

A woman with curly hair, wearing a yellow shirt and a white apron, stands in a modern kitchen. She is smiling and looking at a tablet computer. In front of her is a wooden countertop with various fresh ingredients: a bowl of eggs, a bowl of mushrooms, a whole onion, a green bell pepper, a red bell pepper, a head of lettuce, and some leafy greens. The background shows a kitchen with white cabinets, a microwave, a sink, and a stove.

# Good Housekeeping<sup>★</sup>

TRIED | TESTED | TRUSTED™

HEARST





## BRAND

## OVERVIEW

Good Housekeeping is the consumer champion on all things home, food and lifestyle.

Our high-tech testing facilities at the Good Housekeeping Institute provide the perfect backdrop for our experts who test thousands of products for quality, ease of use, design and value for money all of which translates into our popular product reviews.

Our food experts invent and triple test our recipes to guarantee a perfect outcome every time and whether you are an absolute beginner or a proficient cook, you will find everything you need from classic easy cook meals to celebratory dinners for special occasions.

And with so much innovation in household gadgets, we have made shopping easy too by adding shoppable links to products we love. This makes Good Housekeeping not only a trusted content brand, but a trusted shopping destination, too.

“

As we spring into our second century at Good Housekeeping, we are staying true to our brand DNA, inspiring our audience to organize their lives brilliantly and to make smart choices, while accelerating our expansion across digital and social platforms to ensure a whole new generation is discovering how useful Good Housekeeping is.

We champion quality and value for money. We celebrate brands and people that inspire us with ideas, products and services that make life easier and better. We signpost what's next. Our audiences know its autumn when we post a recipe for Apple Crumble and we are there every step of the way to help them plan Christmas and make every moment of the season special.

Our values never change. We help readers make good decisions and shop with confidence saving everyone time and money to enjoy the best things in life.

”



Gaby Huddart

Editor-in-Chief



# BRAND PILLARS



## GOOD FOOD

Food is at the beating heart of the Good Housekeeping brand with over 5,700 Triple Tested recipes viewed by nearly 10million users online and our seasonal celebration dishes, beautiful bakes and reliable midweek meals relied on by more than 1 million print readers each month, too. GH's weekly food newsletter has one of the highest open and click through rates in the industry and we engage more than 200,000 followers on Instagram with our enticing food visuals and reels.



## GOOD HOMES

GH readers love their well-kept homes and look to us for on-trend style advice so they can proudly show them off to family and friends. Whether they live in the town or country, they also love to garden and take on regular home improvements.

Famous for our brilliant household advice, we're also winning new audiences through our TikTok cleaning tips channel.



## GOOD ADVICE

The Good Housekeeping Institute offers Tried, Tested and Trusted advice on everything from household appliances to food and drink with product reviews attracting 12 million users online and GH Institute accreditation still the most highly coveted award in the industry.

Our Financially Fabulous franchise and expert advice has become even more crucial for readers looking to make the most of their money in turbulent times.

# BRAND PILLARS



## GOOD HEALTH

Covering everything from menopause to mental health and nutrition to fitness, all health features are checked for accuracy by the Good Housekeeping Health Watch, which includes our regular GP columnist Dr Sarah Jarvis.



## GOOD LOOKS

We help our readers to look and feel their best with expert advice on everything from the latest scents to retinoids and haircare. Keen to know how to make the new trends work for them, our brilliant fashion team help them to shop for their shape and decide what trends to invest in each season.



## GOOD ESCAPES

GH readers want to make the most of their precious leisure time and look for inspiration and advice. Our experts handpick great value holidays we know they'll love, encourage them to go on adventures and step outside their comfort zone by highlighting the stories of other women who have done just that. Plus, with 40,000 active and engaged members in our Facebook book club, we know our audience also looks to us to recommend the latest reads across our channels.

**HOUSEHOLD CEO:**

Wants quick, tried and tested practical solution to sort today's household & and lifestyle challenges.

**SMART SHOPPER:**

Super savvy, smart shoppers wanting GHI approval before they buy.

**CREATIVE COOK:**

Loves to cook and knows GH for its food advice and thousands of triple- tested recipes.

**THE EXPLORER:**

The woman who wants to discover and be inspired by fashion, beauty, health and travel.

## MEET THE AUDIENCE

We write for people who want to discover the latest lifestyle trends. Our loyal magazine readers are female, 50+.

Our growth is among younger digital audiences flying the nest or nurturing growing families. They are searching for easy household and cookery hacks, often in video format.

They take action with a growing number using our shoppable links, making them not just readers but shoppers too.

# BRAND ECOSYSTEM

## DIGITAL

Thousands of recipes and product reviews.  
Everyday life hacks on home, health, food  
fashion, beauty, travel and finance.

**[goodhousekeeping.com/uk](http://goodhousekeeping.com/uk)**

## PRINT

GH celebrates over 100 years as the  
biggest-selling women's monthly lifestyle  
magazine. Each year we publish extra  
supplements that laser in on a variety of  
subjects, including a bumper Christmas  
food special. Plus, we publish a new  
cookery book every year too.

## LIVE EVENTS

Good Housekeeping Live celebrates the best  
of Good Housekeeping. Expert speakers, live  
demonstrations, celebrity guests and  
thousands of GH consumers all in one place.

