



COUNTRY LIVING

ESCAPE YOUR EVERYDAY

HEARST



BRAND OVERVIEW

ESCAPE YOUR EVERYDAY

Country Living celebrates a timeless, traditional way of life that is firmly rooted in the modern world.

With its unique blend of homestyle, gardening, crafts, food and travel, it has a growing tribe of loyal followers committed to living more simply, slowly and sustainably.

Through its print and digital platforms, Country Living charts the changing seasons of the British countryside, with features on everything from growing your own veg and keeping chickens to wild swimming and bird watching. The brand also showcases artisan craftsmanship, from printmakers to basket weavers and the best of British food producers, championing authenticity, provenance and originality.

All in all, Country Living offers an escape from the ordinary and more joyous way to live in harmony with nature.

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When Country Living launched over 35 years ago, it quickly became a beacon for those who aspired to live a simpler, slower and more sustainable way of life.

Much has changed over the years, yet those same values endure. In today's world, a new generation is opting for a more considered lifestyle that respects the rhythms of nature.

We are proud that this audience is increasingly choosing to connect with our brand across our multiple touchpoints.

Country Living is as relevant today as it has ever been.

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Louise Pearce
Editor-in-Chief

BRAND PILLARS



HOMESTYLE

Country Living readers are passionate about creating a home with a modern rustic style, whether they live in a period townhouse or country cottage. We inspire them to mix old with new, vintage with industrial chic to create an eclectic look with timeless charm.



GARDENING

From rewilding lawns to growing your own veg, sustainable gardening is hugely popular among our audience. We work with world-class photographers to showcase the best of British country gardens and we ask leading experts for their insights and tips.



ARTISAN CRAFTS

Craftspeople and makers take centre stage across our print and digital channels. For over three decades, we have nurtured new talent and supported established artists. And we continue to hero the artisans working tirelessly to keep our forgotten crafts flourishing in the modern world.



FOOD & TRAVEL

Working with the rhythms of the seasons, we champion small-scale, specialist food producers around the UK, from rhubarb farmers to cheese mongers. We also highlight the beauty of our wild and rugged countryside and coastlines, promoting sustainable travel throughout the UK.



NATURE & WILDLIFE

Capturing the fragile beauty of nature has always been at the heart of everything we do at Country Living. Working with the most talented photographers and contributors, we share the wonders of the natural world, leading the charge to save our planet.

BRAND ECOSYSTEM

DIGITAL

CountryLiving.com/uk provides a blend of inspirational seasonal content and practical links to shopping, travel and live experiences. Our newsletters are sent out twice a week.

PRINT

Each issue of Country Living magazine offers a unique blend of seasonal content focused around homestyle, gardening, crafts, food and travel. Other standalone publications are: Modern Rustic, Vintage Style and CL Christmas.

SOCIAL

With 1.2m social media followers, Country Living reaches its audience wherever they are online.



LICENSING

Country Living's highly successful and award-winning licensing programme is developed in collaboration with the brand's expert editorial and style teams.

EXPERIENTIAL

Over one million visitors join Country Living to shop and enjoy entertainment at our live fairs programme that runs through the summer months and in the lead up to Christmas.

E-COMMERCE

The unique positioning of the Country Living brand creates a successful environment for online shopping through our CL Marketplace and through our affiliate partnership networks.

KEY NUMBERS

| | | |
|----------|---------------------|---------|
| 1.5M | Unique Users | DIGITAL |
| 5.9M | Page Views | |
| 45+ | Core Age Group | |
| 2min 37s | Average Minutes PP | |
| 32%/71% | AB/ABC1 Profile | |
| 1.2M | Social Followers | SOCIAL |
| 484.7K | Instagram Followers | |
| 624K | Facebook Followers | |
| 87.5K | Twitter Followers | |
| 181,621 | Circulation | PRINT |
| 537K | Readership | |
| 31%/68% | AB/ABC1 Profile | |



HEARST

PRINT SOURCES: Total ABC Audits Dec 2022 / PAMCO Jan 2022 – Dec 2022 (Nov '22 Ipsos Iris data) **SOCIAL SOURCES:** Hearst Social Media Tracking May 2023
DIGITAL SOURCES: IPSOS IRIS/UKOM (UK eyeballs on UK & US sites) June 2023 (AVERAGE MINUTES PP June 2023) / ABC numbers – PAMCo (Nov '22 Ipsos iris data)

FRIENDS OF COUNTRY LIVING

OUR INSPIRING COMMUNITY OF EXPERT CONTRIBUTORS...



