



the housing
innovation
collaborative

MEDIA KIT 2022

VIDEO



YouTube

NEWSLETTER

HI-LIGHTS!

WEBSITE

housinginnovation.co



MISSION



OUR MISSION IS SIMPLE:

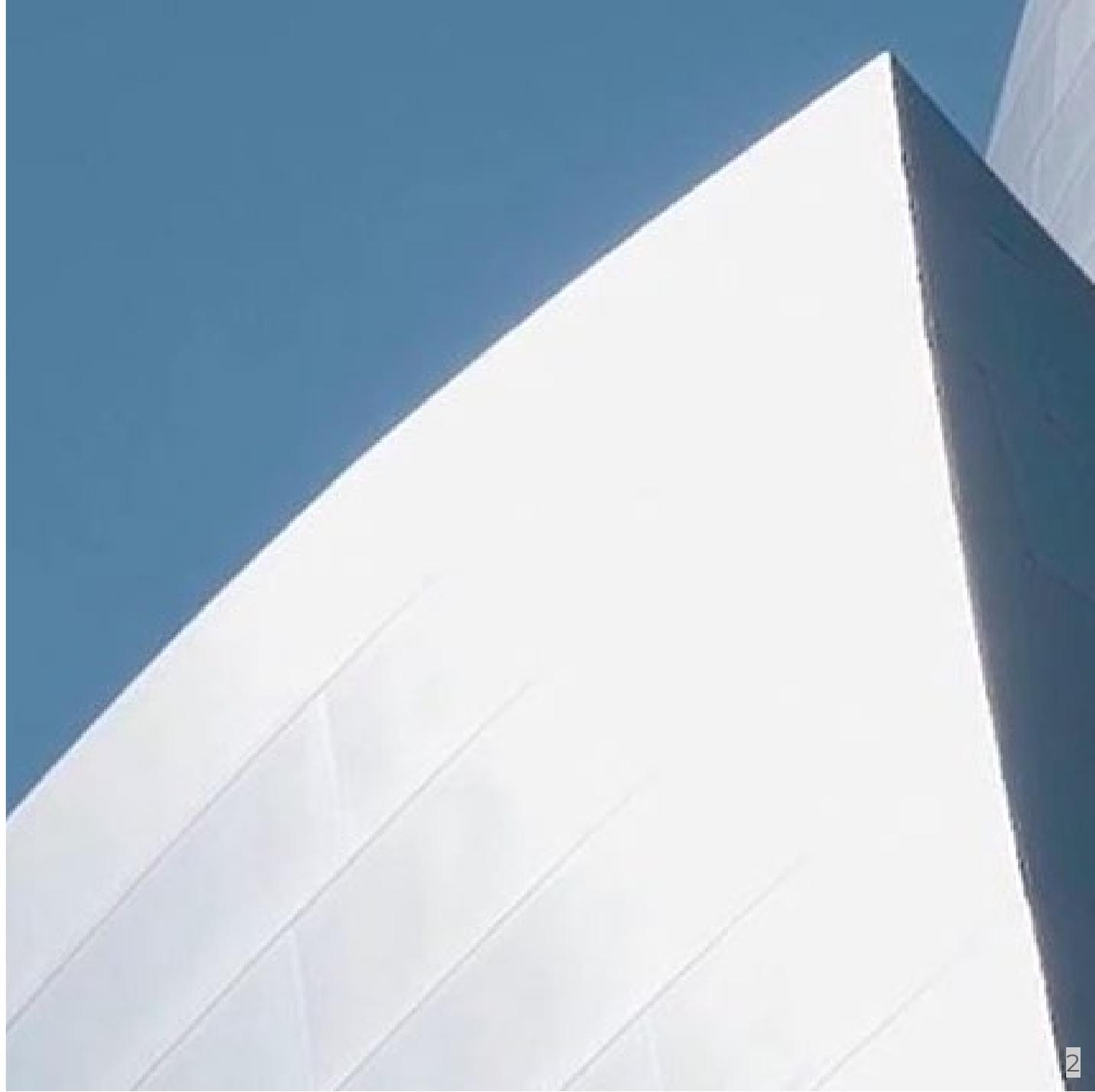
HOUSE THE UNDERSERVED

BY BUILDING MORE HOUSING
FASTER, BETTER, MORE AFFORDABLY.

BRINGING MORE PEOPLE INTO THE HOMEBUILDING PROCESS IS THE CATALYST

TO GREATLY SCALING HOUSING
PRODUCTION IN COMMUNITIES
AROUND THE WORLD.

The Housing Innovation Collaborative (“HICo”) is a nonprofit **global educational platform** showcasing the world’s best solutions in housing development – across policy, finance, and design-build – in a free, visually-engaging way to bring more people into building a better home.