## LICENSING

Become a Good Housekeeping  
licensee, and co-create branded  
products and services together  
with our collective experts.

## ACCREDITATION

The authority in expert reviews.  
Have your products and services  
endorsed by the most respected  
consumer testing facility in the UK.

## ECOMMERCE

Become a shopping partner and make the  
journey from content to your brand easier  
and faster for consumers.





# BRAND ASSETS

## GHI TESTING



Over 2,500 products are tested each year at the Good Housekeeping Institute by expert testers and our reader panels. We test for ease of use, design, instruction and performance.

## PRODUCT REVIEWS



From our testing activity, we create contextual content around products. This powers shopping opportunities through affiliate partnerships with brands we know our readers will love.

## GOODHOUSEKEEPING.COM/UK

For curious people who want to discover - action-oriented serviceable content with ecommerce opportunities



## GH LIVE

After the success of our first-ever GH live event in 2022, we're busy planning more GH live events in 2023



## MAGAZINE

The UK'S No 1 women's lifestyle magazine celebrating 100 years at No 1 in 2022



## SPECIALS

A bumper Christmas food special. Seasonal, highly targeted content and audience segments



## DIGITAL EDITION

Enhanced newsstand edition available through Readily and Apple Newsstand



## VIDEO

Thousands of videos to watch for inspirational cooking and cleaning tips



## LICENSING

Exclusive branded products with an extra useful twist and oozing GH style.



## MEET THE EXPERTS

Virtual trend reports and tutorials with our expert editors with brands.



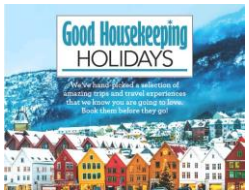
## BEAUTY BOXES

Fabulous product and samples for women seeking beauty solutions that work



## GH HOLIDAYS

Travel the world with GH Holidays. Meet experts and celebrities with exclusive experiences





# KEY NUMBERS

4.5M	Unique Users	DIGITAL
16M	Page Views	
45-54	Core Age Group	
2min 52s	Average Minute PP	
31% / 70%	AB / ABC1 Profile	
1.3M	Social Followers	SOCIAL
215.2K	Instagram Followers	
934.5k	Facebook Followers	
41.8k	Twitter Followers	
375,093	Circulation	PRINT
1.1M	Readership	
30% / 69%	AB / ABC1 Profile	



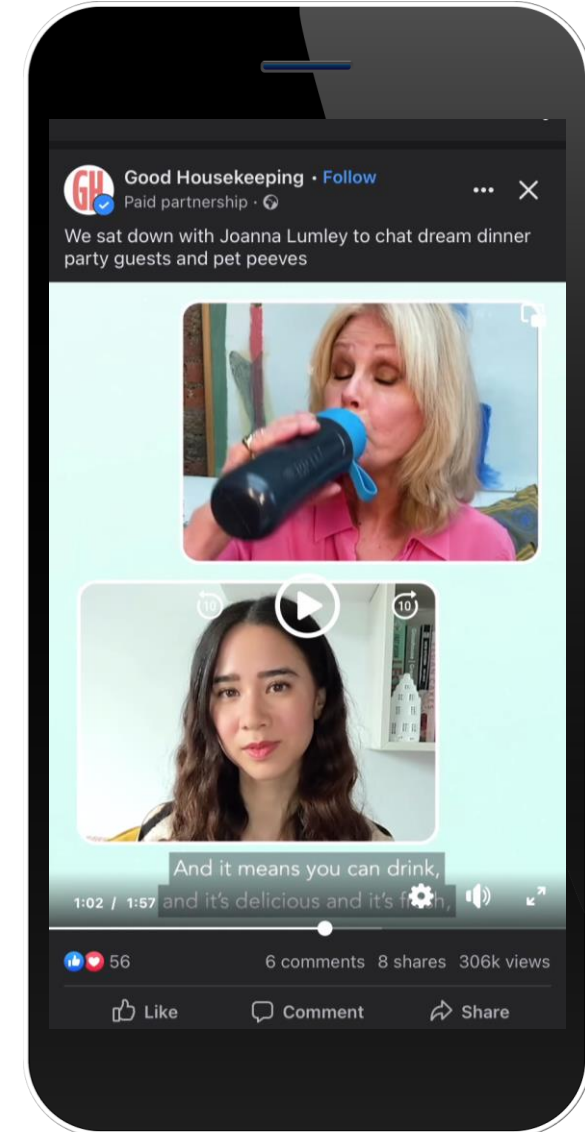
**HEARST**

**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 MINUTE PP June 2023) / PAMCO Jan 2022 – Dec 2022 (Nov '22 Ipsos Iris data)

# OPPORTUNITIES TO PARTNER ON VIDEO FRANCHISES ACROSS SOCIAL

**7.5m** Organic views per month  
across Instagram, Facebook, TikTok,  
Youtube and Twitter

**1.53m** Monthly GH  
Pre-roll impressions



**HEARST**

# VIDEO FRANCHISE OPPORTUNITIES

## INTERIORS

### “THROUGH THE KEYHOLE”

GH invites us into the beautiful homes of friends of the brand - influencers, editors and celebrities. An intimate look at their interior design choices and how their personality is reflected in their space with a light-hearted quick-fire interview.



