



Reach & influence

LABM was established in 1985, and for 39 years has been delivering practical and engaging content to local authority specifiers across the UK, and in 2016, we extended the brand's reach to include all the UK housing associations within our readership.

LABM is targeted at specifiers responsible for the construction, retrofit and maintenance of social and affordable housing, schools, healthcare facilities and public buildings in the UK.

In the magazine and on our website, we report on key sector developments, industry initiatives, funding and investment, updates to Building Regulations and standards, and provide insight from across the supply chain. We also showcase council and housing association projects, as well as share details on the latest building methods, construction products and solutions.

- LABM has an ABC-audited circulation of 12,224 (July 2022 to June 2023).
- LABM's ABC Certificate offers a complete breakdown of the magazine's readership, including, print, digital, job function and geographic analysis, providing full transparency from an independent body.
- Our readers include specifiers within some of the largest councils and housing associations in the UK responsible for delivering multi-million construction, refurbishment and retrofit projects.
- To reflect the evolving needs of our readership, LABM is distributed in print and digital format.

ONLINE – SOCIAL – EMAIL			
9,316	Average pageviews per month on the LABM website	4,000+	Followers on X
5,159	Average users per month on the LABM website	4,000+	LinkedIn followers
		11,500	Receive our dedicated weekly editorial newsletter

DIGITAL

- Every issue of LABM is also available to read online at www.labmonline.co.uk/magazines
- LABM is emailed out to 7,222 specifiers a month, with an average read time of 6:24 minutes
- Clickable trackable links appear on all editorial and advertising content





A new affordable housing development in Lympham, Somerset delivered by housing association LiveWest

About the Sector

Local authorities and housing associations engage in multi-million pound transformative projects, from the construction of new social and affordable housing to the delivery of estate-wide regeneration programmes. Councils are also responsible for the building and maintenance of schools, hospitals and other public buildings.

Across these projects, local authorities and housing associations embrace social value through community initiatives, working with their partners to provide apprenticeships and job opportunities, making use of local supply chains and boosting regional economies.

Key priorities for local authorities and housing associations include building safety, decarbonisation, tackling damp and mould problems in homes, and increasing the volume of new affordable housing in their areas.

Whilst funding is available, the sector is not solely reliant on government money for projects, local authorities and housing associations are using their own resources to deliver ambitious

schemes, and private investment into the sector is increasing. A prime example is housing association Bromford, who in September 2023 secured a sustainable private placement with three investors totalling £100m to fund its ambitious housebuilding and sustainability programmes. In October 2023, Orbit Group agreed a £115m sustainability-linked loan with Barclays Corporate Banking based on the housing group achieving certain sustainability Key Performance Indicators.



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Funding & investment



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Social and Affordable Housing

- Social housing starts are predicted to rise 7% in 2024 (Glenigan).
- Student accommodation starts are forecast to rise 19% in 2024 (Glenigan).
- **£11.5bn** Affordable Homes Programme 2021-2026.
- **£322.8m** Homelessness Prevention Grant for 2023-2024 and £331.3m for 2024-2025.
- **£150m** additional funding announced for the Welsh Government's Optimised Retrofit programme.
- **£751.945m** is available in 2023 to 2024 under the Scottish Government's Affordable Housing Supply Programme.



Education

- Education starts are forecast to rise 12% in 2024 (Glenigan).
- **£1.8bn** capital funding investment to improve the condition of existing school buildings.



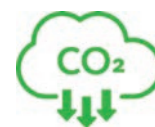
Healthcare

- Healthcare starts are expected to rise 13% in 2024 (Glenigan).
- **£3.7bn** New Hospital Programme to build 40 new hospitals across England by 2030.

Levelling Up, Regeneration and Brownfield Development



- Levelling Up Fund £2.1bn.
- Over £400m for new Levelling Up Partnerships for 20 areas in England most in need of levelling up.
- Over £200m for high quality local regeneration projects in areas of need.
- Up to £180m Brownfield Land Release Fund 2 (BLRF2) capital grant funding available to English councils to support the release of council-owned brownfield land for housing.