OVERVIEW

OVER 1 MILLION VIEWS

ANNUALLY ACROSS 3 CHANNELS

#1 GLOBAL NEWSLETTER

400K VIEWS / YEAR
20 ISSUES ANNUALLY

#1 WEB SEO

350K VIEWS / YEAR
500 SOLUTIONS SHOWCASED

#1 YOUTUBE CHANNEL

300K VIEWS / YEAR
75 EPISODES RELEASED

FEATURED IN

FAST COMPANY

dwell



HUD Research

NEWSLETTER

HI^{co} LIGHTS!

WEBSITE

housinginnovation.co

400K Views



350K Views



300K Views



VIDEO

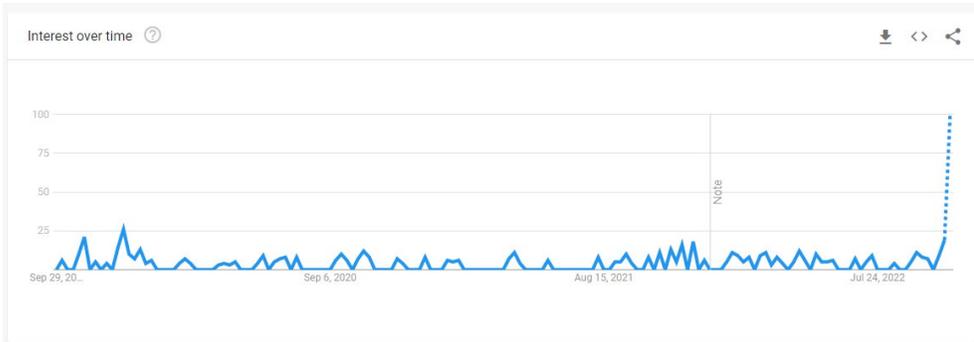


FOCUSED & GROWING

WITHIN THE MEDIA LANDSCAPE

EDUCATIONAL CONTENT WITH HIGH GROWTH POTENTIAL

“HOUSING INNOVATION” IS A TRENDING INTEREST WORLDWIDE



SOURCE: GOOGLE TRENDS OCTOBER 2022 ([LINK](#))

DIGITAL VISITS PER YEAR

1 MILLION VIEWS / YEAR



HICo PLATFORM

\$75-175 CPM

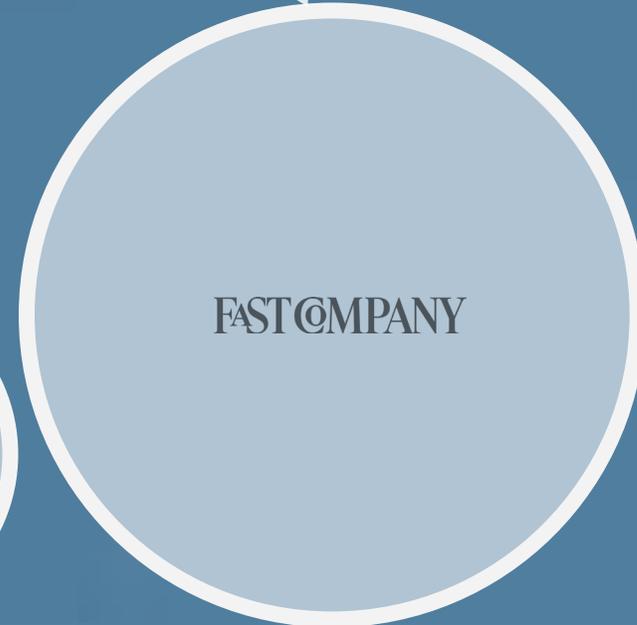
60 MILLION VIEWS / YEAR



DWELL MAGAZINE DIGITAL

\$130-150 CPM

200 MILLION VIEWS / YEAR



FAST COMPANY WEBSITE

\$180-250 CPM

16 BILLION VIEWS / YEAR

CNN DIGITAL

See Pricing for latest CPM. 20K average unique opens based on 60k subscribers and average open rate of 30% and traffic analytics.

\$150 CPM based on \$15,000 newsletter rate for 98k average unique opens (655K total subscribers x average open rate of 15%)

CPM Rates are quoted on page 6 of Fast Company's 2022 Media Kit.

