


ideal
HOME SHOW
22 MARCH - 7 APRIL
OLYMPIA LONDON

DREAM HOME

MEDIA PACK



HOUSE OF YOUR DREAMS

For many years The Ideal Home Show has showcased a variety of life-size homes at our events, from future-proof houses, homes designed by King Charles, and even a rotating property. For 2024 are creating a 'wow' house, a dream property on a scale never seen before in the show's 115-year history. It will be the star of the show, the centrepiece that every one of our 170,000 visitors will want to explore and be inspired by.



Join us in creating the
House of our Dreams!

VISITOR DEMOGRAPHICS

PROJECT PLANNER

These visitors are always on the lookout for the next big idea, renovation or makeover to change the way their home flows. The project-by-project visitor is planning a new kitchen or bathroom.

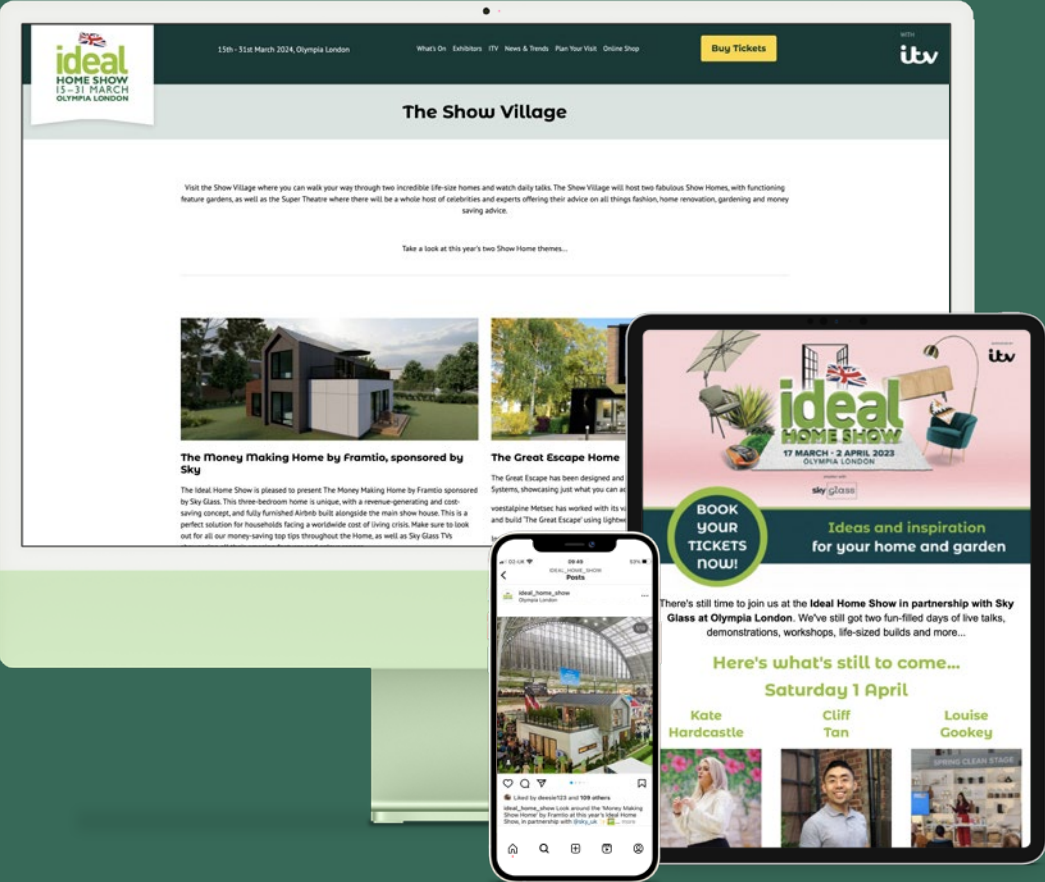
HOME STYLER

Proud to show off their interior design skills and gorgeous room schemes, this visitor has their own sense of style and is keen to seek out the latest colour palettes, newest decorating trends and must-have accessories for a unique edge.

HOME MAKER

Practical and homely, this visitor is family orientated and loves to sew, garden and craft – they are certainly no stranger to an upcycling project or new paint effect.

OUR DIGITAL REACH



WEBSITE
310k unique website users

E-NEWSLETTER
360k engaged email database

SOCIAL
86k followers



170,850
visitors



47 years
average age



60% Female
40% Male



78%
London and the South East



55%
own a property outright



94%
have an outside space



5 hours
average dwell time



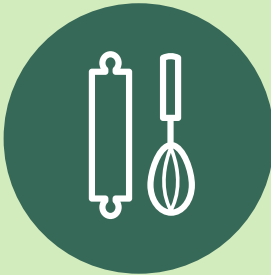
78%
planning/undertaking a home or garden project



75%
attend to see new products and services



£1,579
average spend post show on products seen at event



54%
renovating kitchens and bathrooms



68%
renovating gardens



43%
are considering changing their car within the next 12 months



58%
renovating rooms/interiors



£29,749
average project spend



49%
have children living at home



PARTNERSHIP BENEFITS

- > Exclusive product placement in the BRAND-NEW Dream Home, the most visited attraction at show – your product will be placed in the relevant area/s within the home. Our designers will work with you to create the perfect space.
- > Announcement of partnership upon signing to all our socials, database and website.
- > QR codes within every room where visitors can explore your product/s in more detail on our ‘Dream Home’ landing page.
- > Included in our ‘Dream Home’ floorplan and booklet given to every visitor upon entry to the home, this will include your company name, stand number and website.
- > Inclusion in all ‘Dream Home’ marketing from point of signing to 8 weeks post show.
- > Special signage - which can be displayed on your retail location to show our visitors you have been chosen to be a part of the ‘Dream Home of 2024’.
- > Your logo included in all sponsor strips and marketing related to the ‘Dream Home’
- > Opportunity to have one of your experts included in one of our experiential features whether that be Theatre talk, Workshops or Expert Advice Hub.
- > Opportunity to have a representative within the show home to help promote, demonstrate, inform and direct the visitors to your retail location within the show.
- > High quality images and videography shared with you during and post-show to share with your own audience.



