



The practical guide to help individuals organise building and renovation of their own homes
Issued once a year

MARKET POSITION:

Projet Construction Maison is a magazine both for individuals who have applied for planning permission and professionals in the private housing market: architects, builders of private housing, individuals using architects, building companies and individuals using builders of private housing.

Projet Construction Maison has an exclusive positioning on the market: 80 pages dedicated to the construction and renovation of private housing. The circulation is 100% effective because the guide is highly targeted. There is an annual frequency.

Projet Construction Maison represents an essential presence for your brand allowing it to reach a target actively seeking information (customer retention rate = 93%).

		Projet Construction Maison
Circulation/year	(Publisher Stats 2011)	50 000
Readers/year	(Publisher Stats 2011)	200 000

EDITORIAL PROFILE:

Editorial content of *Projet Construction Maison* is containing a wealth of practical and operational advice: create desire, suggest ideas and technical solutions, products, etc.

- Prepare the site: choosing companies, energy suppliers, etc.
- Step 1: Earthworks
- Step 2: The structure: foundations, construction choices, roofing, insulation, extra height, etc.
- Step 3: Woodwork: picture windows, windows, solar protection, doors, verandas, etc.
- Step 4: Utilities: electricity, water, gas, solar panels, etc.
- Etc.

TECHNICAL SPECIFICATIONS:

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