

# GoodHomes

*Media pack 2020*





# From the Editor WELCOME



We are here to make decorating your home easy, creative and fun. In this multi-platform age of content – especially in the home-interest sector – consumers can often feel overwhelmed by too much inspiration and choice, lacking the practical know-how and confidence to pull a scheme together. *Good Homes* room-by-room decorating features, easy-to-follow advice and toolkit of innovative ideas are designed to build confidence and teach the reader exactly how to create a home that's their own – however big or small the project.

Filled with real-life houses and before-and-after kitchen and bathroom makeovers, every issue is a snapshot of the most creative and inspiring interiors both at home and abroad. Each homeowner reveals the highs-and-lows of their renovation process, creative secrets and those must-have boys, plus practical advice to tackle your next project.

Here at *Good Homes*, our promise is to bring our readers the latest shopping trends, hero buys and clever decorating ideas we know they'll love. Our innovative cover stories and style features also appear online and across our social platforms, plus we style live roomsets at both the Ideal Home Show Spring and Christmas. We aim to 'surprise and delight' our readers with every piece of content we publish, both in print and online – and strive to come up with new and exciting ways to bring you that little bit more. Watch this space.

Karen x

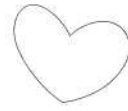
## 360° Opportunities

Good Homes offers a variety of opportunities and platforms to promote and increase reach and awareness. The brand comprises a **monthly interiors magazine**, annual **Ultimate Christmas magazine**, specialist interior **bookazines**, an engaging **website** and **social media platforms**, plus biannual **live events** showcasing our trends-driven **Roomsets**. Our media partnership with **Ideal Home Show** - the UK's biggest interest show - offers *Good Homes* a unique platform to bring the pages of the magazine to life in 12 stylish roomsets across both shows - see p5 for details of **sponsor opportunities**.





# DEMOGRAPHIC



## Project Planner

She's always looking for the next big idea, renovation or makeover to change the way her home flows. The project-by-project reader is planning the next kitchen or bathroom.



## Home Styler

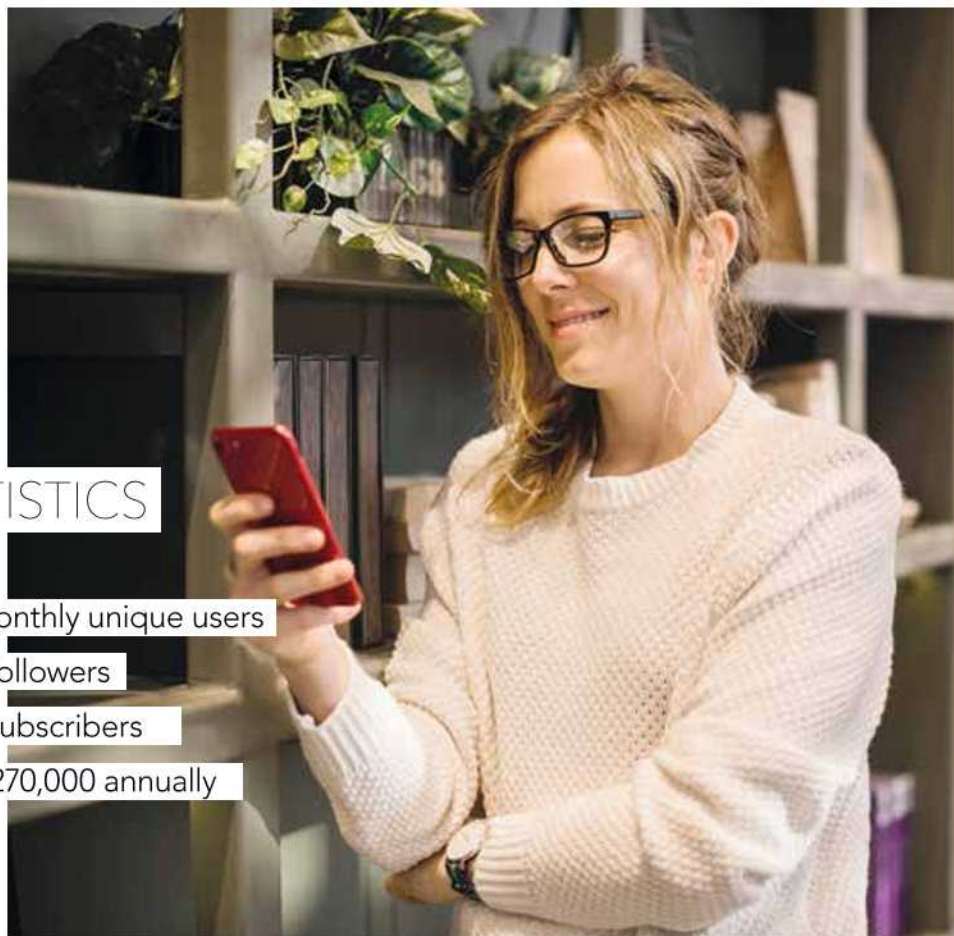
Proud to show off her interior-design skills and gorgeous room schemes, this reader has her own sense of style and is keen to seek out the latest colour palettes, newest decorating trends and must-have accessories to give the look a unique edge.