## COOKING

### COULD YOU COOK LIKE AN EXPERT?

This Challenge video series will see a GH expert paired with a cooking novice, both cooking the same triple tested recipe. An accessible way to see how an expert cooks and learn tips along the way!



## HOW WE TEST

Using the freshly built Hearst Institute at Feltham, we will bring to life the process behind the scenes for the most trusted of accreditations. These videos offer an exclusive look at the science behind the award - showing the rigorous and inventive testing techniques, based on science and understanding of usability, sustainability and dependability.



## DINNER PARTIES

### “THE 1 HOUR DINNER PARTY”

The Ultimate guide on how to prepare an entire dinner party for 4 people in one hour. Our host would prepare four courses along with suggested drink pairings, hosting tips and decoration ideas, giving our audience amazing inspiration for their next special occasion!



## CLEANING

### THE SPOTLESS SERIES

Building on Good Housekeeping's burgeoning [Tiktok cleaning videos](#) we would continue to run a series, hosted by GH experts, on the best way to clean your house. These videos will form a timeless and enduring library for the discerning house-proud cleaners out there.



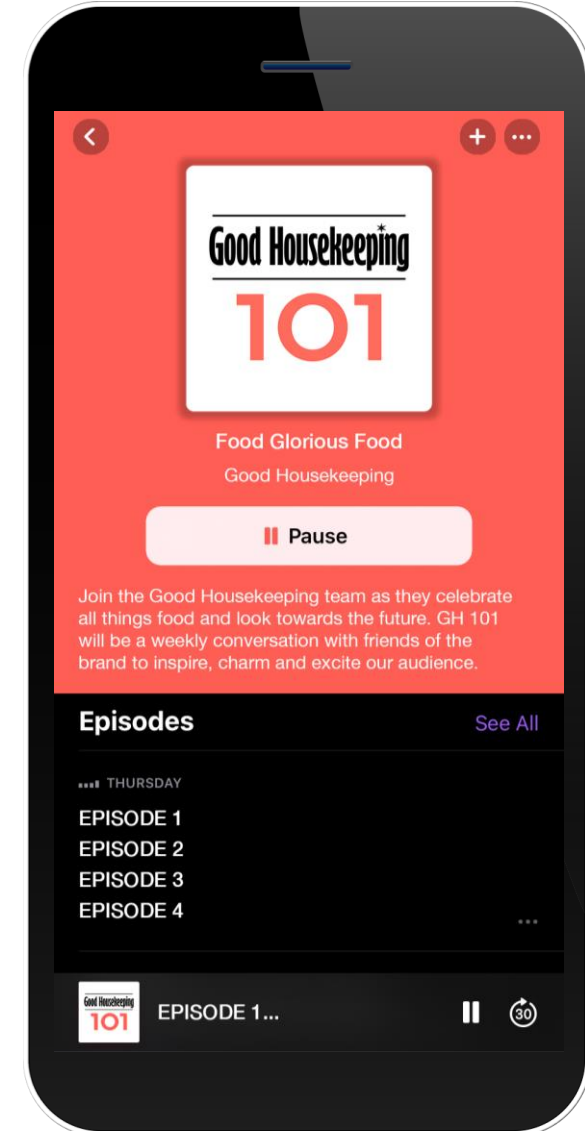


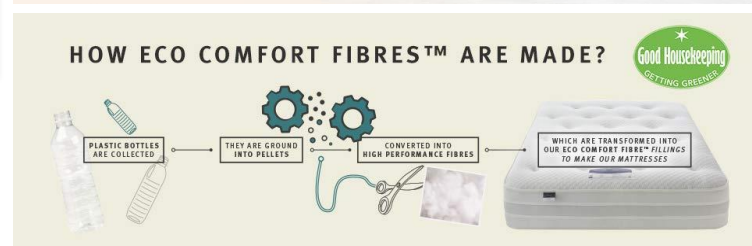
# THE GH101 PODCAST: FOOD GLORIOUS FOOD

In a first for GH we will launch our  
*Food Glorious Food* podcast.

Within the audio series, celebrities and experts  
will talk about their food memories, inherited  
dish, dream dinner party guests, signature dish,  
and favourite GH recipes.