Decarbonisation

- Public Sector Decarbonisation Scheme: Phase 3 — £1.425bn of grant funding over the financial years 2022 to 2023 to 2025 to 2026.
- Social Housing Decarbonisation Fund £778m of government funding was allocated for Wave 2.1, and up to £80m will be allocated for wave 2.2.

Focused editorial content

Our aim is to provide an essential information resource for readers, tackling the key issues affecting local authorities and housing associations when it comes the construction, refurbishment and maintenance of their built environment assets. We feature regular content and stand-alone articles, covering key subjects pertinent to the sector — from funding and procurement, legislation, building safety and the drive to net zero, to new construction projects, large-scale retrofit and the latest building solutions.

Below are examples of our regular editorial content and the feature opportunities available.

Industry Comment

Opinion on the sector for the Policy Advisor at the Association of Retained Council Housing



Special Reports

In-depth reports covering key sector issues, initiatives, legislation and building standard updates

Feature Articles

We include three/four features in every issue covering a wide subject range, from housing, regeneration and offsite construction, to heating, ventilation, renewables, roofing and insulation, and we welcome contributions



Product Pages

At the end of every feature we include round-ups of all the latest product innovations, new technology and construction materials

View from the Supply Chain

An opportunity for suppliers and manufacturers to share their expert opinions on key issues.



Project Profile

In-depth local authority and housing association project case studies generated through site visits

IN ADDITION TO THE ABOVE, EVERY ISSUE OF LABM INCLUDES A ROUND-UP OF NEWS STORIES, THE LATEST FUNDING ANNOUNCEMENTS, CONTRACT AWARDS AND INDUSTRY EVENTS.

2024 Features List

JANUARY/FEBRUARY

Housing & Regeneration
Heating & Renewable energy
Ventilation & Air Management

MARCH/APRIL

Schools, Hospitals & Public Buildings
Roofing, Cladding & Insulation
Kitchens, Bathrooms & Disability Needs
Modular & Offsite Construction

MAY/JUNE

Housing & Regeneration
Fire Protection & Security
Road to Zero Carbon
Water Management

JULY/AUGUST

Schools, Hospitals & Public Buildings
Doors, Windows & Hardware
Digital Transformation & Technology Innovation

SEPTEMBER/OCTOBER

Housing & Regeneration
Heating & Ventilation
Roofing, Cladding & Insulation
Modular & Offsite Construction

NOVEMBER/DECEMBER

Fire Protection & Security
Road to Zero Carbon
Kitchens, Bathrooms & Disability Needs

REGULAR FEATURES

In addition to the features listed above, every issue **LABM** covers the latest news stories, from government announcements and sector initiatives, to council/housing association projects and industry events, as well as offering advice on construction, retrofit, maintenance and specification best practice. We also feature insight from across the supply chain, as well as showcasing the latest built environment product innovations.

Here are some examples of our regular features:

Project Profile: In-depth local authority and housing association case studies

Industry Comment: Opinion from the Association of Retained Council Housing

View from the Supply Chain: Perspectives on key sector issues from local authority and housing association suppliers

If you would like to submit an article or feature synopsis for consideration in the magazine, please contact the Editor for details and copy deadlines.

Articles commissioned for LABM must be exclusive to us in respect to competitor titles. Images must be high resolution, at least 300dpi and large in format. We prefer project shots, before and after photography and relevant charts/diagrams/infographics to accompany articles. We reserve the right to omit articles that do not meet our editorial guidelines.

Magazine contacts

For editorial enquiries contact Editor, **Claire Clutten:** labm@hamerville.co.uk

For advertising enquiries contact Advertisement Manager, **Dave Jones:** dave@hamerville.co.uk

Lead generation

LABM offers an effective way of generating direct leads for both advertising and editorial inclusions featured in the publication through the launch of the magazine's brand new RDR.link reader enquiry service and Flickbook format.

