



the housing
innovation
collaborative

MEDIA KIT 2023

YOUTUBE



YouTube

NEWSLETTER

HI-LIGHTS!

WEBSITE

housinginnovation.co

MISSION



OUR MISSION IS SIMPLE:

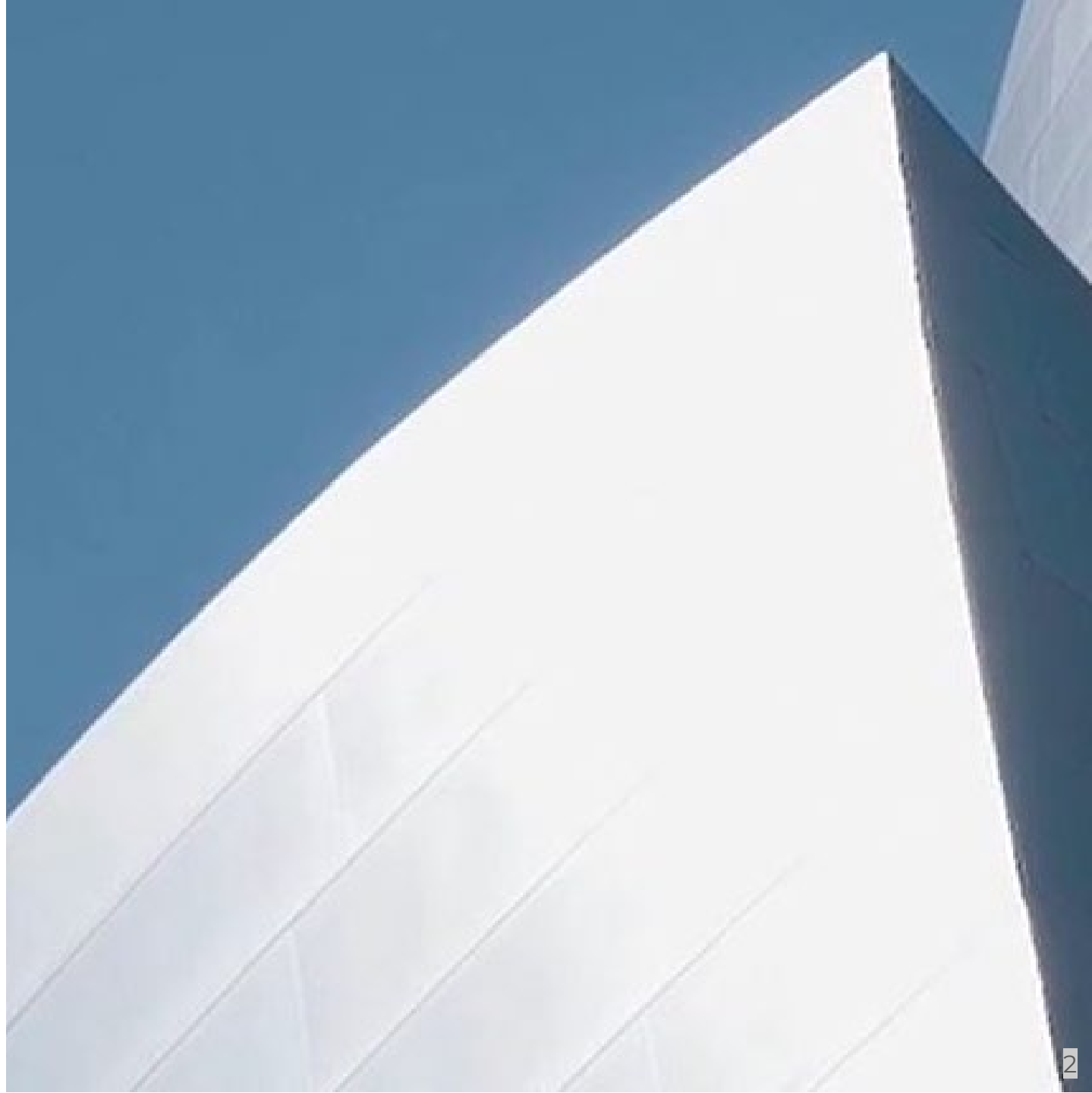
HOUSE THE UNDERSERVED

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 YOUTUBE CHANNEL

600,000 VIEWS / YEAR
75 EPISODES RELEASED

#1 GLOBAL NEWSLETTER

400,000 VIEWS / YEAR
12 ISSUES ANNUALLY

#1 WEB SEO

300,000 VIEWS / YEAR
500 SOLUTIONS SHOWCASED

FEATURED IN

FAST COMPANY

dwel



HUDResearch

YOUTUBE



600,000 Views



NEWSLETTER

HI-co LIGHTS!