FOUR FOCUSED CONTENT PILLARS

HIGHLIGHTING CRITICAL SOLUTIONS

1. RAPID SHELTER

THE WORLD'S LARGEST OPEN-SOURCED DATABASE FOR SHELTER SOLUTIONS

2. BACKYARD HOMES

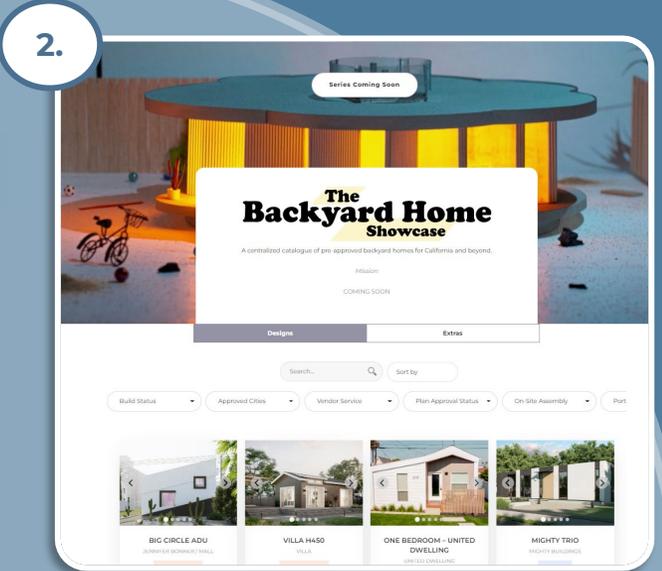
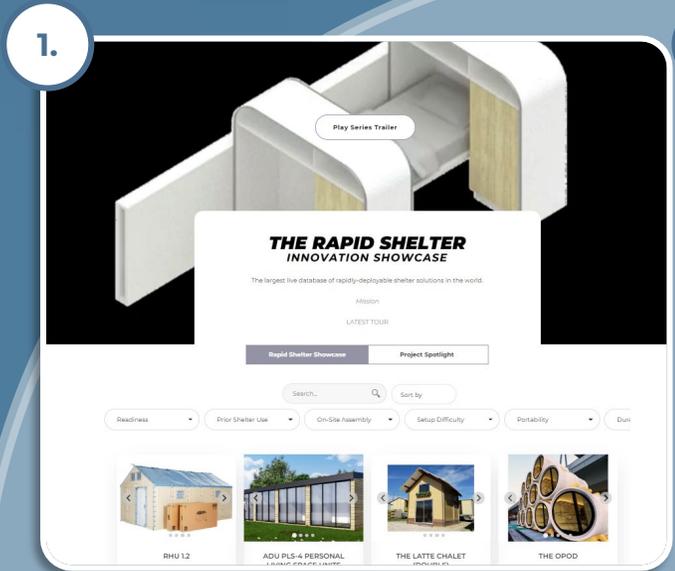
THE LARGEST CATALOGUE OF PRE-APPROVED ADU PLANS IN THE U.S.