1. RDR.link

With a wide array of online resources supporting the latest solutions — from videos to technical guides, PDFs to podcasts — it can be a challenge for specifiers to locate what they need quickly and efficiently. To ensure they're not missing out on these valuable resources, LABM has introduced RDR.link — a new service that transports users immediately to the online resources mentioned in stories.



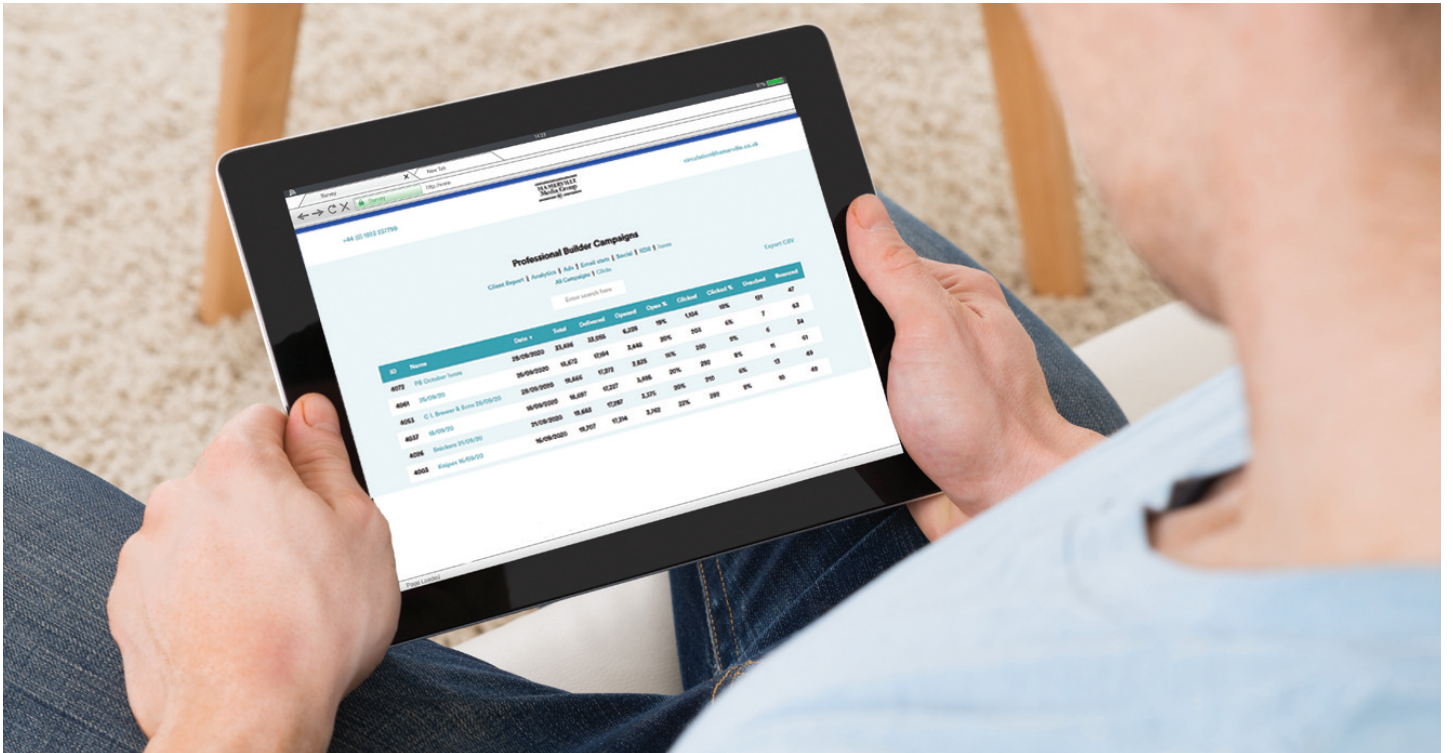
Option 1: Readers enter the unique RDR.link code and address (www.rdr.link/1z101, for example) into their web browsing search bar. They'll then be directed to the relevant online resource.