400,000 Views



300,000 Views

WEBSITE

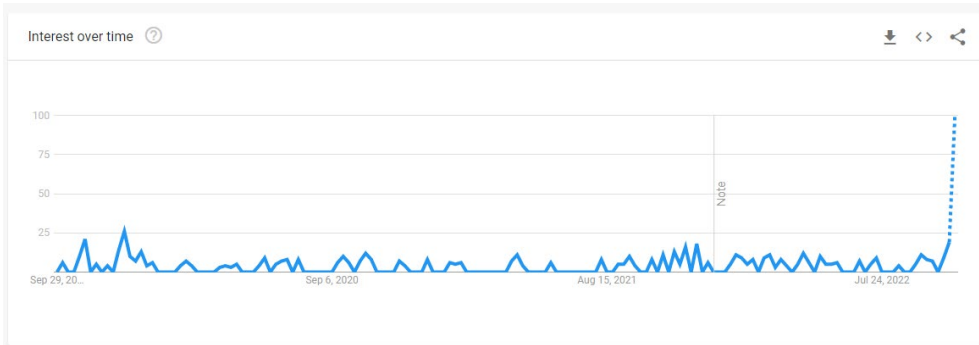
housinginnovation.co

FOCUSED & GROWING

WITHIN THE MEDIA LANDSCAPE

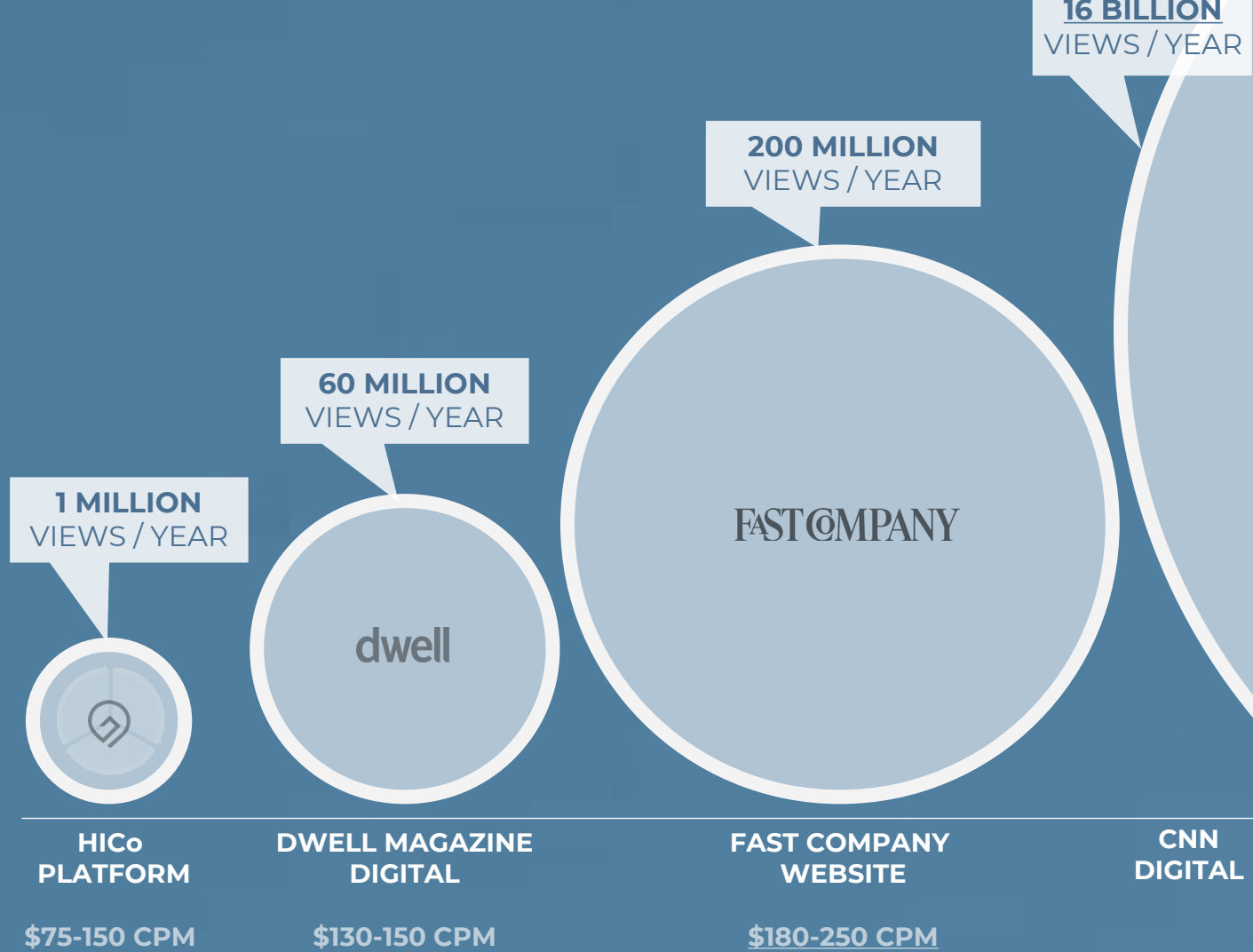
EDUCATIONAL CONTENT WITH HIGH GROWTH POTENTIAL

“HOUSING INNOVATION” IS A TRENDING INTEREST WORLDWIDE



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

DIGITAL VISITS PER YEAR



See Pricing for latest CPM.

