantage of our exclusive new professional design service, from only £100

Call us for more details
0844 515 2180



I am really impressed with the professionalism of the ROOF advertising team and their superb quality of service

Brendan Farrell,
Lime Legal

Forthcoming ROOF themes

Sept/Oct	Focus on Affordability
Nov/Dec	Focus on Crime and Housing
Jan/Feb	Focus on Supported Housing

2008-09 Publication dates and deadlines

	Sept/Oct	Nov/Dec	Jan/Feb
Ad copy deadline	21 July	22 Sept	28 Nov
Insert deadline	08 Aug	10 Oct	12 Dec
ROOF is published	15 Aug	17 Oct	19 Dec

Rate card

	Size	Price	6 issues
Full page	Trim 280mm x 210mm Add 3mm bleed on all edges.	£1,000	£5,000
Full page (Inside front or back cover)	Trim 280mm x 210mm Add 3mm bleed on all edges.	£1,100	£5,500
Full page (Outside back cover)	Trim 280mm x 210mm Add 3mm bleed on all edges.	£1,200	£6,000
Double page spread advertorial	Trim 280mm x 420mm Add 3mm bleed on all edges.	£2,200	N/A
4 page spread advertorial		£4,000	N/A
1/2 page advertisement	120 x 186 (landscape)	£700	£3,000
1/4 page advertisement	120mm x 91mm	£400	£2,000
1/8 page advertisement	58mm x 91mm	£225	£1,000
1/16 page advertisement	58mm x 44mm	£95	£500
Loose insert		£600	£2,600
Web banner (1 month)	170 x 80 pixels	£150	£750 (1 Year)
Web banner (1 month)	350 x 60 pixels	£200	£1,000 (1 Year)
Text link advertisement (1 month)		£150	£750 (1 Year)
Design service (changes to existing files)		From £50	N/A
Design service (creation of new advertisement)		From £100	N/A
External wraparound	148mm x 200mm 4pp	£3,000	N/A

Packages	Price
Front cover flash and 2pp spread advertorial	£4,000
Front cover flash and 4pp spread advertorial	£5,000
Front cover flash and outside back cover	£3,000
Front cover flash and wraparound	£4,000

Sponsored section	Price
1 Issue	£1,000
2 Issue	£1,800
3 Issue	£2,500
Yearly package	£4,000

For further details or to book space, call **Lauren Mustill** on **0844 515 2180**, or email lauren_mustill@shelter.org.uk

Terms and conditions

It is assumed that all advertising artwork supplied is proofed and print ready. ROOF will not be held responsible for errors.

ROOF reserves the right to refuse advertisers if they do not comply with our ethical policy. ROOF is an editorially independent magazine published by Shelter.

Electronic formats that we can accept

High resolution PDFs

All fonts and images must be embedded.

TIFF or EPS files

InDesign CS2 files

All fonts and images must be supplied.

A minimum of 300 dpi resolution for all PDFs, TIFF and EPS files ensuring all files have to be CMYK.

Please note we do not accept Word documents for finished ads.