

D

the developer

media pack 2023

**be part of an
uncommonly
beautiful magazine,
inspiring, creative
and informative,
tackling urgent
issues in property,
planning, design
and social impact
for an audience of
professionals in a
format that
combines street
photography with
award-winning
journalism.**

connect with our passionate community of professionals

our uncommonly beautiful magazine is delivered into the hands of members, subscribers and controlled circulation twice per year

print circulation circa 2,500 issues are printed and sent to organisation members, paid subscribers, the pineapples shortlist and a controlled circulation of handpicked property figures and influencers. the magazine is treasured and shared by leaders and decision-makers in development organisations, urban local authorities, investors, local and national government bodies, architecture, design, and key influencers in the built environment.

members

our organisation members are paid subscribers whose offices receive 5 copies of the magazine: Allford Hall Monaghan Morris, Argent, Aviva, BDP, Buro Happold, Civic Engineers, Commonplace, David Chipperfield Architects, dRMM, EPR, Fathom Architects, Furnitubes, Hawkins\Brown, Homes England, HTA design, Landsec, LDA design, Lendlease, LocatED, London Borough of Brent, LUC, Make, Muse Developments, Poplar HARCA, Quintain, RHP, Stolon Studio, Stride Treglown, Sustrans, Tibbalds, Urban&Civic and Vestre

next issue: beauty june 2023

featuring:

- placetest of poundbury by anthropologist caroline bennett
- inside new urban parks and playgrounds in the UK
- urban rooms: how are these high street thinkspaces working out?
- the pineapples: all the shortlisted projects and the winners

companies featuring in the pineapples awards 2023: Acme, Altrincham BID, Applied Research Creative Studio, Atkins, Axiom Developments, Ballymore, Bankside Open Spaces Trust, Barking Riverside, BDP, Be First, Ben Adams Architects, Bow Arts, Broadway Malyan, Campbell Cadey, City of Edinburgh Council, Civic Engineers, Colmore BID, Cushman & Wakefield, Dallas-Pierce-Quintero, David Chipperfield Architects, Dean Clough, Design Council, Dominus, DSDHA, EcoResponsive Environments, Elliott Wood, Enfield Council, Erect Architecture, Fabrix, Fathom Architects, FEC, Fore Street For All C.I.C., GLA, Greengage Environmental, GROUPWORK, Guildhall Shopping Centre, Haringey Council, Historic England, Housing Growth Partnership, HTA Design, Jan Kattein Architects, Jonathan Tuckey, Jonathan Wilson, Karakusevic Carson Architects, Knight Dragon, Lancaster West Neighbourhood Team, LB Tower Hamlets, LDA Design, Lendlease, LocatED, LB Brent, London CLT, London Wildlife Trust, LUC, Macfarlane+ Associates, Makespace Oxford, McGregor Coxall, MEPC, Muse, MVRDV, New Practice, NHG, OGU Architects, Optimised Environments, PLACED, PoplarHARCA, PRD, PRP, Quality of Life Foundation, Quintain, LB Kensington and Chelsea, Related Argent, Robert Bray Associates, Savills Earth, shedkm, Silverburn, Workman, Socius, St. Helens Metropolitan Borough Council, Stride Treglown, Things Made Public, Trilogy Real Estate, Urban Symbiotics, Urban Union, Urban&Civic, Vestre, Vitamin Advisers, Way of Life, Westminster City Council, Weston Williamson, Will Sandy and Wirral Council

rate card

advertising

you provide the artwork, we provide the impact, with a right-hand page or spread either placed in our upfront ultragloss section, ideal for imagery-led adverts, or within the run of matte editorial pages

full page (ultragloss) in first 16 pages £1,995+vat

full page (matte) £1,595+vat

double-page spread (ultragloss) in first 16 pages £3,750+vat

double-page spread (matte) £2,600+vat

outside back cover £4,125+vat

artwork deadline 12 may 2023

partner feature

share your expertise, publish your report, showcase your thought-leadership, or voice your commitment to places that thrive in a feature in the magazine and we'll deliver it into the hands of our influential readership. your piece will be designed by the developer's editorial team and included in the run of pages. supply 600-words per page, plus 2-3 images. we'll send you 15 copies of the magazine and post your feature online, promoting on email and social media