\$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

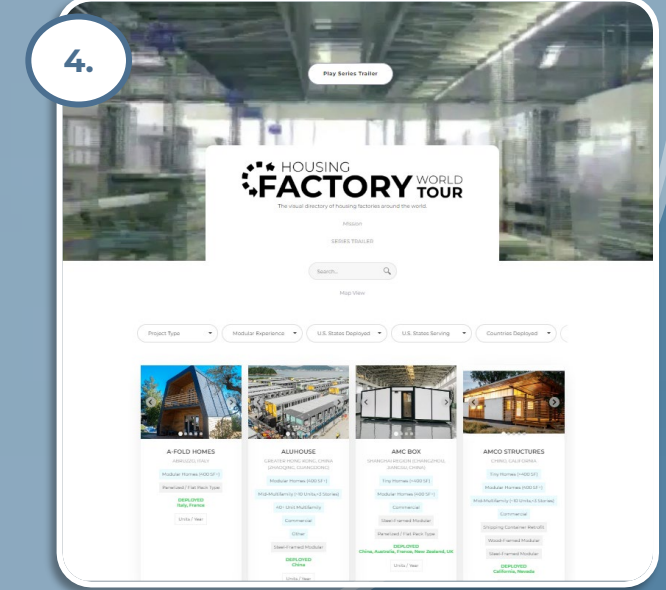
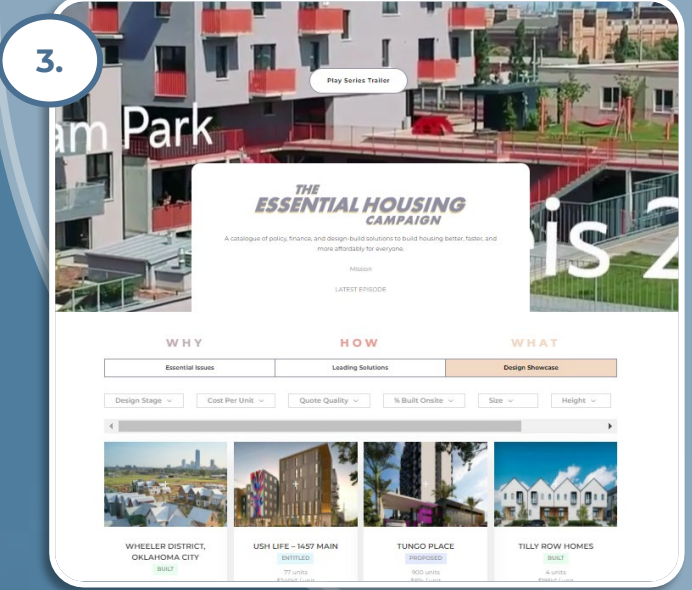
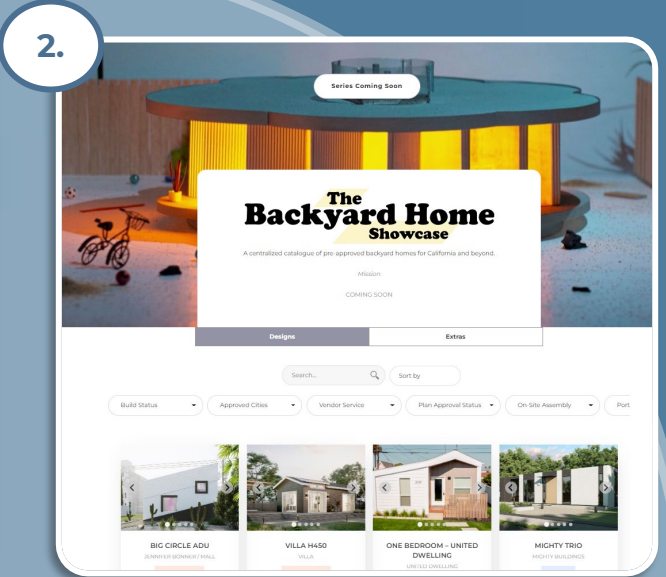
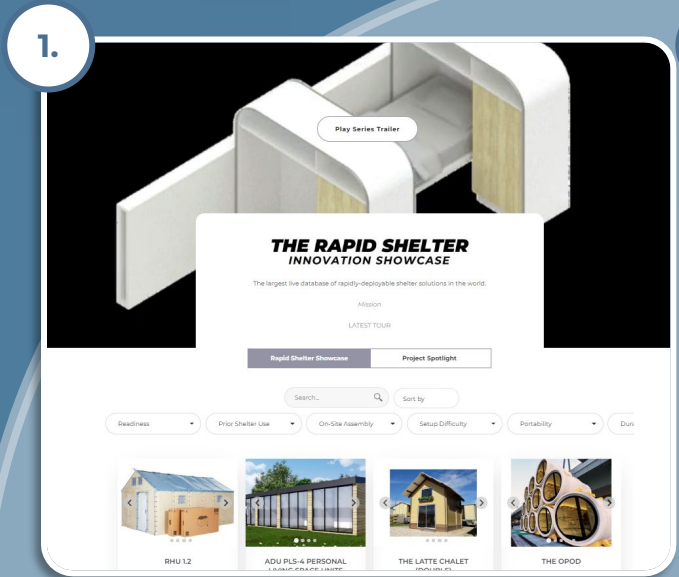
THE LARGEST CATALOGUE OF PRE-APPROVED ADU PLANS IN THE U.S.