3. MIDDLE INCOME HOUSING

A GLOBAL GATHERING PLACE FOR POLICY, FINANCING, DESIGN-BUILD PRESENTATIONS

4. FACTORY PRODUCTION

A VISUAL DIRECTORY OF EVERY HOUSING FACTORY IN THE WORLD



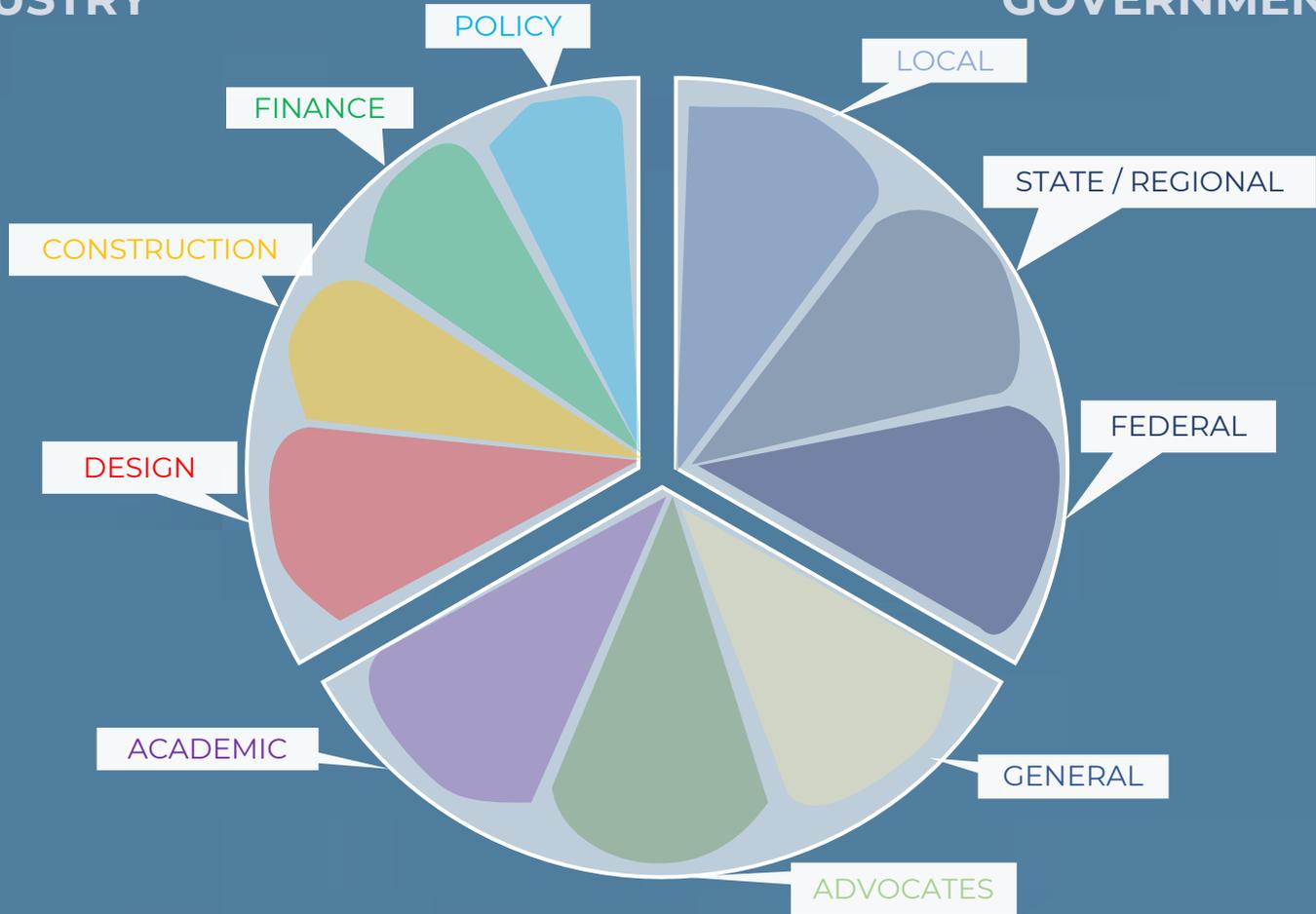
INDUSTRY

GOVERNMENT

AUDIENCE

MULTI-FACETED AUDIENCE

FROM ACROSS THE ENTIRE HOME & COMMUNITY-BUILDING INDUSTRY



ACADEMIC / GENERAL

1. INFLUENTIAL

LEADERS IN GOVERNMENT, INDUSTRY, ACADEMIC

2. DIVERSE

YOUNGER, MORE FEMALE, MORE GEOGRAPHICALLY DIVERSE

3. GLOBAL

FROM EVERY CITY IN CALIFORNIA TO EVERY COUNTRY IN THE WORLD

4. ENGAGED

ABOVE INDUSTRY AVERAGE

PRESENTING PARTNERS



Cornell University



Massachusetts Institute of Technology

TURNER CENTER FOR HOUSING INNOVATION UC BERKELEY



UNITED NATIONS



CALIFORNIA BUILDING INDUSTRY ASSOCIATION



LOCAL GOVERNMENT



City of Seattle



SF.GOV

Top	City Government	Opens/ Newsletter
1	Los Angeles	1,640
2	Chicago (Housing Authority)	188
3	San Francisco	149
4	San Diego	63
5	Austin	58
6	Covina, CA	57
7	Seattle	43
8	San Diego County	42
9	Glendale	42
10	Boulder	38
10	Miami	36

STATE / FEDERAL GOVERNMENT



Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES



Top	State / Federal	Opens/ Newsletter
1	U.S. House of Representatives	632
2	California Governor Office (Cal OES)	121
3	California Housing Dept. (HCD)	54
4	California State Senate	41
5	New York Emergency Management	20
5	U.S. Senate Committee on Finance	20

AUDIENCE

1. INFLUENTIAL

80% INDUSTRY

23,000+ AVG OPENS / WEEK

14% GOVERNMENT*

4,500+ AVG OPENS / WEEK

6% ACADEMIC*

1,500+ AVG OPENS / WEEK

**SEE DETAILED TABLE
(ONLINE LINK)**

*OF 28,000 TOTAL NEWSLETTER OPENS / WEEK
BASED ON .GOV, .EDU, OR OTHER EMAIL ADDRESS DOMAIN

INDUSTRY

Gensler

kw
KELLERWILLIAMS.

Hines

Top	Company	Opens/ Newsletter
1	Keller Williams	255
2	Vecino Group Development	217
3	Colliers	89
4	Avalon Development	65
5	Bershire Hathaway HomeServices	62
6	Remax	62
7	JLL	57
8	Gensler	51
9	Newmark Commercial	47
10	DPR Construction	42
11	Perkins & Will	38
12	Hines	36
13	The Related Group	32
14	Habitat For Humanity	28

ACADEMIC

USC University of
Southern California



Harvard University
Graduate School of Design



Massachusetts
Institute of
Technology

Top	University	Opens/ Newsletter
1	USC (University of So. California)	331
2	Harvard Graduate School of Design	109
3	University of Andes (Uniandes)	99
4	UCLA	94
5	MIT	93
6	Pratt	79
7	Pontificia Uni. Católica de Chile	72
8	University of San Deigo	44
9	University of Washington (UW)	43
10	University of California Berkeley	43
11	Cornell	35
12	University of Michigan	28