1-page sponsored feature (limited availability) £3,100+vat

2-page sponsored feature £4,125+vat

3-page sponsored feature £5,500+vat

4-page sponsored feature £6,895+vat

5-page sponsored feature £7,500+vat

16-page partner section (report or research) £22,000+vat

32-page partner section (report or research) £38,000+vat

copy and image deadline 12 may 2023

our reach

the developer audience

20,000-strong email marketing list

20,000 followers on twitter across all accounts

5,000 registered to our websites

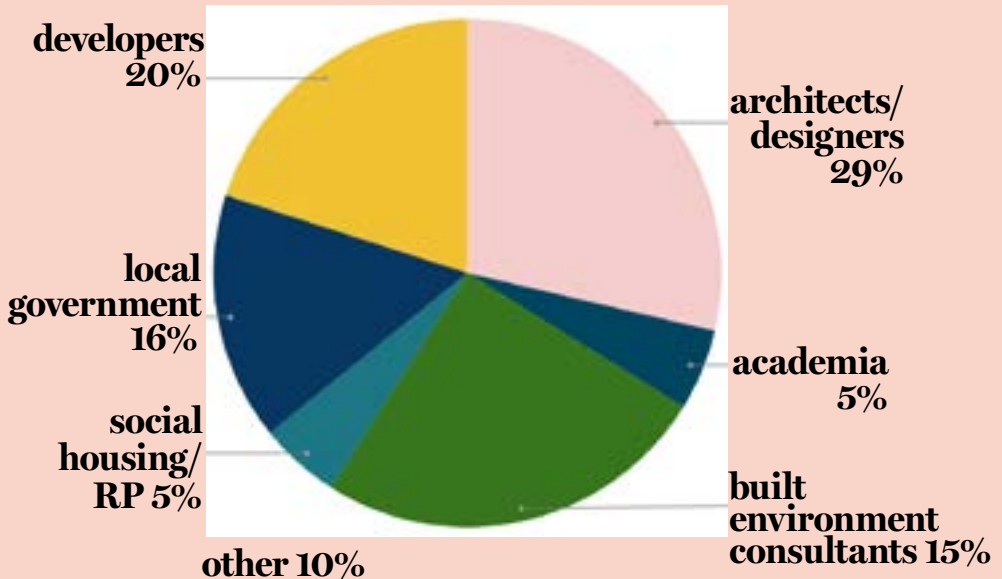
2,500 email newsletter subscribers

2,000 print magazine readers

30,000 total podcast listens, avg 1,000/month

10,000 unique users per month the developer

300,000 tweet impressions @festivalofplace



via print, podcast, email, digital event

if you love our content, from our magazine to slow journalism to our podcast, here's how you can get involved

first choose a topic

- social impact
- urban greening
- public space
- activation
- better housing
- healthy places
- public health
- designing places for a climate emergency
- vibrant city and town centres/high streets
- equity, equality and spatial justice
- the right mix of uses
- new research or report
- child-friendly cities
- community engagement

then choose a format

podcast sponsorship (from £2,500)

- align with relevant content and speakers, share your message via email and social with our engaged audience of influencers

thought-leadership feature (from £1,500)

- share your opinion and demonstrate thought-leadership in an article promoted via email and social to our audience

private or public roundtable (from £5,000)

- participate in a conversation with senior industry figures for a singular networking experience that can also be shared

the developer magazine (from £1,500)

- promote your message in our uncommonly beautiful publication with advertising or sponsored thought-leadership

festival of place bytesize event (from £4,000)

- host a free online event as part of this popular series

**it's about how
to make cities
worth living
in, which
often has to
do with the
spaces
between the
buildings
more than
the buildings
themselves.**

FESTIVAL OF PLACE

**5 july, 2023
live in london**



**it's about how to
make places worth
living in...**

**be part of the most
tweeted-about
event, inspiring,
creative and fun,
online & in-person,
tackling urgent
issues in property,
planning, design
and social impact in
a relaxed and
inclusive way that
brings likeminded
professionals
together to
meet & learn.**

why sponsor?

credibility. our audience trust us to provide high-quality unique content and a creative experience having earned us a loyal and enthusiastic following. they know we'll give them speakers not on the circuit that will inspire and enrich their professional learning. they also understand that an indie media company needs sponsors, that's where you come in, and they'll be pleased to meet you.

the right people. our passionate community of property professionals share in your values. if you want to work with enlightened partners who believe profit doesn't trump planet, to meet consultants who know how to make a positive social impact, and professionals targeting net zero, you'll meet them here.

diversity & inclusion. our events are recognised as the most diverse and inclusive in the property and architecture industry, both on stage and off, with women often making up more than 50% of the audience. who wouldn't want to sponsor that?

festival atmosphere. our buzzwords are relaxed and creative. we don't just book a cool venue, we curate an experience. your staff will be proud that you're part of making it happen, and will clamour for tickets to take part.

social media impact. we have an unparalleled track record on twitter, with the festival of place delivering 1.9 million impressions during the event. as a sponsor, you'll receive special tagged posts and we'll support you, using our social reach to enhance your own.

participate. we know you want to get the most out of taking part in the programme, but our audience doesn't want to hear you make a hard sell. we'll listen to your priorities and find the most effective way for you to present your expertise or mission to our audience at the festival. then we'll connect the dots to make it happen.

connect with our passionate community in real life and on social

parleys join the debate on a pressing issue such as affordable housing or achieving net zero. our parleys bring together multiple professionals who try to solve a pressing issue in front of a live audience. the talk is also recorded and shared via email.

