

HOME INTEREST MEDIA PACK


ideal
HOME SHOW


eat &
drink
FESTIVAL


ideal
HOME SHOW
SCOTLAND


eat &
drink
FESTIVAL
SCOTLAND


ideal
HOME SHOW
Christmas


eat &
drink
FESTIVAL
CHRISTMAS


THE
CAKE
&
BAKE
SHOW


GoodHomes
magazine

WHAT IS THE NEW 360° PORTFOLIO?

Now in its 111th year, the Ideal Home Show has an array of multi-channel products all under one roof.

The all-new Ideal Home Show Portfolio encompasses content-rich digital, print, experiential and social platforms reaching 3.08 million consumers. Our integrated marketing packages allow your brand to engage our targeted audience through our 360-degree approach. Each one of these products is a leader in the home-building, renovation, kitchen, bathroom, interior-design and food & drink sector of the consumer market-place.





MAGAZINE



EXPERIENTIAL



E-NEWSLETTER



WEB



SOCIAL MEDIA

3.08M CUSTOMERS



HOME INTEREST DIVISION REACH

Ideal Home Show

Event Visitors	314K
Instagram	15K
Twitter	31K
Facebook	28K
Website (Spring)	546K
Website (Scotland)	63K
Website (Christmas)	153K
Newsletter (Spring)	390K
Newsletter (Scotland)	58K
Newsletter (Christmas)	360K
Total Reach	1.9M

Eat & Drink Festival

Event Visitors	314K
Instagram	2K
Twitter	3K
Facebook	4K
Website (Spring)	90K
Website (Scotland)	13K
Website (Christmas)	40K
Newsletter (Spring)	16K
Newsletter (Scotland)	11K
Newsletter (Christmas)	8K
Total Reach	501K

Cake & Bake Show

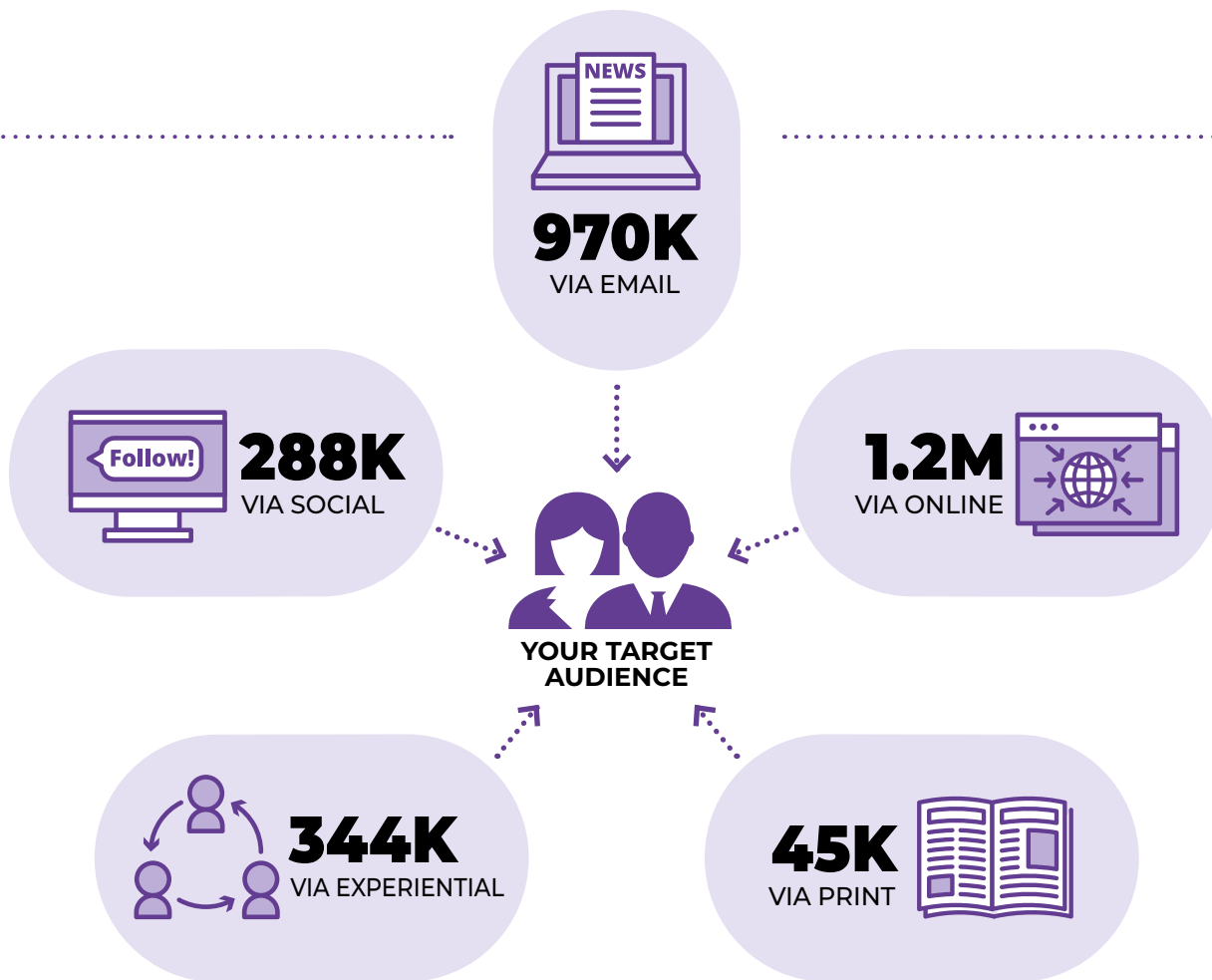
Event Visitors	30K
Instagram	10K
Twitter	46K
Facebook	82K
Website	80K
Newsletter	85K
Total Reach	333K