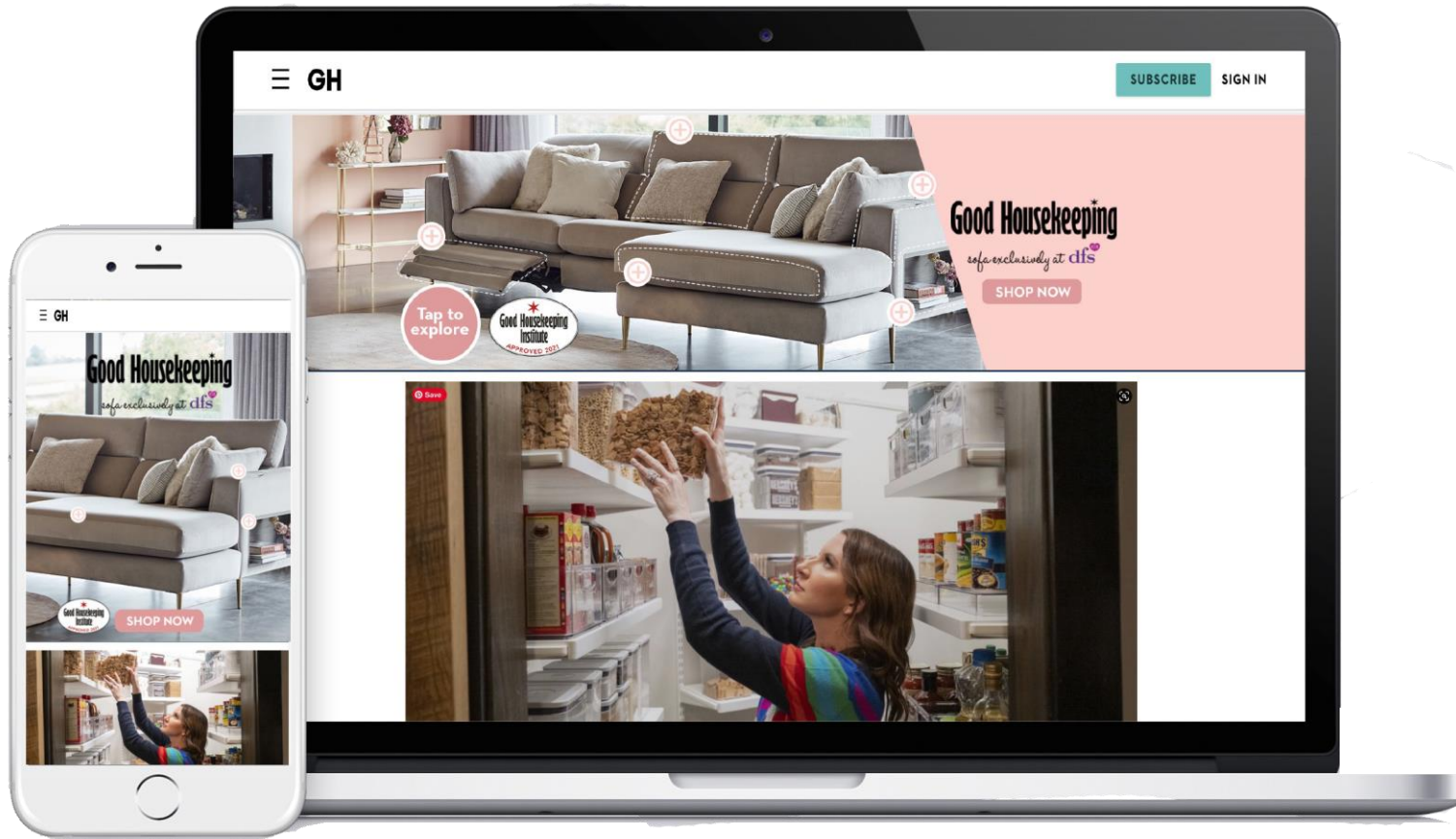
It will be an unmissable series for food lovers and  
all GH fans.





# ACCREDITATION OPPORTUNITIES

The Good Housekeeping Institute has been testing products since 1924 and it is so trusted by UK consumers that 87% are more likely to buy a product or service carrying our GH Institute or Reader recommended stamp of approval.



# LICENSING

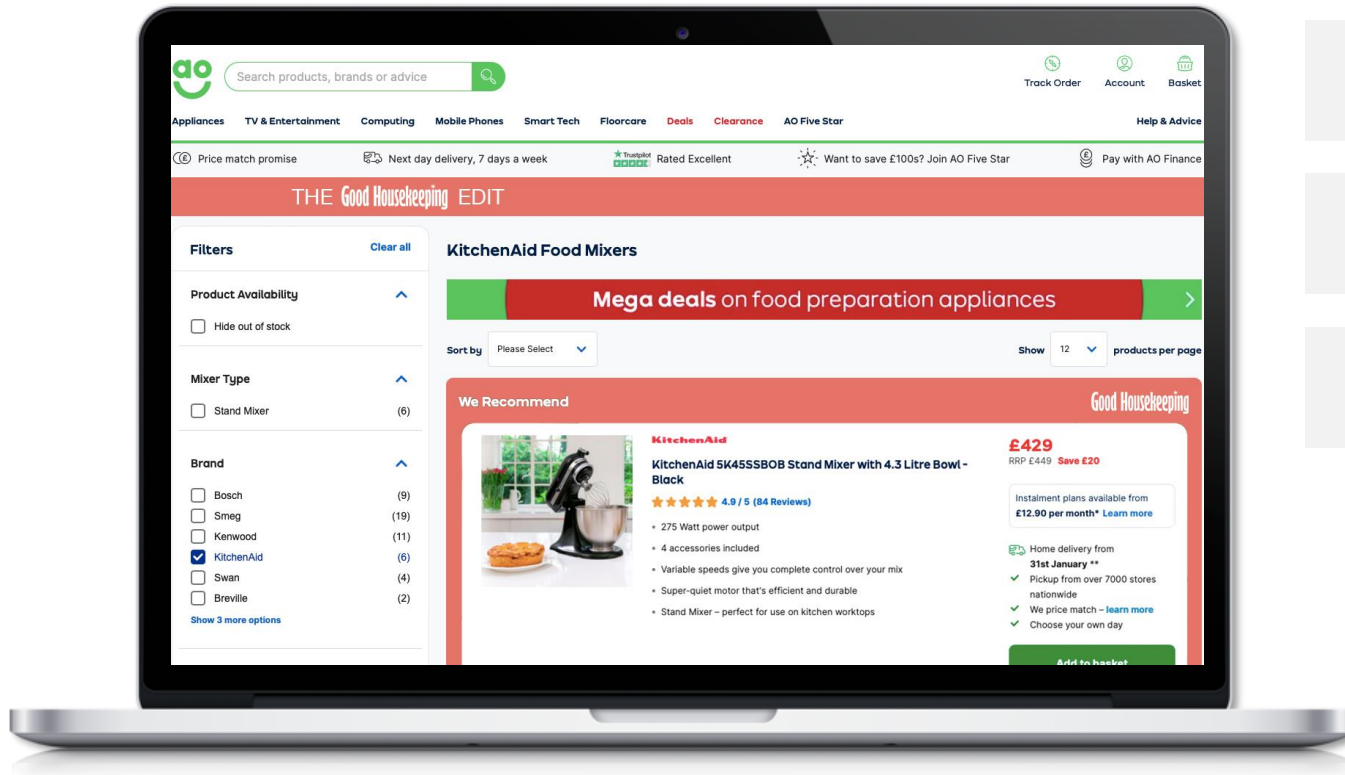
We have sold over 250,000 GH Licensed products in the last year alone (2022).