## Home Maker

Practical and homely, this reader is family orientated and loves to sew, garden and craft – she is certainly no stranger to trying out an upcycling project or new paint effect.



Good Homes is not just a monthly magazine, we have a 360 degree opportunity for clients to reach our readers through print, digital and live events. We have the unique benefit of being the only publishing company in the home interest market that can offer all three mediums to clients and readers.



## MARKET STATISTICS

**Circulation:** 34,600+

**Website:** 20,700 av. monthly unique users

**Social media:** 76,000 followers

**Newsletters:** 40,000 subscribers

**Roomsets:** visited by 270,000 annually

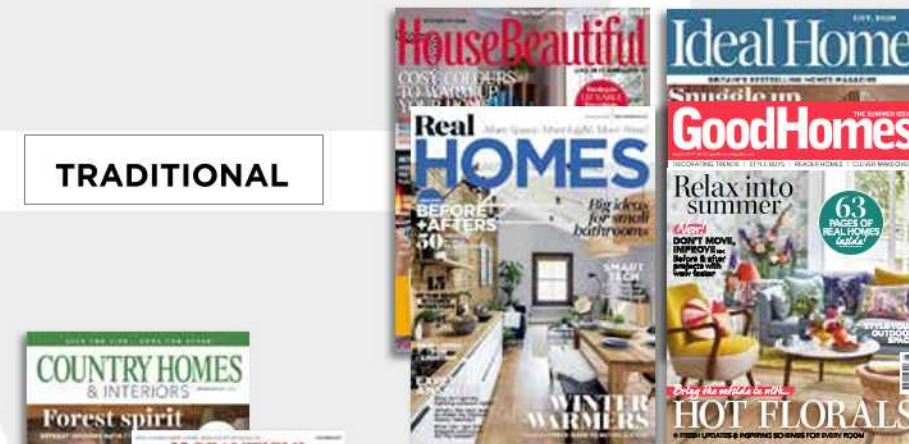
# Market POSITIONING

UPMARKET



TRADITIONAL

MODERN



BUDGET



# Good Homes ROOMSETS

The *Good Homes* roomsets at Ideal Home Show Spring and Christmas events are the perfect way to bring the inspirational pages of the magazine to life. Giving readers the opportunity to be inspired by multiple room schemes at each show, the spaces are styled by the *Good Homes* team and showcase the latest interior products, trends and ideas.

Located within the Interiors section of the Ideal Home Show, the roomsets are a key destination for over 270,000 visitors who flock to both Spring and Christmas shows.

By working in partnership with the *Good Homes* in-house team, clients have the perfect route to highlight new products and launch innovative home tech to a highly engaged audience, actively seeking new and fresh ideas for their interior and outdoor spaces. Plus, with the *Good Homes* experienced team styling each room, every product is showcased within a lifestyle setting to provide the ultimate inspiration for the visitor, with the least resource needed from the client.

In addition, all partners feature extensively in the pre-show, during-show and post-show marketing campaigns giving access to 800,000 online users and 104,000 social media followers, on top of the show visitors, across both the Ideal Home Show and *Good Homes* comprehensive lists.



**ideal**  
HOME SHOW

**ideal**  
HOME SHOW  
Christmas



**Louisa Swannell,**  
**Head of Creative Design**  
**at Walls and Floors**

'We are so pleased to work with the team at *Good Homes* - they raise brand awareness and showcases our products in exciting roomsets. Although we pay for sponsorship, without the hard work and passion of everyone at *Good Homes*, I really couldn't do my job and get the message and drive behind our 'unlock your dream home' campaign. Our CEO Duncan visited the spring 2019 Ideal Home Show and was stunned how our products looked in every roomset. We've already seen a peak in orders from these products; for the end of the financial year my brand awareness campaign is **up 8% YOY** and our direct URL traffic is **up 48% YOY**. I can only pin point these peaks from the show as March/Easter is generally a quiet time for our company.'