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

1. INFLUENTIAL

LEADERS IN GOVERNMENT, INDUSTRY, ACADEMIC

2. DIVERSE

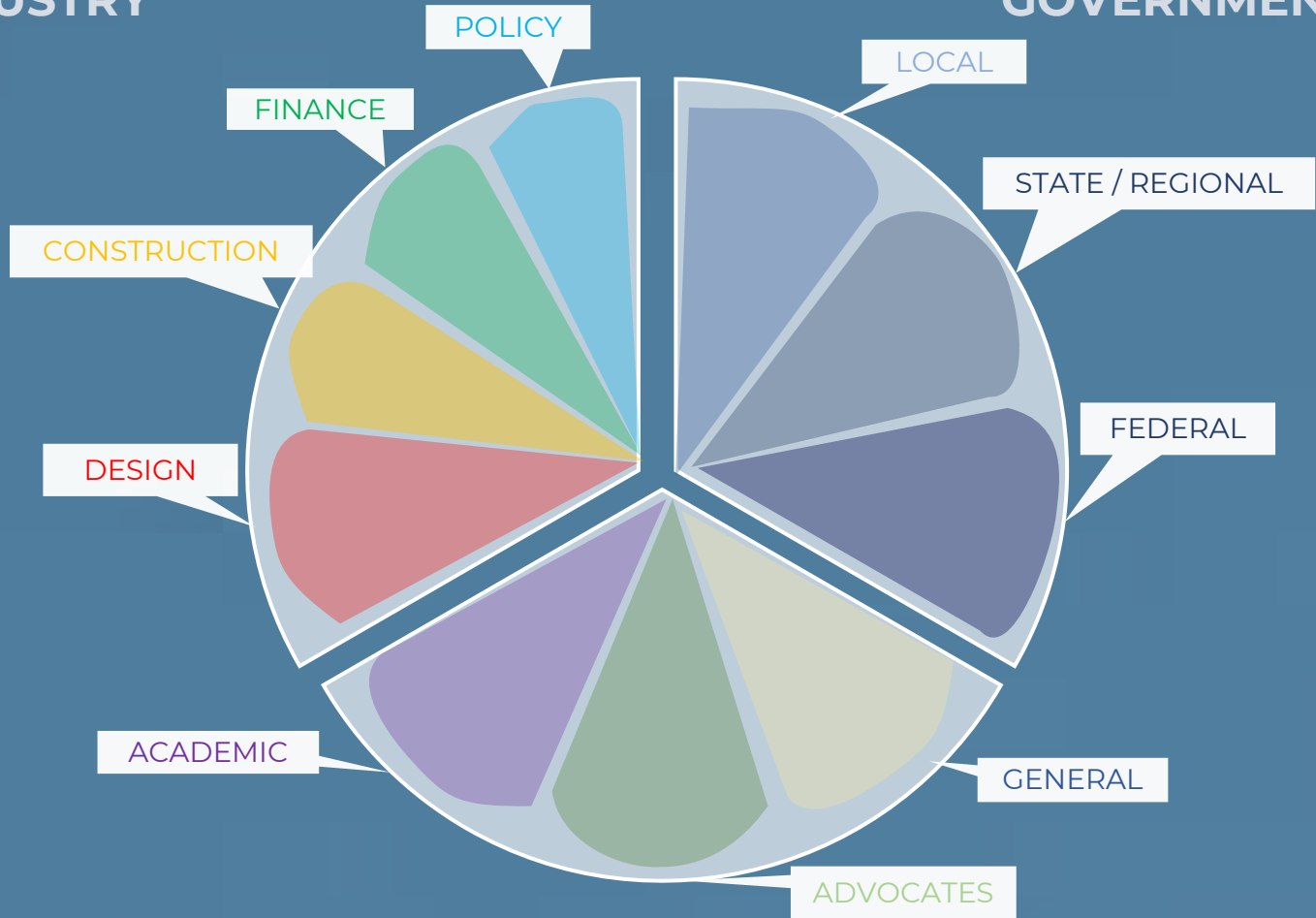
YOUNGER, MORE FEMALE, MORE GEOGRAPHICALLY DIVERSE

3. GLOBAL

FROM EVERY CITY IN CALIFORNIA TO EVERY COUNTRY IN THE WORLD

4. ENGAGED

ABOVE INDUSTRY AVERAGE



ACADEMIC / GENERAL

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+ OPEN RATE**

14% GOVERNMENT

4,500+ OPEN RATE

6% ACADEMIC*

1,500+ OPEN RATE

[SEE DETAILED TABLE
\(ONLINE LINK\)](#)

