

The WhatHouse? Show

Hilton Metropole Brighton

27/28 September 2014

Media & PR Schedule

Media Sponsor

The Daily Telegraph – We will be running ads across various sections of the Telegraph for the next 6 weeks as well as having a hosted microsite which will be accessible via the Daily Telegraph website

Advertising Schedule

TV – Campaigns on Meridian South and Meridian East. This will run for 2 weeks prior to the show, the audience will stretch across from Kent to Dorset
TV – Campaign on Channel 4 South - Daytime programming for C4 Daytime consists of Phil Spencer Secret Agent, Location Location Location, Countdown, Deal or No Deal, Come Dine with Me etc.
C4 South covers basically all the South of England without the Midlands or London.

Newspapers

Latest Homes and The Argus – both campaigns breaking end of August, as well as WhatHouse? local newspaper delivered to the door of 75,000 households through Brighton and Hove on a weekly basis.
Metro

Publications

Absolute Magazine, Portfolio Magazine, Sussex Live, Viva Brighton, Viva Lewes

Outdoor

Bus sides, Bus rears, Churchill Shopping Centre, Brighton railway station, promo girls each week handing out WhatHouse? Local, ad-vans in strategic places, town centre 6-sheets

Radio

Month-long campaign on Juice FM including a live broadcasting from the show on Saturday 27 September

Digital

Various partner channels and PPC toward microsites as well as extensive use of databases, this will be our own and partner databases including BPHA <http://www.bpha.org.uk/>

PR

We expect to get coverage across the following channels

Regional publications – Metro UK, Country & Town House, News Shopper Series, Sussex Express Series, Croydon Guardian, Fabric, Kent Messenger Series, Medway Extra, thesussexnewspaper.co.uk, Sutton Guardian, Streatham Guardian, The London Magazine, New Homes

Free commuter newspapers – The Evening Standard, The Metro, City AM,

Property – The Week, Country Life, The Good Property Guide, Property Investor, International Property, Property supplements of national papers

Retirement – Retirement Today, Money Marketing/Retirement Strategy, Retirement Planner, 50 Plus magazine, Retiremove (online), Retirement Matters (online).

Online – www.retiremove.co.uk, www.huffingtonpost.com, www.aboutproperty.co.uk, www.yahoo.com, www.timesonline.co.uk, www.centurion-magazine.com, www.themovechannel.com, www.newskys.com, www.countrylife.co.uk, www.telegraph.co.uk/property, www.guardianabroad.co.uk

Radio – LBC News 1152 AM, Wave 105.2 FM, Capital XTRA, Bright 106.4: Newsdesk, 106 Jack FM (South Coast), Resonance 104.4 FM, Colourful Radio, 96.4 Eagle, KMFM 96.2-101.6, Heart Sussex & Surrey, KMFM 107.6, Sprint FM, Splash FM, Wave 105.2, The Breeze (Basingstoke & North Hampshire).