AUDIENCE

2. DIVERSE

45%+ FEMALE

COMPARED TO 11-22% AVERAGE
INDUSTRY REPRESENTATION

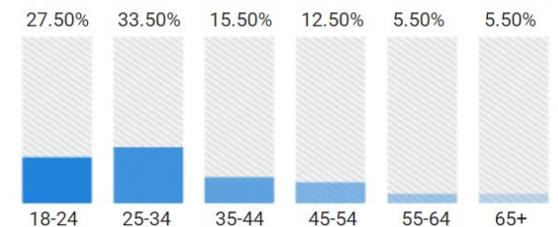
MEDIAN AGE OF 34

COMPARED TO MEDIAN AGE IN
CONSTRUCTION INDUSTRY OF 43

25% GLOBAL

REACHING 215+ COUNTRIES

Age 100% of total sessions



AGE BASED ON WEBSITE TRAFFIC FROM TRAILING
12 MONTHS ENDING 9/30/2022



3. GLOBAL

25% INTERNATIONAL

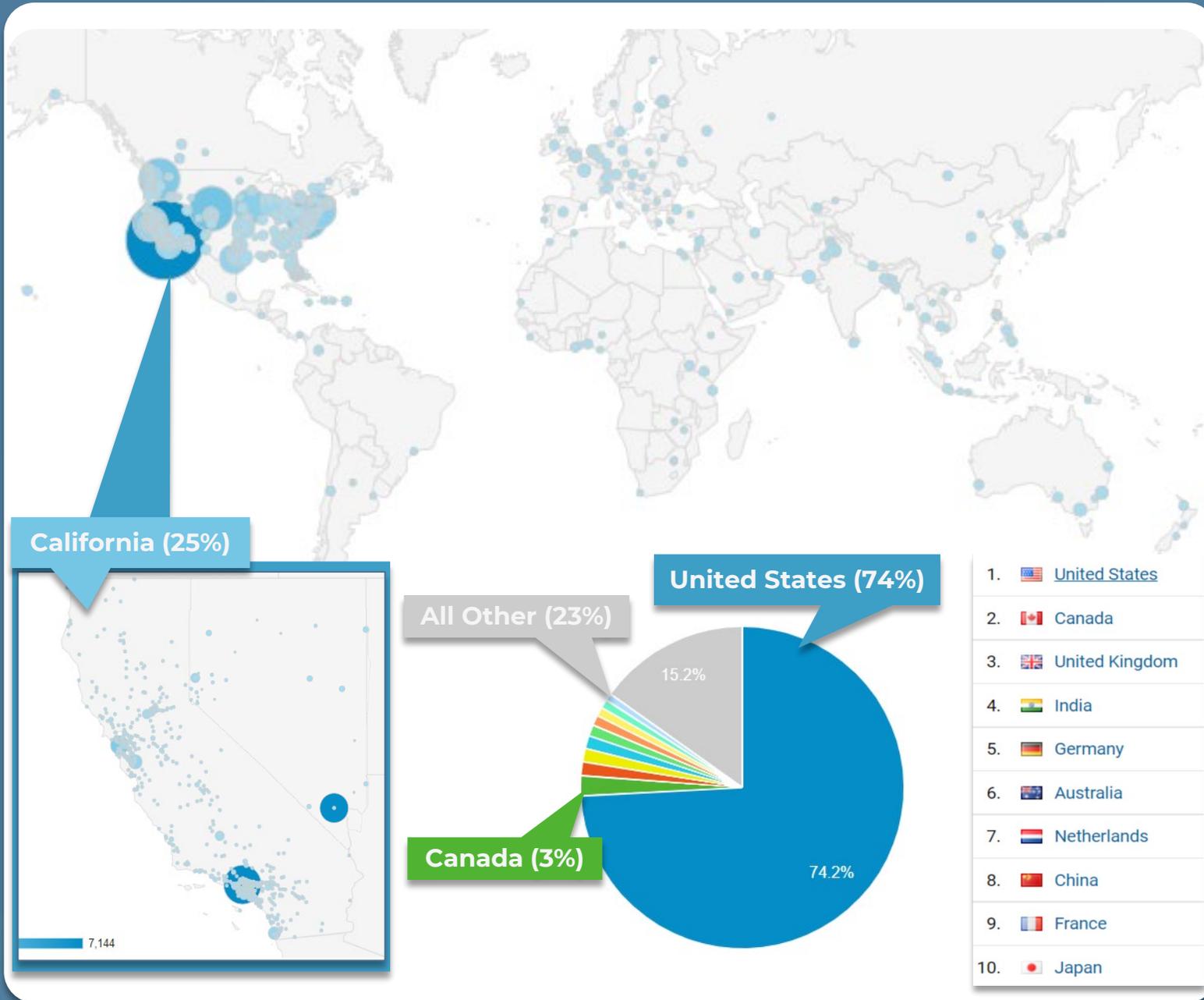
REACHING 215+ COUNTRIES

25% CALIFORNIA

REACHING ALL 480+ CITIES

50% REST OF U.S.