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

*BASED ON .GOV, .EDU, OR OTHER EMAIL DOMAIN
**OF APPROX. 31,000 TOTAL OPENS PER NEWSLETTER

AUDIENCE

2. DIVERSE

45%+ FEMALE

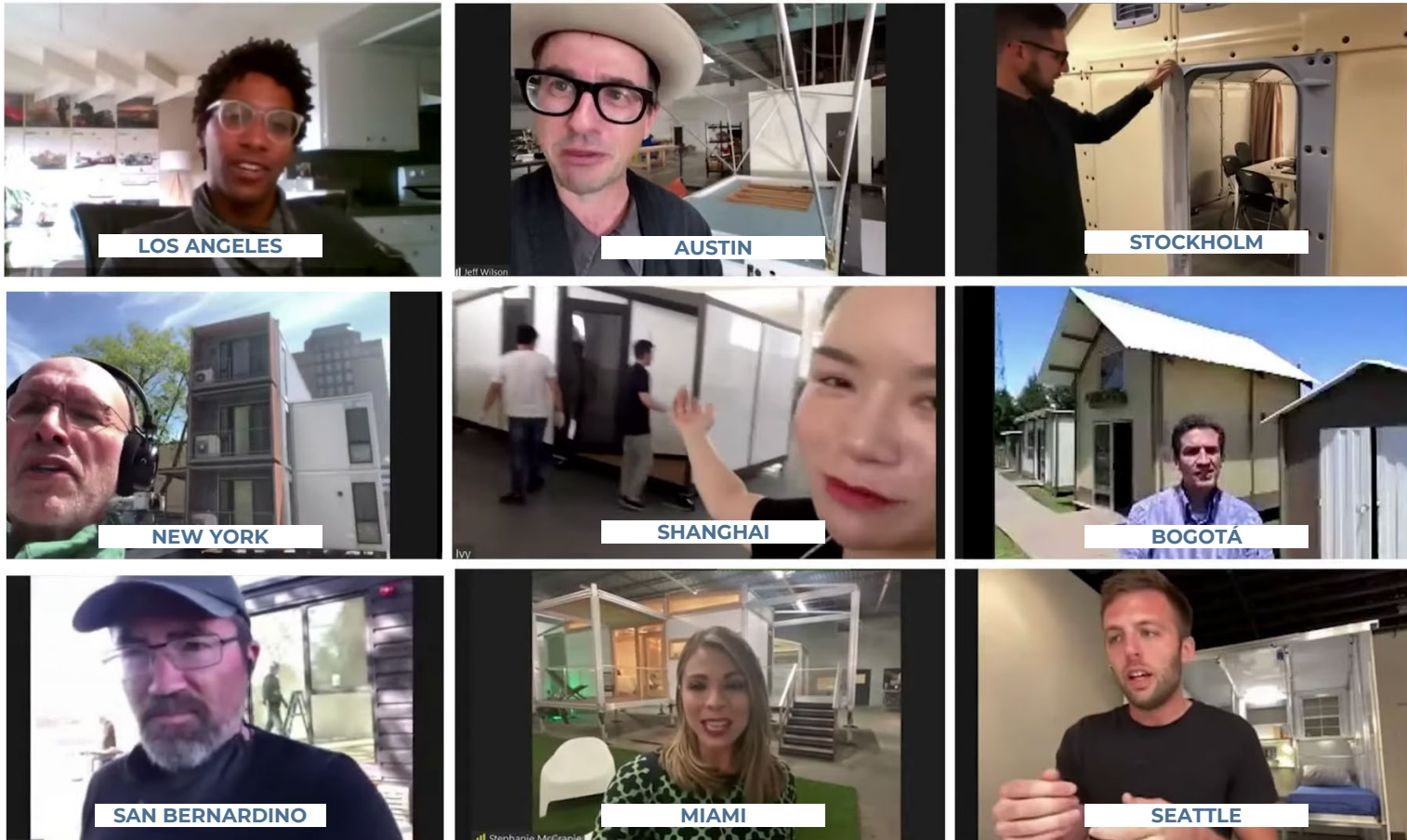
COMPARED TO 11-22% AVERAGE
INDUSTRY REPRESENTATION

MEDIAN AGE OF 34

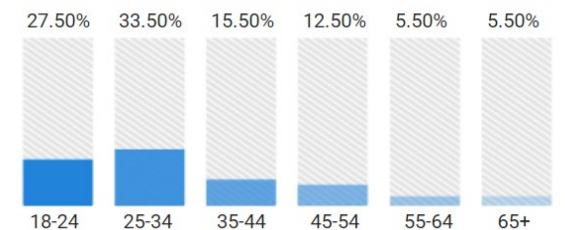
COMPARED TO MEDIAN AGE IN
CONSTRUCTION INDUSTRY OF 43

