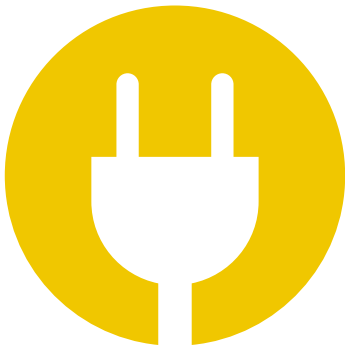


ENERGY @HOME

A SUPPLEMENT TO **ENERGY IN BUILDINGS & INDUSTRY**



MEDIA INFORMATION **2013**

“Essential reading for directors, decision makers and energy professionals in the UK’s private and social housing sectors”

EDITORIAL POLICY

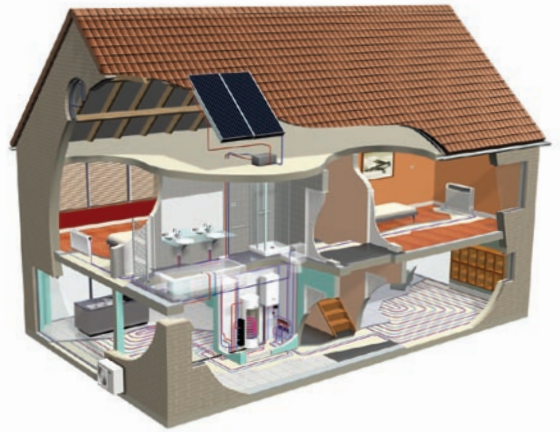
Homes fit for the future



The UK has some of the most energy inefficient housing stock in Europe. If Government targets to reduce carbon emissions by 80 per cent by 2050 are to be hit, there has to be a major overhaul of our housing stock. Starting now.

Energy@Home, the sister publication of Energy in Buildings & Industry, is an invaluable source of information for architects and energy professionals working for housing associations and housebuilders. With a mixture of technology, news, opinions and controversy, Energy@Home is the ideal platform to debate the energy issues of tomorrow.

Each issue will take a close look at how the UK's domestic property market is becoming more energy efficient. By 2016 the government is aiming for every new home to be zero carbon. Energy@Home will examine how the house building industry can meet this demanding target date. What are the likely technologies



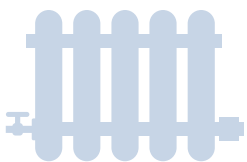
to be used in the construction of the houses of the future? Will smart metering become commonplace in the homes of the next decade? And what about the appliances of the future? Will they continue to become more energy efficient?

At the heart of the government's policy is the Green Deal and Energy@Home will be tracking its progress every step of the way. Will it have the desired effect and stimulate investment?

Energy@Home will also focus on the huge role refurbishment will have in bringing the UK's housing stock up to standard. At present, 14m homes do not have cavity wall insulation and 6m people still live in fuel poverty. How can the UK overcome this huge problem? Energy@Home will be following developments throughout 2013.

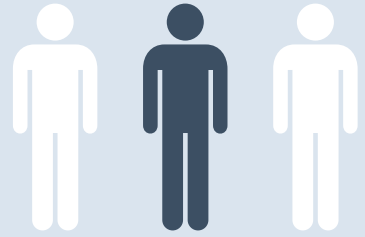
An Unrivalled Readership

- **The Green Deal**
- **Building Regulations**
- **Fuel Poverty**
- **Low-to zero-carbon homes**
- **Heating and cooling**
- **Homes of the future**
- **Smart meter roll-out**
- **Renewables reviewed**



CIRCULATION AND READERSHIP

Targeting key decision makers



Energy@Home is mailed to a total circulation of 18,145, comprising the 12,052 readers of Energy in Buildings & Industry (ABC Audited Jan-Dec 2012) and 6,093 individuals who are responsible for energy efficiency in the domestic market. These include such organisations as house builders, housing associations, local authorities and architects.