REACHING ALL 50 U.S. STATES

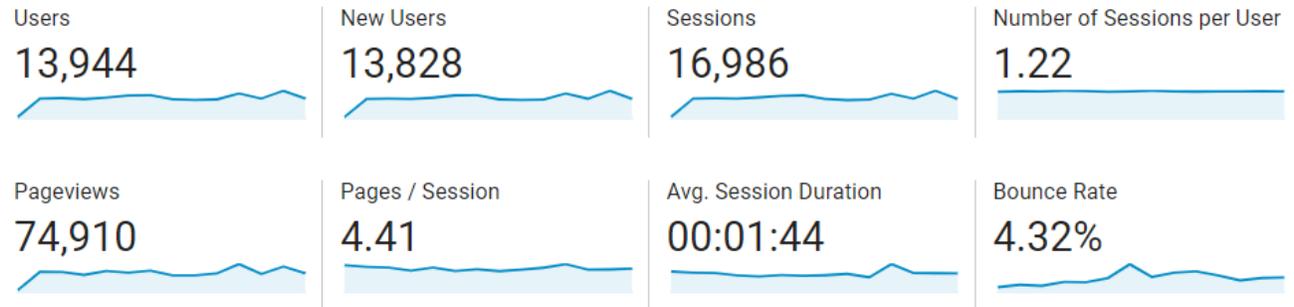
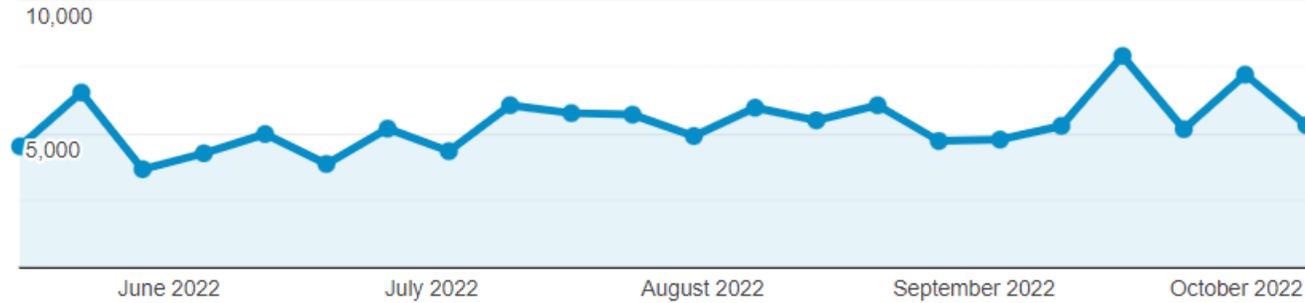


*COUNTRY RANK BASED ON WEBSITE TRAFFIC FROM TRAILING 12 MONTHS ENDING 9/30/2022

WEBSITE

Q3 2022 TRAFFIC METRICS

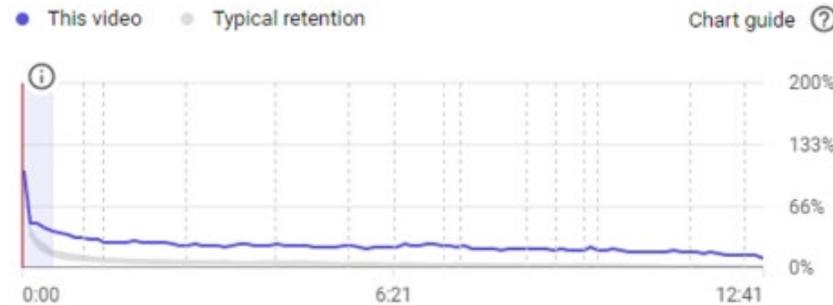
● Pageviews /week



NEWSLETTER



YOUTUBE



AUDIENCE

4. ENGAGED

>4 WEBPAGES / VISIT

INDUSTRY AVERAGE: 2.6
60% VISITS OVER 1 MINUTE

>30% OPEN RATE

INDUSTRY AVERAGE: 21%
5,000 FORWARDERS, 250 TO 5+

>1.5 MINUTE WATCH TIME

SOCIAL MEDIA AVERAGE: 30-45 SECONDS
15 EPISODES >3 MIN. WATCH TIME

**WEBSITE METRICS IS BASED ON TRAILING 3-MONTH PERIOD ENDING OCTOBER 16, 2022*

NEWSLETTERS

LATEST RELEASES

1. QUICKHAVEN Q70

21,500 UNIQUE OPENS

2. AUTOVOL FACTORY TOUR

21,300 UNIQUE OPENS

3. VIRTUAL VILLAGE TOURS

21,400 UNIQUE OPENS

4. REIMAGING 'SKID ROW'

20,600 UNIQUE OPENS

5. TOP FIVE WAYS TO SOLVE "MISSING MIDDLE" HOUSING

20,600 UNIQUE OPENS



SUBSCRIBE!