25% GLOBAL

REACHING 215+ COUNTRIES



Age 100% of total sessions



*AGE BASED ON WEBSITE TRAFFIC FROM
TRAILING 12 MONTHS ENDING 12/31/2022

3. GLOBAL

25% INTERNATIONAL

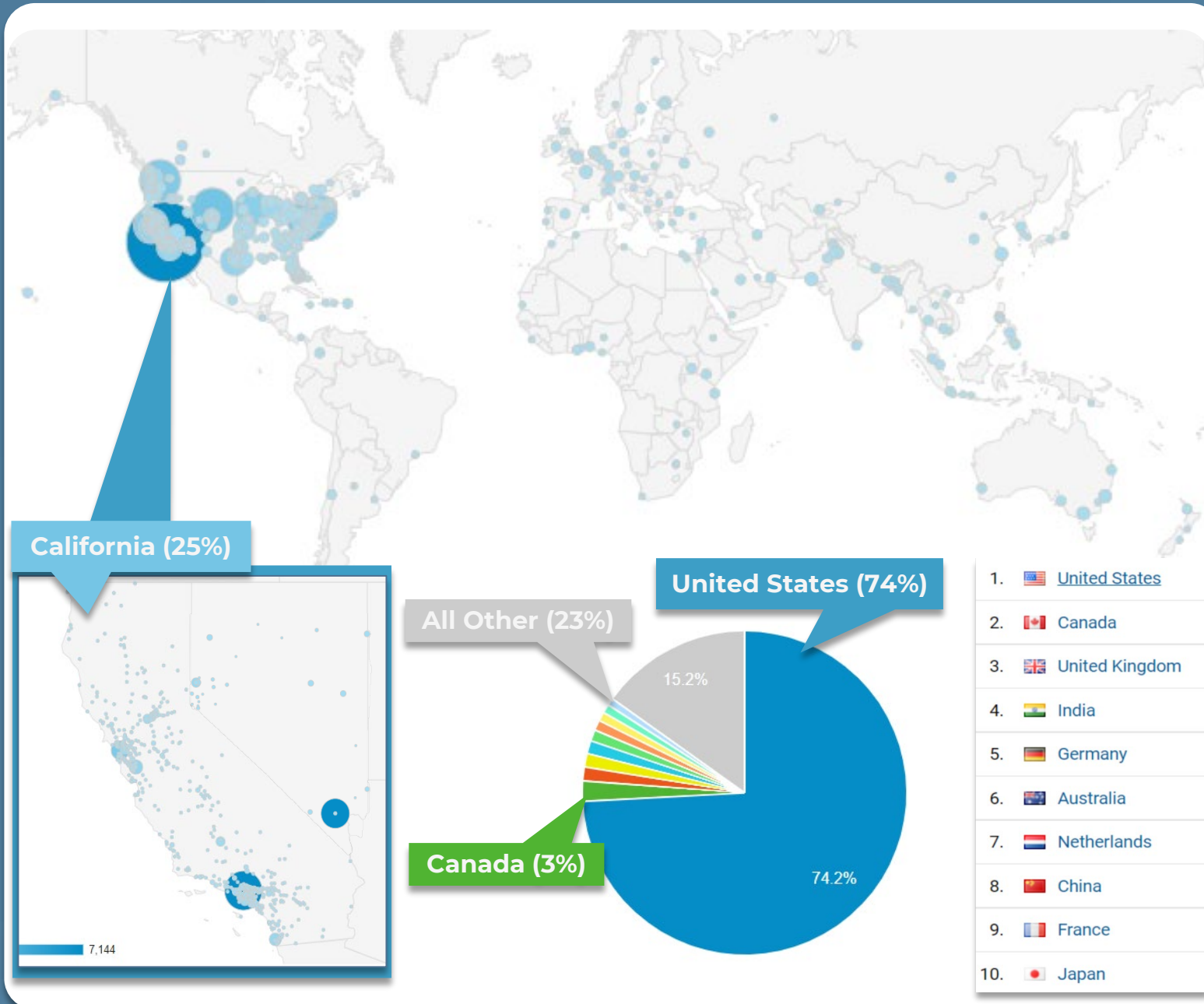
REACHING 215+ COUNTRIES

25% CALIFORNIA

REACHING ALL 480+ CITIES

50% REST OF U.S.

