

# MEDIA INFORMATION 2012

Reach out to  
top property  
professionals  
in 2012



*The Property Professionals!*

**T**he National Federation of Property Professionals publishes dedicated magazines for members of each of its four renowned and highly reputable membership organisations.

All our readers receive each magazine as a membership

benefit of their respective professional bodies. Our readers are decision makers. They are senior practitioners, including proprietors, partners and directors.

Each magazine is produced to a high standard, with independent editorial content focusing on best practice.



## The National Association of Estate Agents (NAEA)

Members are estate agents, all specialising in the sale of properties but with a high proportion (circa 80%) also handling residential sales and lettings. NAEA members may also have overseas, rural, estate management and land and new homes departments, together with conveyancing, surveying and financial services, architectural, rural and town planning services.



## The Association of Residential Letting Agents (ARLA)

Members are agents specialising in UK residential property lettings and management, including block management, student lettings, HMOs, etc.



## The National Association of Valuers and Auctions (NAVA)

Members are auctioneers and valuers encompassing a wide range of specialities, including fine arts and antiques, property, plant and machinery, farm livestock and deadstock, books, and insolvency sales.



## The Institution of Commercial and Business Agents (ICBA)

Members are commercial property specialists, with some also specialising in the sale of businesses to other businesses (business transfer agents).

**Our readers are interested in:** best practice; running a small to medium-sized business, including taxation, people management and HR; innovations; IT; website marketing; customer relationship management; print products; legal updates relating to their professions; training and continuous professional development; conveyancing; surveying; energy performance; property management; etc.

## ADVERTISING

To advertise in The Estate Agent or Agreement, costs for 2012 are:

	1 ISSUE	3 ISSUES	6 ISSUES
Full Page	£1600	£1350	£1200
Half Page	£800	£690	£600
Quarter Page	£400	£390	£360

Directory: £690 + VAT for full year

Costs of advertising in Gavel and Commercial Moves are available on request.

### Technical specification for all magazines:

Standard A4 (5mm bleed). Advertising can be accepted as ready artwork (PDFs) or we can offer a design service. For full information, email Lisa Ferron, ferron@intelynx.net

We can also offer other advertising solutions, for example, a website presence, bespoke centre page spreads, advertorials, exclusive sponsorships; and there are special packages available for clients who wish to advertise across more than one title.



**THE ESTATE AGENT**

NAEA members (approximately 7,500) receive The Estate Agent six times a year.

**Editorial features schedule:**

- **Jan/Feb:** Courses / training / education / yearly survey and new year stats (inc house price forecasting where/if possible)  
**Editorial deadline: 16 Dec 2011; advertising deadline: 30 Dec 2011**
- **March/April:** Health and safety / environmental issues (sustainability/ energy bill/ green deal)  
**Editorial deadline: 17 Feb 2012; advertising deadline: 2 March**
- **May/June:** Finance (mortgages, lease extensions, pensions, conveyancing, effects of recession, job market effecting the housing market nationally / regionally) with bias where possible for Estate Agent sector  
**Editorial deadline: 6 April; advertising deadline: 20 April**
- **July/August:** 50th anniversary of NAEA / new homes  
**Editorial deadline: 8 June; advertising deadline: 22 June**
- **Sept/Oct:** CMP/complaints/rules/regulations  
**Editorial deadline: August 24; advertising deadline: 7 September**
- **Nov/Dec:** CPD + training / IT and Technology (retail v online agency / portals)  
**Editorial deadline: 19 October; advertising deadline: 2 November**

**AGREEMENT**

ARLA members (6,500) receive Agreement six times a year.

**Editorial features schedule:**

- **Jan/Feb:** housing strategy / ownership v rental market  
**Editorial deadline: 23 Dec 2011; advertising deadline: 6 Jan 2012**
- **March/April:** Conference report / TDS / health and safety / environmental issues (sustainability / energy bill / green deal)  
**Editorial deadline: 17 Feb 2012; advertising deadline: 2 March**
- **May/June:** Finance: mortgages, lease extensions, pensions, effects of recession, job market affecting the housing market nationally / regionally with bias where possible for the rental sector  
**Editorial deadline: 6 April; advertising deadline: 20 April**
- **July/August:** Landlord checklist (students / long term renters / elderly renters / tenants' rights / safety)  
**Editorial deadline: 8 June; advertising deadline: 22 June**
- **Sept/Oct:** CMP / complaints / rules / regulations (deposit protection / fair dealing)  
**Editorial deadline: August 24; advertising deadline: 7 September**
- **Nov/Dec:** ARLA conference promotion / political report (Government issues)  
**Editorial deadline: 19 October; advertising deadline: 2 November**

**CONTACT US NOW**

**Please note:** We are always pleased to receive further ideas for articles, including actual contributions (both features and news). Deadlines as above.

**Contact details for all magazines:**

**Editorial (features and news):** [magazines@nfopp.co.uk](mailto:magazines@nfopp.co.uk)

**Advertising:** Lisa Ebdy. Telephone 07799 886115; email: [lisa@nfopp.co.uk](mailto:lisa@nfopp.co.uk)