WEBSITE

TOP TRENDING PAGES*

1. VIRTUAL VILLAGE

50K VIEWS / YEAR

2. RAPID SHELTER SHOWCASE

6K VIEWS / YEAR

3. INNOVATION DIRECTORY

6K VIEWS / YEAR

4. BACKYARD HOMES

6K VIEWS / YEAR

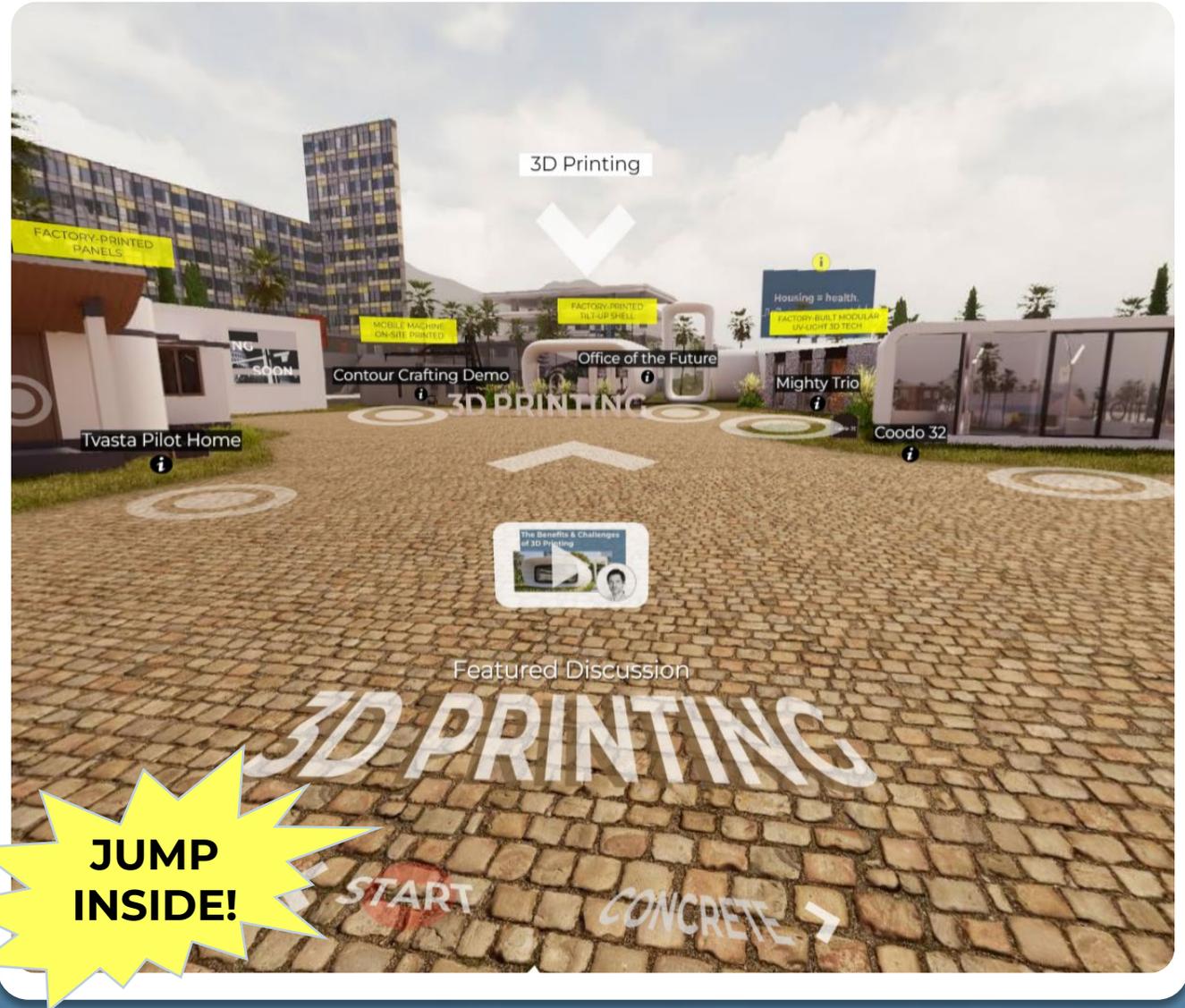
5. HOUSING FACTORY TOUR

5K VIEWS / YEAR



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housinginnovation.co/village



*BASED ON TRAILING 6-MONTH PERIOD ENDING OCTOBER 16, 2022

VIDEO

MOST VIEWED EPISODES

1. THE "LATTE CHALET" (HOUSE MADE OF COFFEE)

10,300 VIEWS

2. SHIPPING CONTAINERS VS. STEEL VS. WOOD

9,100 VIEWS

3. PALLET SHELTER

9,000 VIEWS

4. HOUSING OVER FREEWAYS (AIRSPACE HOMES)

8,600 VIEWS

5. JUPE SHELTER

8,400 VIEWS

SEE ALL PLAYLISTS
(YOUTUBE)

EP. 34: MODULAR HOUSING: SHIPPING CONTAINERS VS. STEEL VS. WOOD

PRESENTED WITH LONG BEACH-BASED ARCHITECTURE STUDIO, STUDIO ONE ELEVEN



9,100 VIEWS

PREMIERED APR 5, 2022

WATCH!