Option 2: Readers visit the RDR.link home page at www.RDR.link and can type the unique five digit RDR.link code (1z101, for example) into the search bar on the page. They'll then be directed to the relevant online resource.

2. Flickbook

Featuring both clickable advertising and editorial links to take users to further information for products and services they're interested in — LABM's Flickbook version ensures that local authority and housing association specifiers are delivered to company sites and resources with just one click of a button. The Flickbook is available at www.labmonline.co.uk and is emailed directly to over 5,000 specifiers.





Data analysis

Introduced in direct response to feedback from the sector, LABM has established a market-leading platform through which every interaction with any of our digital products can be assessed and measured. This innovative tool allows us to help marketing teams establish how content is being received by the large LABM audience across all of our digital platforms.

Our system tracks how the LABM audience is viewing each advert, piece of editorial, newsletter or bespoke email across our digital portfolio. These detailed statistics will prove invaluable to marketing teams wishing to assess results of campaigns and help inform future projects.

Website Statistics

- Average Users P/M
- Average Sessions P/M
- Average Pageviews P/M
- Average Session Duration

Editorial content

- Total reads
- Time spent engaging with your content

Website Advertisements

- Impressions
- Clicks
- Click through rate

Email Banners/Bespoke Emails

- Delivered
- Opened
- Clicked
- Which Links have been clicked

RDR Link Tool

- Total Link usage

Online Flickbook

- Total Read time
- Links clicked

Our bespoke reporting system collates all these statistics to demonstrate the total activity a brand has received from across LABM's digital platforms.

Using these statistics you can tailor your content to our audience — maximising the interaction and number of leads you receive as a result.

Please ask a member of our sales team to find out how LABM's Data Analysis can help to deliver your marketing goals.

Additional advertising & sponsorship opportunities

Advertorial Supplements



In LABM we can offer a range of advertorial and supplement opportunities, ranging from two- and four-page paid for articles to eight-page supplements. The advertorial supplements include an internal front cover and suppliers are encouraged to provide a mix of content, such as thought leadership pieces and best practice advisory articles relating to specific subject areas, to local authority and housing association project case studies, new product

material and advertisements. The editorial team can offer guidance on the subject matter. All advertorials are designed by our in-house design team.

The supplements are positioned across the centre of the magazine and in addition to featuring in the printed issue, will also be uploaded to our website in the digital edition, as well as a supplement in their own right. All advertorial content will run online and be promoted across LABM's X (formerly Twitter) and LinkedIn social media channels.

Companies will also receive a PDF copy to promote through their own social media channels.

Sponsored Columns

In addition to advertorials we also run sponsored columns in LABM. These are generally half page articles (around 250 to 300 words) that run as an outside vertical on our News pages, but can be positioned anywhere in the magazine. They offer a great opportunity for companies to deliver targeted messages to LABM's audience of local authority and housing association specifiers.

The columns can be used to impart best practice advice on a range of topics, from building safety and sustainability to Building Regulation compliance, raising awareness on industry issues and offering solutions relevant to our readership. Suppliers have the opportunity to run a series of columns in consecutive issues for maximum impact. All sponsored columns are designed by our in-house design team. The columns will also be featured on our website and promoted across our social media platforms.