We create iconic products with iconic British brands, making it the ultimate brand collaboration for consumers.



# GOOD HOUSEKEEPING HAS ALWAYS CURATED THE ROUTE TO PURCHASE FOR OUR AUDIENCE

In 2023 we're giving retailers the opportunity to host these well-established edits at their own digital point of sale – driving purchase and increasing basket value.



# The big COVER UP

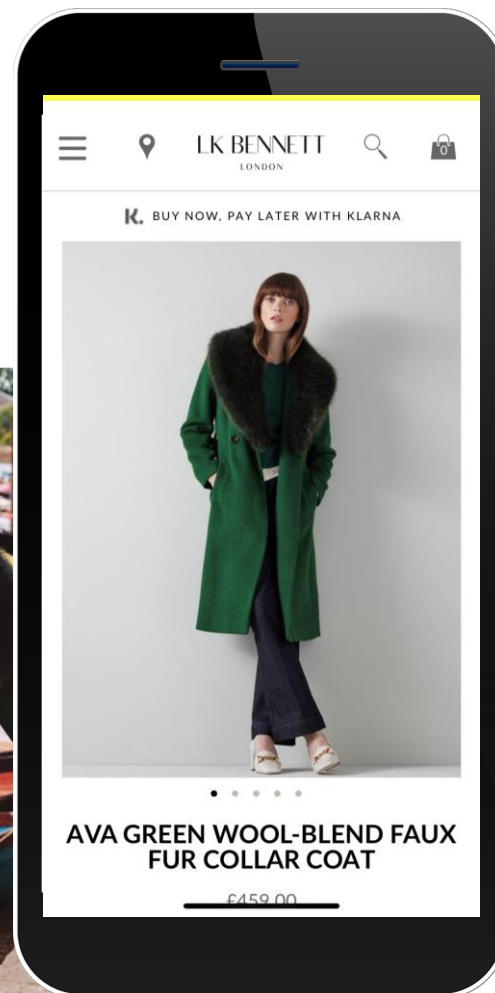
Finally, it's time to get your coat! Fall in love with winter again in seriously gorgeous outerwear. From eye-catching, colour-pop checks to elegant faux fur and toasty teddies, we have coat season covered...

PHOTOGRAPHY ANNE TIMMER  
STYLING AMANDA MARCANTONIO

## ALL THE FUN OF THE (FAUX) FUR

Grown-up and glamorous, this season's trophy cover-up evokes a new kind of everyday elegance. L.K.Bennett's mesmerising evergreen coat is just utter joy. With its detachable faux fur trim (two coats for the price of one), it's an investment piece like no other. Worn with chunky black leather boots, it will give vintage plush textures and romantic pussy-bows a new tomboy twist and you a ladylike silhouette. Coat, £459, 6-18, L.K.Bennett. Jumper, £129, xxs, Winstar London. Skirt, £250, 6-16, Celine. Cashmere beret, £55, Calfin & Co. Boots, £175, 3-8, Whistles