PRICING

THREE AD LEVELS

ANNUALLY ACROSS 3 CHANNELS

1. HEADLINER

\$25,000 / YEAR

300K TOTAL VIEWS / YEAR

\$75-100 CPM

2. PRESENTER

\$15,000 / YEAR

100K TOTAL VIEWS / YEAR

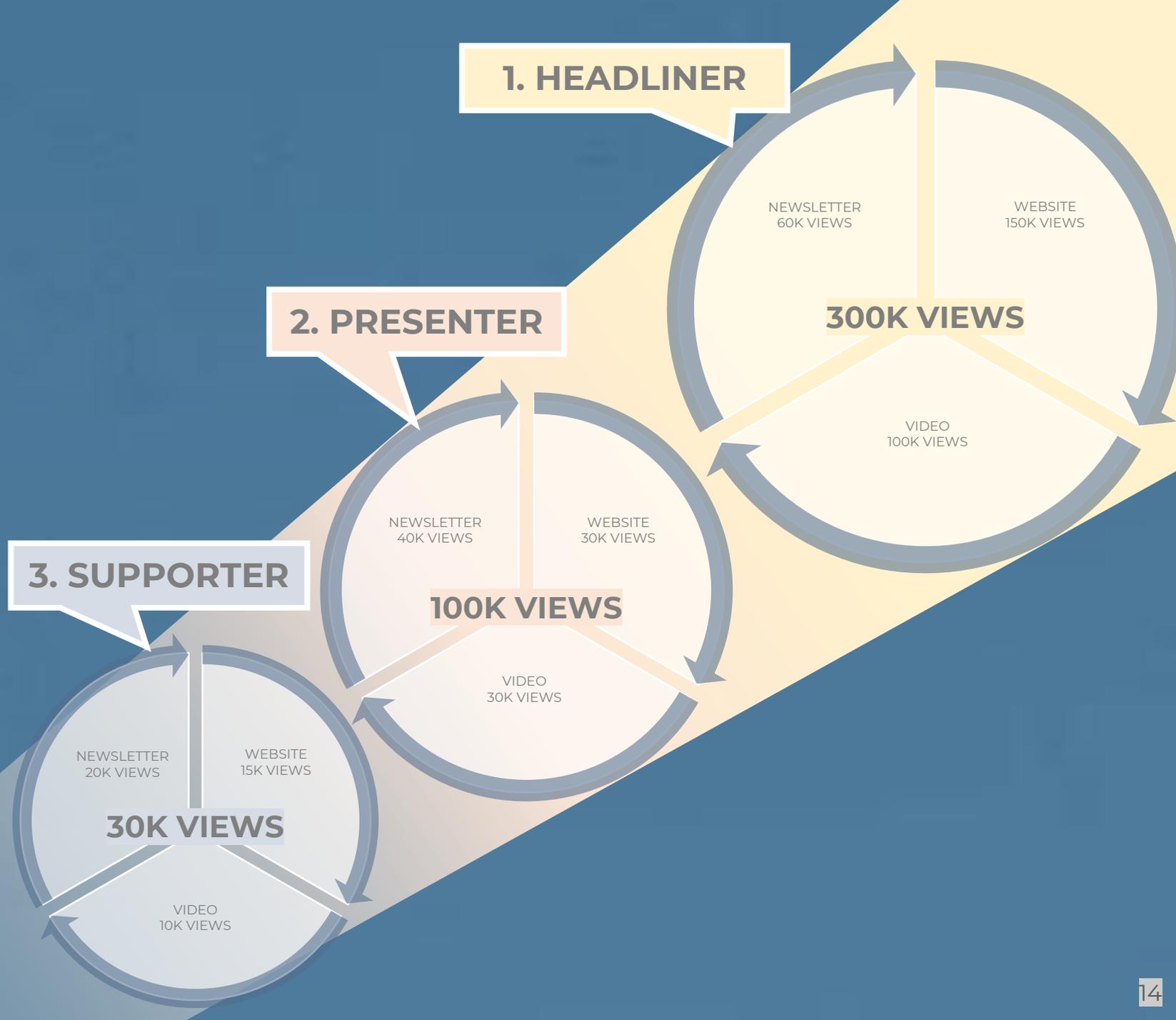
\$150-175 CPM

3. SUPPORTER

\$5,000 / YEAR

30K TOTAL VIEWS / YEAR

\$150-175 CPM



*NOTE THAT VIEWERSHIP REPORTING (ACROSS THREE CHANNELS) IS DUE MONTHLY TO AD PARTNERS

CONNECT VIA EMAIL:
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