For more information on any of these opportunities and rates, please contact Advertisement Manager, Dave Jones: dave@hamerville.co.uk



Display advertising & mechanical data

Space	1 insertion	Type (mm)	Trim (mm)	Bleed (mm)
DPS	£4,550	390 x 255	420 x 289	426 x 295
Half page DPS	£2,600	390 x 124	420 x 140	426 x 146
Full page	£2,400	180 x 255	210 x 289	216 x 295
½ page (H)	£1,500	180 x 124	210 x 140	216 x 146
½ page (V)	£1,500	88 x 255	103 x 289	109 x 295
¼ page (H)	£990	180 x 60	210 x 73	216 x 76
¼ page (V)	£990	45 x 255	50 x 289	56 x 295
¼ page	£900	88 x 124		

High Profile Opportunities (POA)

- Belly Banding
- Wrap-arounds (gummed to spread)
- Bound outserts
- 1 page gatefold

Inserts:

- Loose inserts from £95 per 1,000
- Regional inserts on request, minimum charge £500
- All prices are exclusive of VAT

All adverts should be supplied as high resolution 300dpi, CMYK PDFs, Tiffs or jpegs together with a colour proof.

Magazine contacts

Editor: **Claire Clutten** – labm@hamerville.co.uk

Advertisement Manager: **Dave Jones** – dave@hamerville.co.uk

Production Assistant: **Claire Swendell** – claire@hamerville.co.uk

Email

LABM Newsletter

The regular **Local Authority Building & Maintenance** email newsletter is sent out weekly to 10,500 active public sector and housing association professionals. It is designed to keep them updated on all the latest and most relevant content to hit the site. There are four prominent banner positions available to advertisers on each newsletter:

Delivered to - 10,500

Rate - £500 per banner **Spec - 600 x 120px**
£700 per video **Spec - 600 x 338px**

Acceptable formats: Jpeg, gif, animated gif. We cannot support third party click tags. For animated gif, please ensure relevant info is contained in first frame of the animation.

- Please supply a URL with your copy to link to the advert
- Copy to be supplied 10 working days prior to send out date
- Supply to claire@hamerville.co.uk



Sponsored Solus Newsletter

There is also a weekly opportunity for an advertiser to promote its brand directly to potential customers through solus sponsorship of a bespoke email. Content is exclusively from the one company and can be provided as complete HTML code or made up by us to the template specification below:

Delivered to - 10,500 **Rate - £1,200**

Template Specification:

- Up to 10 word heading
- Up to 50 word intro
- Up to 400 word main text
- Lead Image 1 – 480 x 315px
- Images 2 and 3 - 225 x 225px
- Image 4 – 480 x 225px
- Company logo and contact details / URL Links
- Subject line

HTML Specification:

Recommended email width is 600 pixels. Please ensure you host all graphics and that the HTML is mobile responsive and fully tested prior to sending to us as we cannot amend your coding.



PLEASE NOTE THAT ALL EMAIL CREATIVE IS REQUIRED 10 WORKING DAYS PRIOR TO THE SEND DATE

- Supply to digital@hamerville.co.uk

Contact:

Dave Jones, Advertisement Manager dave@hamerville.co.uk 01923 237709

Jo Wright, Digital Production jo@hamerville.co.uk

Website

Local Authority Building & Maintenance provides a leading digital source of information at www.labmonline.co.uk for councils, housing associations and anyone involved in the provision of social and affordable housing, education facilities, healthcare estates and public buildings. The site features all the latest news stories, projects, contract awards and industry insight, as well as regular articles covering Building Regulations, design and construction methods. It also showcases the latest building solutions and products.

Visitor Stats: Average users per month **5,159** Average pageviews p/m **9,316**
 Average sessions p/m **6,643** Session duration **00:06:17**



Exclusive sponsored banner
728 x 90px
£1100 / month



Homepage slider
(rotating with edit)
£1000 / month



Leaderboard (rotating)
728 x 90px
£900 / month



Inline MPU
300 x 250 px
£850 / month



MPU
300 x 250px
£850 / month



Skin (min 1400px desktop only)
£600 / week



Homepage carousel
highlighting 4 articles on site
(500-800 words & one
high res image per article).
£600 / month



Featured video
£500 / month

- All adverts to be supplied in jpeg or gif format, along with a URL to link the advert to
- Copy date is 10 working days prior to upload date