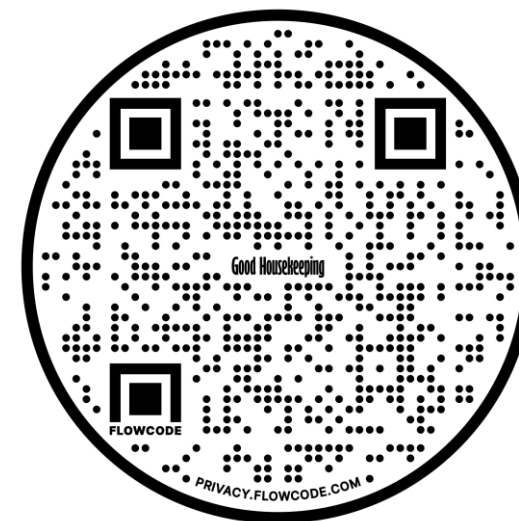
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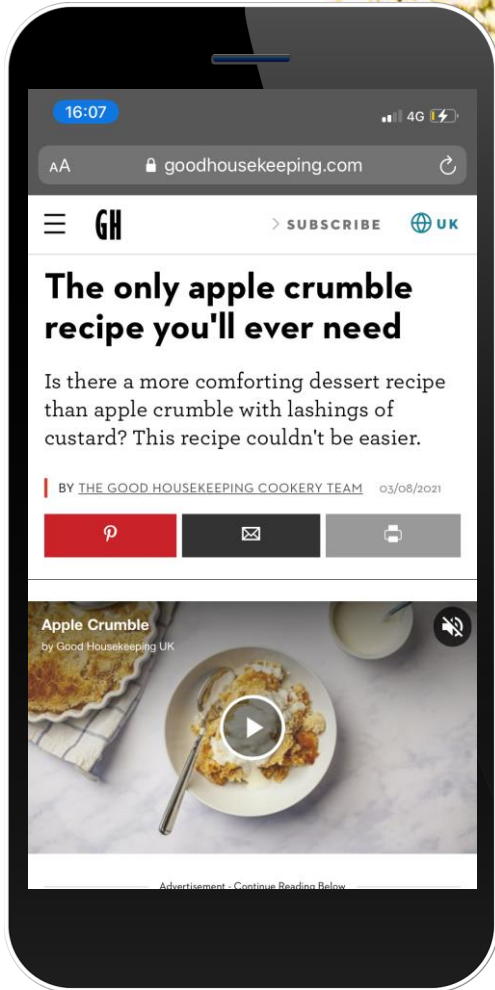
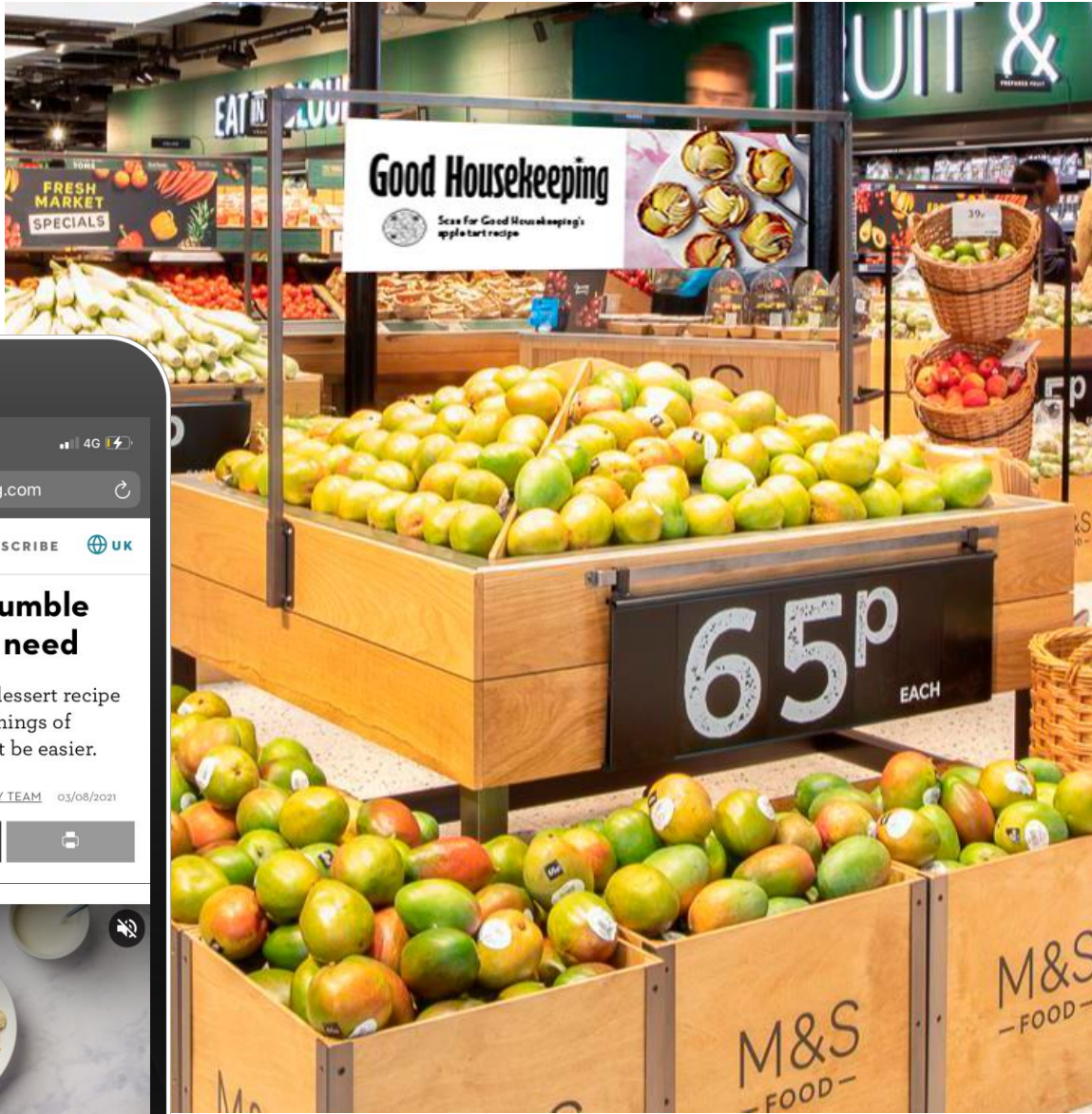
SHOPPABLE