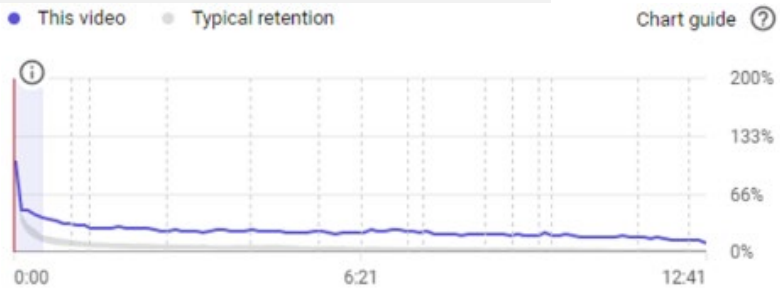
REACHING ALL 50 U.S. STATES



*COUNTRY RANK BASED ON WEBSITE TRAFFIC FROM TRAILING 12 MONTHS ENDING 12/31/2022

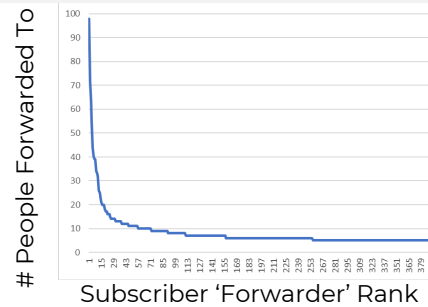
YOUTUBE

600,000 VIEWS / YEAR



NEWSLETTER

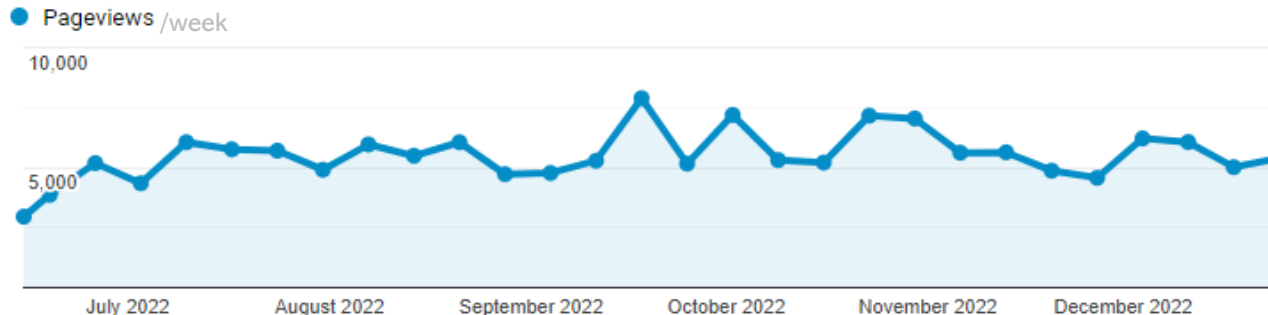
400,000 VIEWS / YEAR



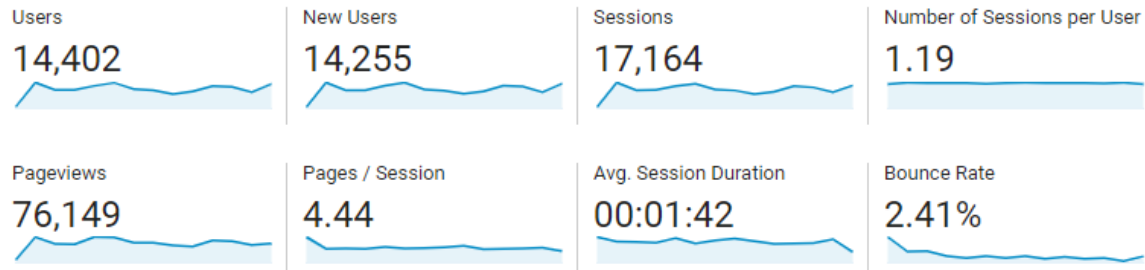
WEBSITE

300,000 VIEWS / YEAR

TRAILING 6-MONTH TRAFFIC METRICS



4th QUARTER 2022 TRAFFIC METRICS



AUDIENCE

4. ENGAGED

1.5+ MINUTE WATCH TIME

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

30%+ OPEN RATE

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

4.5 WEBPAGES / VISIT

INDUSTRY AVERAGE: 2.6
60% VISITS OVER 1 MINUTE

**WEBSITE METRICS IS BASED ON THE ANNUALIZED TREND, BASED ON THE TRAILING 3-MONTH PERIOD ENDING 12/31/2022*

PROGRAMMING

YOUTUBE

600,000 VIEWS / YEAR

MOST VIEWED EPISODES

1. HOUSING MADE OF CONCRETE CULVERTS
30,000 VIEWS
2. HIGH DENSITY PARKING SOLUTIONS FOR HOUSING
25,000 VIEWS
3. THE "LATTE CHALET" (HOUSE MADE OF COFFEE)
24,000 VIEWS
4. REBUILDING UKRAINE WITH TRANSITIONAL HOUSING
23,000 VIEWS
5. INNOVATIVE DEVELOPMENT FINANCING IN KENYA
22,000 VIEWS

EP. 37: REBUILDING UKRAINE WITH TRANSITIONAL HOUSING

PRESENTED WITH KYIV-BASED ARCHITECTURE STUDIO, "balbek bureau"

Rebuilding Ukraine

With Transitional Housing



15,000 VIEWS PREMIERED DEC. 6th, 2022

WATCH!

SEE ALL PLAYLISTS



PROGRAMMING

NEWSLETTERS

400,000 VIEWS / YEAR

LATEST RELEASES

1. QUICKHAVEN Q70

31,500 UNIQUE OPENS

2. AUTOVOL FACTORY TOUR

31,300 UNIQUE OPENS

3. VIRTUAL VILLAGE TOURS

31,400 UNIQUE OPENS

4. REIMAGING 'SKID ROW'

30,600 UNIQUE OPENS

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

30,600 UNIQUE OPENS



PROGRAMMING

WEBSITE

300,000 VIEWS / YEAR

TOP TRENDING PAGES*

1. VIRTUAL VILLAGE
50,000 VIEWS / YEAR

2. RAPID SHELTER SHOWCASE
15,000 VIEWS / YEAR

3. INNOVATION DIRECTORY
14,000 VIEWS / YEAR

4. BACKYARD HOMES
11,000 VIEWS / YEAR

5. HOUSING FACTORY TOUR
10,000 VIEWS / YEAR

*BASED ON THE ANNUALIZED TREND, BASED ON THE TRAILING 6-MONTH PERIOD ENDING 12/31/2022



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housinginnovation.co/village



JUMP
INSIDE!