# Opportunities & rates >> Advertising

# Opportunities & rates >> Digital



**DOUBLE-PAGE SPREAD**

£9,000



**SINGLE PAGE**

£4,500



**HALF PAGE**

£2,250



**CLASSIFIED**

1/4 PAGE £900 • 1/8 PAGE £500 • 1/16 PAGE £300



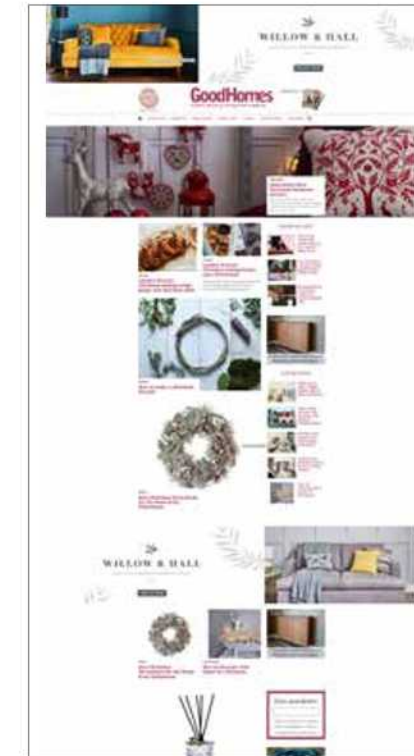
**ADVERTORIAL**

+15%



**SECTION SPONSORSHIP**

ENQUIRE FOR DETAILS  
(Premium positioning also available)



## Newsletters

**GOOD HOMES DATABASE 40,000**

SOLUS EMAIL = £1,850

BANNER/MPU = £600

EDITORIAL CONTENT = £800

## Website

**62,000 MONTHLY PAGE VIEWS**

HOME PAGE = £50 CPM

BILLBOARD = £30 CPM

MPU = £15 CPM

## SEO Optimised

**ADVERTORIALS**

RATE: £1,500

## Social Media

**76,000 FOLLOWERS ACROSS**

@GOODHOMESMAG

#GOODHOMESMAGAZINE

@GOODHOMES.

RATE FROM £200 PER WEEK

**For advertising enquires please contact  
Lindsay Hudson - 02032255200 ext 831.  
lindsay.hudson@goodhomemagazine.com**



# 360° MULTI-MEDIA PACKAGES

## 360 PACKAGE #1

- STAND AT THE IDEAL HOME SHOW
- CATEGORY SPONSORSHIP FOR GOOD HOMES ROOMSETS
- PRINT CAMPAIGN
- DIGITAL CAMPAIGN

From £18,000



## 360 PACKAGE #2

- STAND AT THE IDEAL HOME SHOW
- CATEGORY SPONSORSHIP FOR GOOD HOMES ROOMSETS

From £14,000

## 360 PACKAGE #3

- PRINT CAMPAIGN
- DIGITAL CAMPAIGN

FROM £5,000



# GOOD HOMES & IDEAL HOME SHOW



84%  
Home owners



£333m  
Estimated visitor spend during  
the 12 months post show



77%  
Are undertaking  
a home project



201,673  
Home interest  
consumers



4 hrs 30 mins  
Average time spent  
at the show



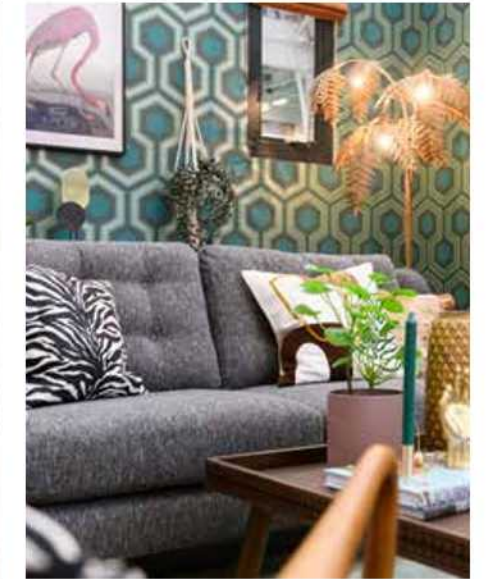
108,903  
Attend as  
a couple



52%  
Do not attend any  
other exhibitions



£98m  
Estimated visitor  
spend at the show



\*Independent research conducted by Zing Insights, London 2018