PRINT

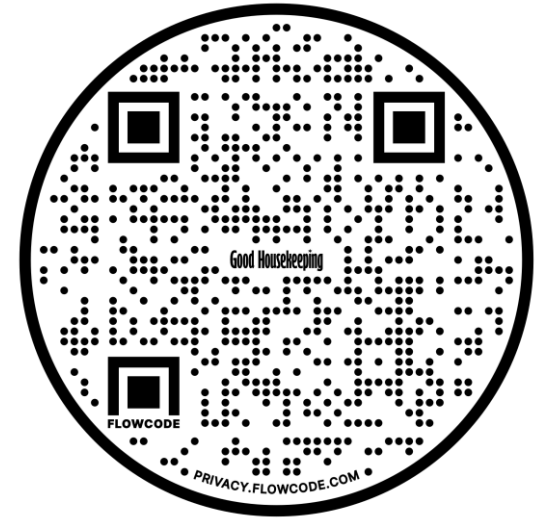
Meet Flow Code







# GH INSPIRATION STATION



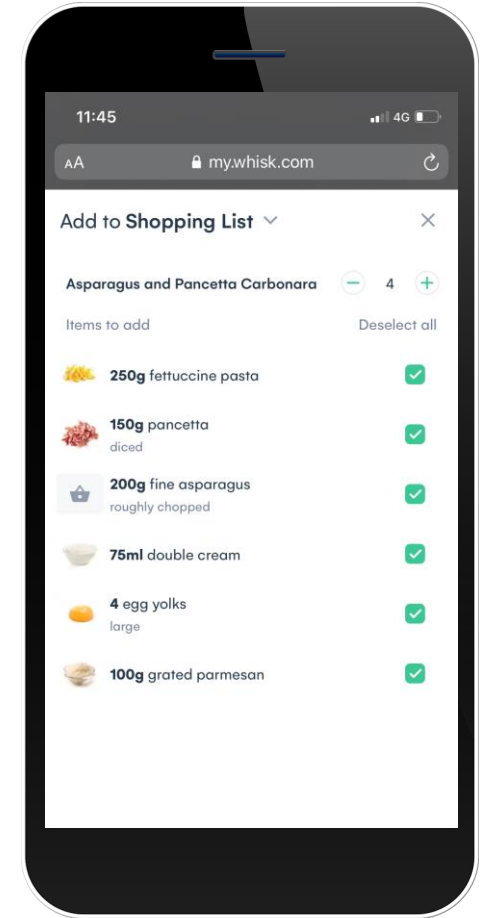
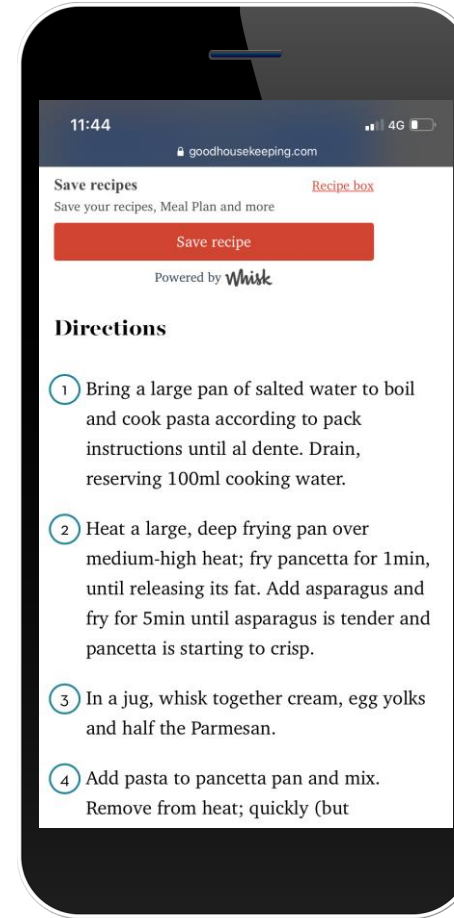
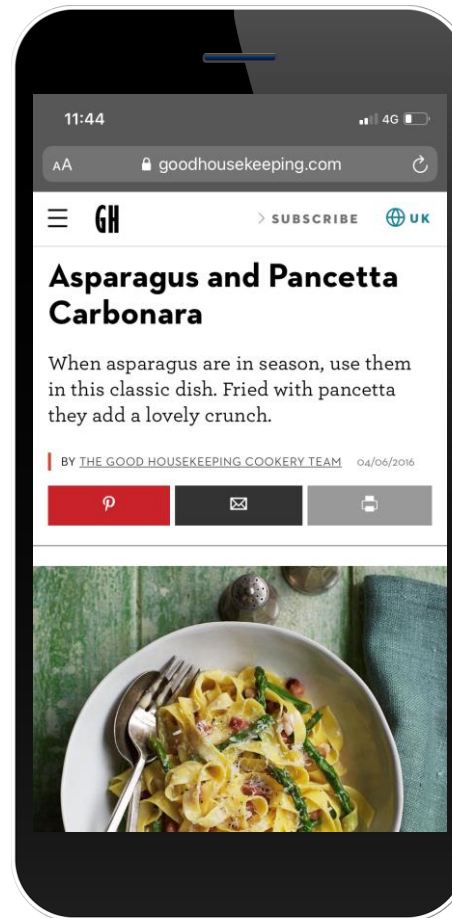