- > Opportunity to have your brand and experts a part of our live Q&As held right in the heart of the ‘Dream Home’ – which will be shared live on our socials and tv screens on outskirts of home.
- > Inclusion in any articles online, through mailers - opportunity to have your own news story on website.
- > Opportunity to be included in the at show competition live at the Ideal Home Show.

Exclusive to Digital package holders

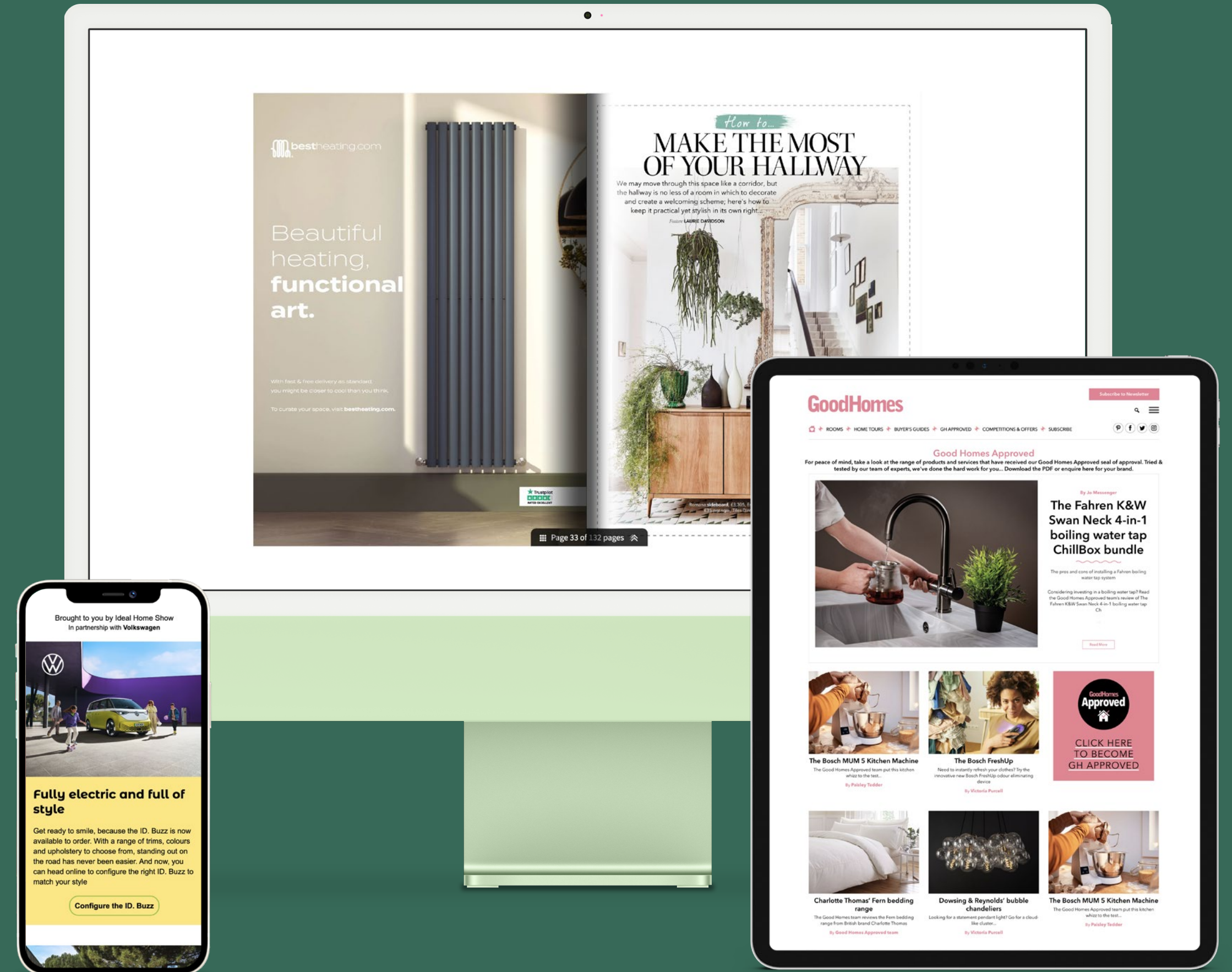
Opportunity to be included in our ‘Special Guests’ VIP afternoon within the Dream Home. Where VIP customers will be invited to have a private show home experience, with drinks and nibbles. You can also have your brand experts a part of our live Q&As. Content will be videoed and shared with you post show.



DIGITAL PACKAGE

- > Audience extension program – **500,000 impressions** – getting your brand in front of a targeted audience through location or interests.
- > **3x solus campaign** to whole database across Ideal Home Show and Good Homes Magazine.
- > **Ideal Home Show Approved**
Your products or services reviewed by our experts. Once approved a full review will go on our website and sent to the database. You will also receive a roundel which you can use on your own website, packaging and marketing.
- > Receive **3x full page advertisement** in editions sold preshow, at show and post Ideal Home Show Spring.

£30,000




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CONTACT

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