Sally Coulthard
Smallholder



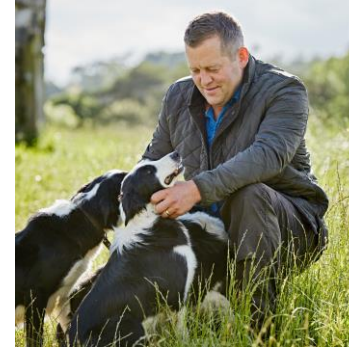
Hugh Fearnley-Whittingstall
Writer & broadcaster



Selina Lake
Homes stylist



Sarah Raven
Horticulturist



James Rebanks
Farmer



Molly Mahon
Printmaker



David Lindo
The Urban Birder



Jade Mellor
Forager



Andrew Montgomery
Photographer



Gill Meller
Chef, author & food writer



Poppy Okotcha
Sustainable gardener



Stephen Moss
Natural historian & broadcaster



FAIRS

Meet affluent audiences & support small businesses

The Country Living events have been running for over 30 years. Our collection of both indoor and outdoor events aim to celebrate country style and inspire audiences to live the good life.

The events bring together the best in artisanal crafts, unique and beautiful retail environments and immersive experiences.

From brand stand activations, to bespoke experiences such as our Country Living café, there are a variety of ways to allow your brand to align with one of the UK's leading homes and lifestyle titles and connect with thousands of highly engaged and affluent audiences.

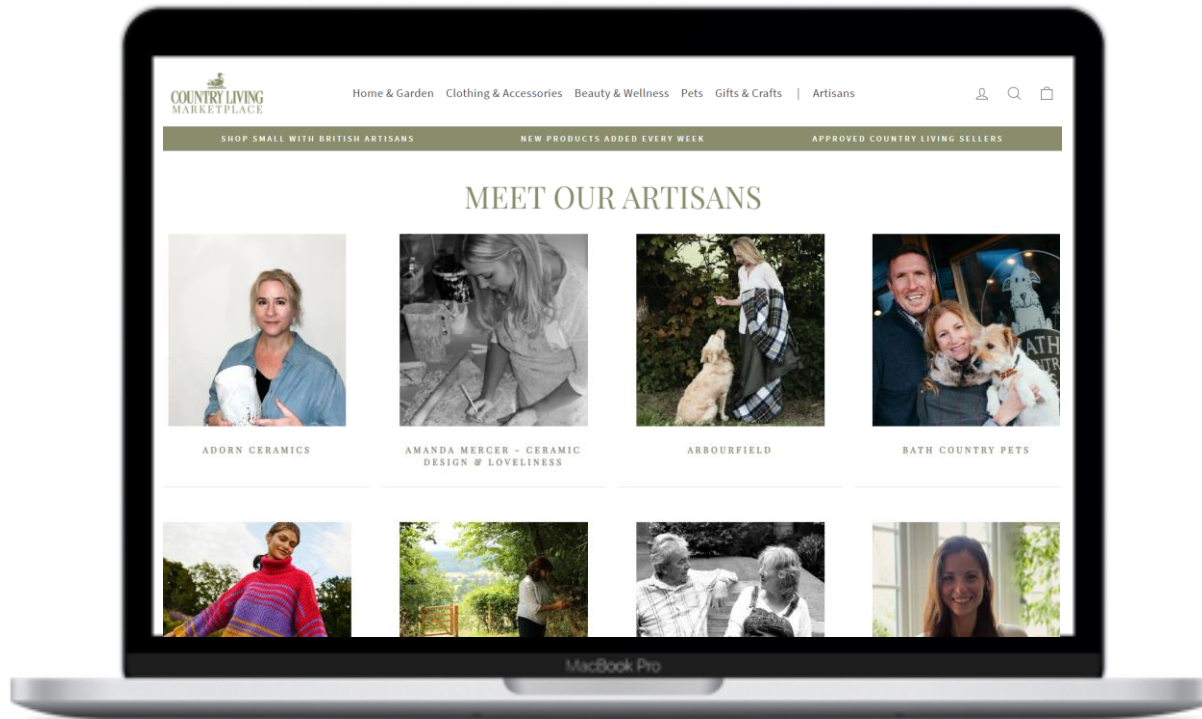
MARKETPLACE

Shop from British artisans

The Country Living Marketplace launched in Q4 of 2022 to provide a platform for British artisans and small businesses to sell their products to a wide audience of shoppers.

Currently, the marketplace hosts more than 50 small businesses, with more joining every week.

By owning the platform, payment gateway and data, Hearst is able to capture first-party marketing permissions and gather rich intelligence into shopping behaviour. The marketplace is small but growing quickly, with more than 50% of launch sellers making back their membership fee within two months.





LICENSING PARTNERS

Unlock new revenue streams and reach new audiences

Join us as a Country Living licensee and become one of our award-winning brand partners. Experience first-hand the multiple benefits of a true collaboration with one of the UK's best-loved brands, Country Living.

We harness our style expertise with brand retailer know-how to create truly unique collections. Products with a distinct brand positioning designed to maximise customer engagement, retail sales and ultimately, brand love.

Our brand licensing portfolio includes some of the UK's most profitable brands, currently enjoying the commercial success that only a Country Living brand partnership can deliver.

Contact us to unlock the true power of the brand.

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HEARST.CO.UK