# RECIPE INTEGRATION

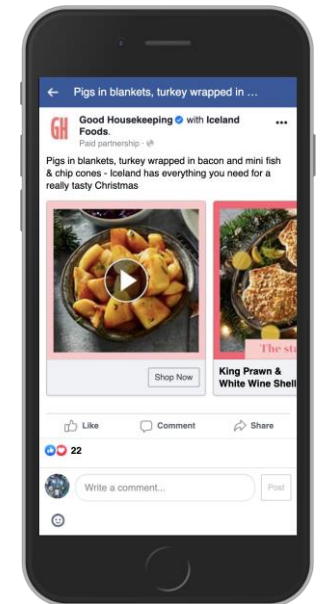
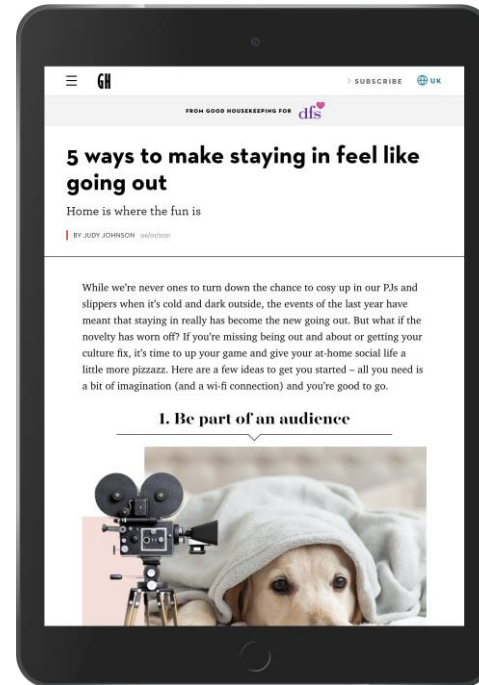
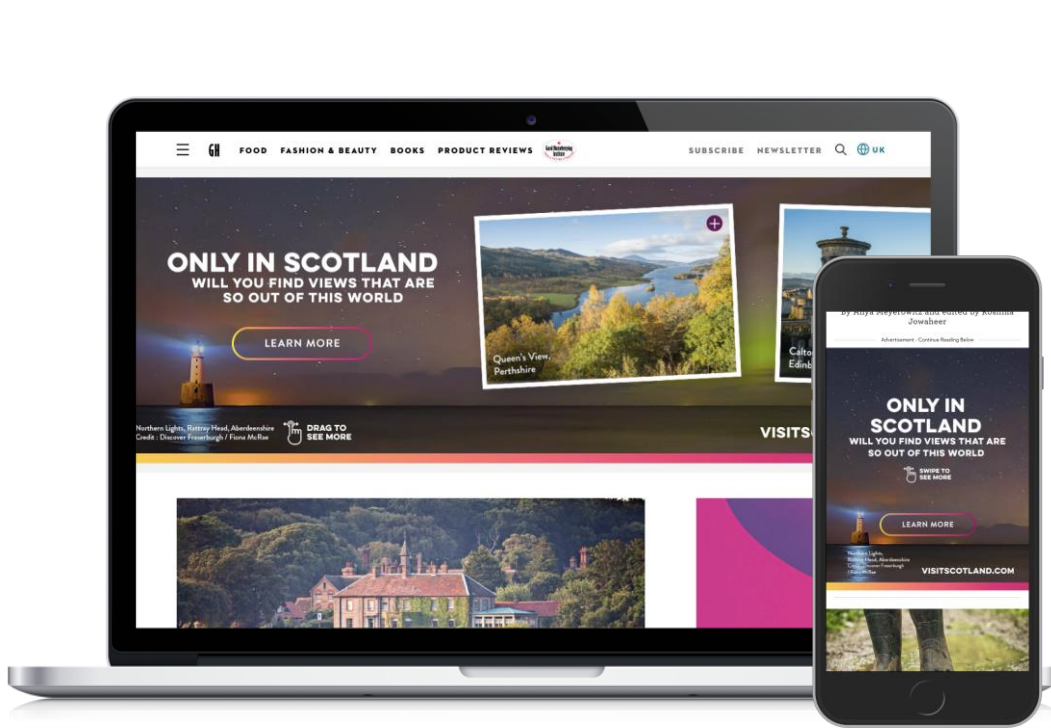
Good Housekeeping's food content is a huge source of inspiration – its food and recipe content reached 25m page views in 2022.

By partnering with Whisk, we turn culinary inspiration into a seamless grocery e-commerce experience for our audience.

A perfect opportunity for retailers and food brands to supercharge their e-commerce opportunity in a premium environment.



# SAMPLE AD AND DIGITAL FORMATS



**H E A R S T**

HEARST.CO.UK