placehacks co-host or lead a workshop that supports professional learning with a hands-on activity that facilitates new connections. previous workshops have explored branding, set design challenges or encouraged creative play. we can pair you

with a facilitator, or help you shape the content and give you the keys to connect directly with our audience in a fun and informal way

market stalls be a market trader at our event, and give away fresh fruit, beer or a promotion. the stalls come ready to use with branding and space for literature to promote your development or service.

walking tours we can organise a walking tour of your development or project to attend in the flesh or via a live stream

build your package

choose your base package

headline (£10,000)

- magazine coverage
- on-stage thanks
- logo on mainstage
- logo on video sting
- social media posts
- logo on emails
- 8 guest passes
- 8 staff passes
- unlimited digital passes

partner (£5,000)

- on-stage thanks
- logo on site
- logo on video sting
- social media posts
- logo on emails
- 5 guest passes
- 5 staff passes
- unlimited digital passes

sponsor (£3,000)

- logo on site
- logo on video sting
- social media posts
- logo on emails
- 2 guest passes
- 2 staff passes
- unlimited digital passes

choose how to participate

workshop, panel or walking tour (£5,000)

- join the debate, co-host or lead a workshop or host a walking tour of your development

live podcast recording (£5,000)

- connect 1-2-1 with up to 5 key contacts during a live podcast recording and discussion for The Developer Podcast

pub landlord (£5,000)

- exclusive branding on pub networking area and content stream and host sessions and talks on the pub stage

market trader (£2,000)

- host one of six market stalls in the main hall, or include some of your product in the market square. stalls come branded



current and former sponsors include...

the design council. three times sponsor of the pineapples awards, which delivered 300k impressions on their twitter feed and 9,000 click-throughs to their website

civic engineers. repeat sponsor that says, “we love working with the team. it’s a true partnership that gives us the chance to connect with a wider net work of people in the industry all focused on improving our built environment”

quintain. hosted a market stall at the festival of place with free beer for attendees branded as wembley park.

u+i. sponsored three festival of place bytesize free online talks

vestre. they’ve supported us from the beginning because their values align with ours - and they’re back again this year because we connect them with likeminded partners

white arkitekter. supporter of gender equal cities because the event aligned with their ethos

why become a proud supporter?

invest in your people. when you invest in an organisation pass, all your staff members can attend our digital live events and benefit from hours of amazing content on catch-up, plus you'll gain tickets to the physical event and special discounts, as well as being thanked as a proud supporter of the developer

meet likeminded collaborators. our passionate community of property professionals share in your values. if you want to meet enlightened partners who believe profit doesn't trump planet, to meet developers who know how to make a positive social impact, and professionals targeting net zero, you'll meet them here.

diversity & inclusion. our events are recognised as the most diverse and inclusive in the property and architecture industry, both on stage and off, with women often making up more than 50% of the audience. who wouldn't want to be part of that?

amazing value. our buzzwords are relaxed and creative. we curate an experience and your staff will be proud that you're part of making it happen, and will thank you for the opportunity to take part.

an emphasis on learning. we invite researchers and academics to share the latest insights on how to make cities and places worth living in, climate resilient design and social impact. your staff will be able to benefit from all this learning as part of your membership.

participate. we provide high-quality unique content and a creative experience which has earned us a loyal and enthusiastic following including speakers not on the circuit that will inspire and enrich your professional learning.

supporter package

your 12 month membership includes (all prices + vat)

proud supporter with organisation pass - £1,300 per year

- two tickets for the in-person festival (£790)
- unlimited passes to all digital festival of place events
- exclusive access to on-demand recorded talks
- membership manager to keep you informed
- discounted entries to the pineapples awards
- 50% discount on additional in-person festival passes
- branding on the developer website as proud supporter
- listed on the inside-cover of the magazine
- logo for use in your communication
- 5 copies of the magazine to send to clients, lovers and friends
- special invitations from the editor to participate
- personal thanks on social media
- invitations, discounts and early bookings

individual member with single tickets - £495 per year

- one tickets for the in-person festival (£395)
- unlimited passes to all digital festival of place events (£195)
- exclusive access to on-demand recorded talks
- 50% discount on additional in-person festival passes
- personal thanks on social media
- logo for use in your communication
- the magazine
- invitations, discounts and early bookings

2022-2023

key dates

june **spring/summer issue of the developer**

july **the festival of place 2023**

october **autumn/winter issue of the developer**

november **festival of place: climate resilience**

december **the pineapples: call for entries**

february **festival of place: social impact**

march **festival of pineapples**

may **pineapples awards party**

june **spring/summer issue of the developer**

july **the festival of place 2024**

get in touch

for more information on
sponsorship opportunities
and all enquiries, please
contact james macleod at
james@thedeveloper.live
020 7772 8384

powered by



the developer