PRICING

THREE AD LEVELS

ANNUALLY ACROSS 3 CHANNELS

1. HEADLINER

\$25,000 / YEAR

300,000 VIEWS

\$75 CPM (GUARANTEED)

2. PRESENTER

\$15,000 / YEAR

100,000 VIEWS

\$150 CPM (GUARANTEED)

3. SUPPORTER

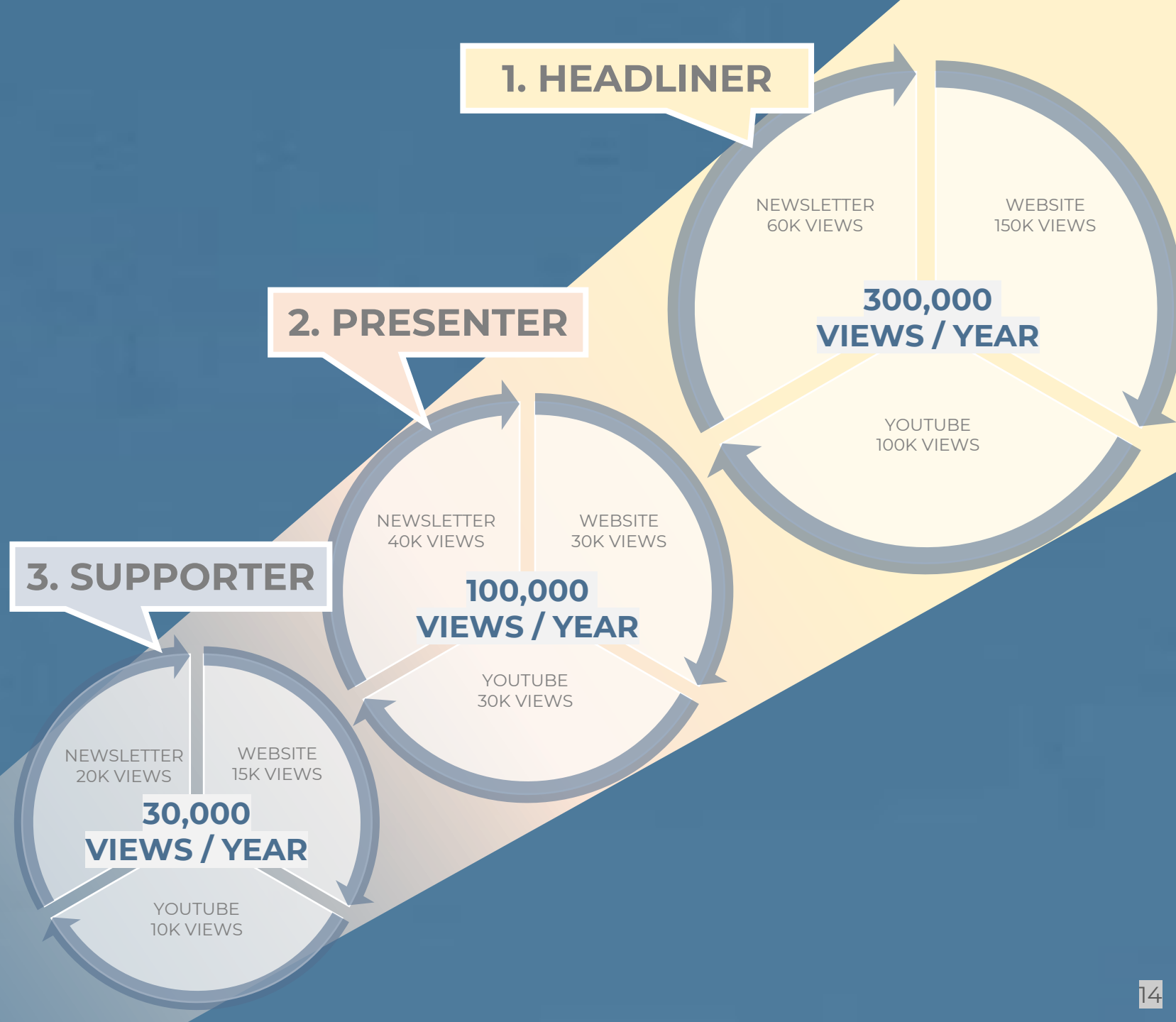
\$5,000 / YEAR

30,000 VIEWS

\$150 CPM (GUARANTEED)

*NOTE THAT VIEWERSHIP REPORTING IS DUE MONTHLY TO AD PARTNERS (SUM OF VIEWS & CLICKS ACROSS YOUTUBE, NEWSLETTER, & WEBSITE)

**IF FULL BUDGET IS NOT REACHED (TOTAL GUARANTEED VIEWS), THAT UNEARNED PORTION OF UPFRONT COMMITMENT IS RETURNED TO AD PARTNER OR ROLLED OVER FOR FOLLOWING YEAR



CONNECT VIA EMAIL:
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