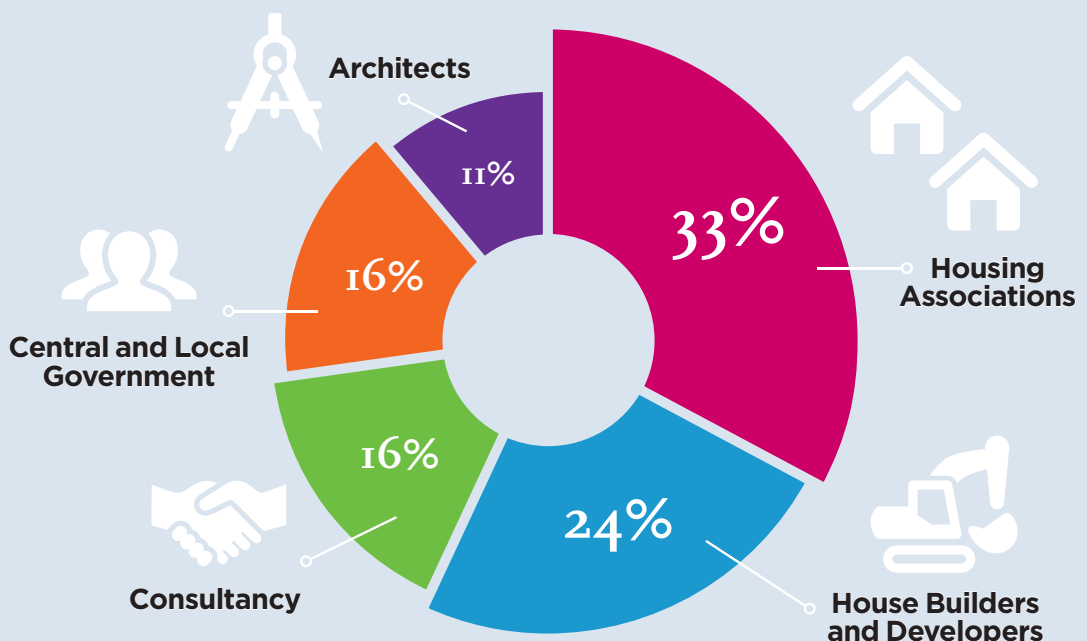
The organisation charts below provide a breakdown of the overall circulation, as well as the dedicated Energy@Home readership.

Total Circulation 18,145

(Energy in Buildings & Industry and Energy@Home)

Total Readership Profile by Organisation	
Architects/Surveyors	8.5%
Central/Local Government	8.0%
Commercial Building	1.5%
Consultancy	14.0%
Contracting	3.0%
Education	3.0%
Energy Management	11.0%
Environmental Management	1.0%
Facility Management	2.5%
Health Authority/Hospital	2.0%
Hotel/Leisure	2.0%
House Builder/Developer	15.0%
Housing Association/Authority	12.5%
Industry/Manufacturing	10.0%
Retail	2.0%
Transport	1.0%
Utilities	2.0%
Others	1.0%

E@H Readership Profile by Organisation



ISSUE DATES AND DEADLINES

Issue Date	Editorial Deadline	Advertising Deadline
February 2013	22 nd January	29 th January
June 2013	23 rd May	30 th May
October 2013	23 rd September	26 th September

ADVERTISING RATES

DISPLAY RATES

		1	5	10
Double Page Spread	4 Colour	£3845	£3460	£3115
Full Page	4 Colour	£2060	£1855	£1670
Half Page	4 Colour	£1100	£1000	£895
Quarter Page	4 Colour	£685	£605	£550

PRODUCTION DATA

PAGE SIZES

Sizes (mm) (Height x Width)	Type	Trim	Bleed
Double page spread	268 x 430	297 x 460	303 x 466
Full page	268 x 200	297 x 230	303 x 236
Half page horizontal	130 x 200	146 x 230	152 x 236
Half page vertical	268 x 98	297 x 113	303 x 119
Quarter page	130 x 98	-	-
Quarter page horizontal	65 x 200	80 x 230	83 x 236
Quarter page vertical strip	268 x 47	297 x 62	303 x 68

Energy@Home is produced digitally therefore, advertisement copy is to be supplied as follows:

- On CD or DVD (Apple Mac compatible).
- By email to info@eibi.co.uk.

Preferred files

High resolution PDF with no security or password protection. All images must be CMYK and high resolution and all fonts must be embedded and subset (job options available on request). For advertisements supplied as image files, 600dpi minimum is recommended.

Bleed

For bleed advertisements please allow 3mm all around.

Production Contacts

Julie Barry or Helen Green

Tel: 01889 577222 email: info@eibi.co.uk

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Contacts

EDITORIAL OFFICE

Mark Thrower

Pinede Publishing Ltd
PO Box 825
Guildford GU4 8WQ

Tel: 01483 452854

email: mark.thrower@btinternet.com

HEAD OFFICE

Chris Evans - Display Sales

Pinede Publishing Ltd
16-18 Hawkesyard Hall
Armitage Park
Rugeley
Staffordshire WS15 1PU

Tel: 01889 577222

Fax: 01889 579177

General email: info@eibi.co.uk

NORTHERN SALES

Russ Jackson

Pinede Publishing Ltd
Argyle Business Centre,
8 Leicester Street
Southport
Lancashire PR9 0EZ

Tel: 01704 501090

email: russ@eibi.co.uk

SOUTHERN SALES OFFICE

Nathan Wood

Pinede Publishing Ltd
1b Station Square
Flitwick
Bedfordshire MK45 1DP

Tel: 01525 716143

Fax: 01525 715316

email: nathan@eibi.co.uk