Good Homes Magazine

Print	45K	Twitter	40K	Website	210K
Instagram	15K	Facebook	13K	Newsletter	42K
Total Reach	365K				

3.08M

TOTAL HOME INTEREST REACH



DEMOGRAPHIC

**LARGE PERCENTAGE
OF HIGH NET WORTH
INDIVIDUALS**

 **65%**
FEMALE

 **50yrs**
AVERAGE AGE

 **87%**
ABC1 PROFILE

 **89%**
HOMEOWNERS

 **79%**
UNDERTAKING
A PROJECT

 **£60,000+**
AVERAGE HOUSEHOLD
INCOME



IDEAL HOME SHOW SIGNS 3 YEAR PARTNERSHIP WITH ITV

The exhibition has formed an exciting new partnership with ITV Television, which brings the iconic brands together for the first time in the events 111 year history.



WHAT'S HAPPENING



TV ADVERTISING
ON ITV



ITV
ENDORSEMENT



ITV TALENT ON
OUR STAGES



TV ADVERTISING
ON ITV VOD



LIVE TV
BROADCASTS



ITV HUB –
NEW VISITOR
EXPERIENCE



SOCIAL MEDIA ON
ITV PLATFORMS



ON-AIR
PROMOTIONS



ITV CELEBRITY
MEET & GREETs

WHY ITV

- ✓ **EXTRA EXPOSURE:** massive uplift for the exhibition
- ✓ **NEW AUDIENCE:** brand new visitors to the event
- ✓ **MORE VISITORS:** expected 10% increase

- ✓ **DWELL TIME:** more to see, more time at show
- ✓ **SOCIAL MEDIA BOOST:** more content, more to share
- ✓ **PR BOOST:** more talent, more to say

THE BENEFITS

More Visitors + New Visitors + Longer Dwell Time = More Sales



IDEAL HOME SHOW

Britain's iconic and best-loved home event has proved to be the most trusted and successful consumer show in the live events calendar. The Ideal Home Show has played a major part in making the house a home and this influence continues in 2020 celebrating its 112th year.

This award-winning home event delivers an unparalleled audience of over 200,000 home interest consumers. With 112 years of forward thinking businesses showcasing their ideas and innovation to home owners and 76% of loyal visitors confirming their attendance for 2020, the Ideal Home Show is the ultimate platform to retail.



VISITORS
201,000

VENUE
OLYMPIA LONDON
DURATION
18 days

600+
EXHIBITORS

REPEAT VISITORS
75%
VISITOR DWELL TIME
4h 45m

AVERAGE
VISITOR SPEND
AT SHOW
£510 each
POST SHOW
£25,000 each

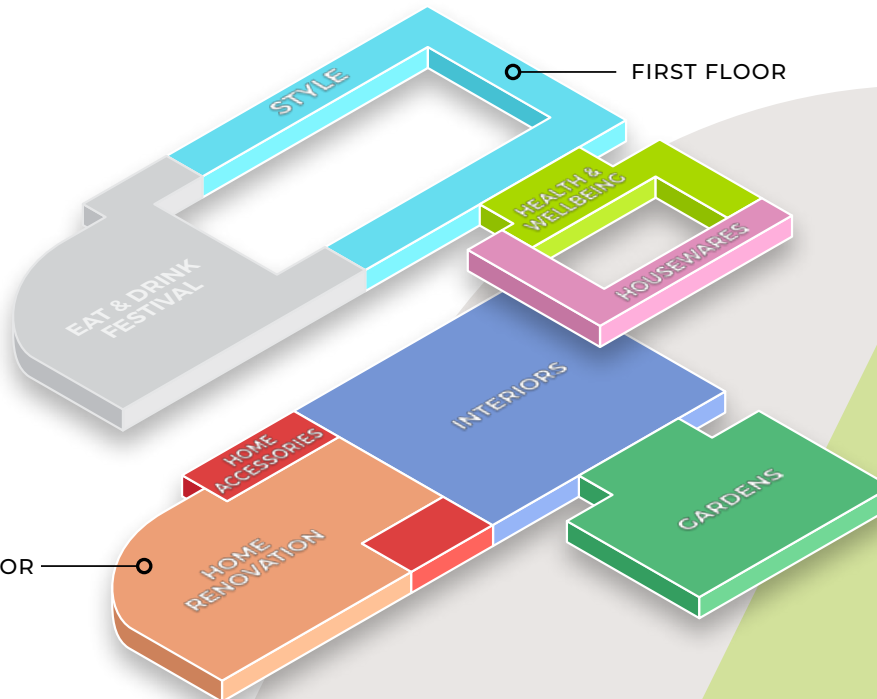
idealhomeshow.co.uk

  TOTAL FANS & FOLLOWERS
  **1.2M**

WEB **546K** SOCIAL **74K**
EVENT **201K** EMAIL **390K**

8 SHOW SECTIONS

-  INTERIORS
-  GARDENS
-  RENOVATION
-  HOME ACCESSORIES
-  HOUSEWARES
-  STYLE & BEAUTY
-  HEALTH & WELLBEING
-  EAT & DRINK FESTIVAL



GROUND FLOOR

FIRST FLOOR



ideal HOME SHOW SCOTLAND

IDEAL HOME SHOW SCOTLAND

For over 72 years the Ideal Home Show has been a part of the Scottish landscape which has seen the launch of everyday items that we now take for granted in our day to day lives such as colour TV, the spin dryer and the vacuum cleaner. The Scottish institution that is the Ideal Home Show started off from humble beginnings at


Glasgow's iconic Kelvin Hall showcasing the pinnacle of modern housing and all the must have accessories. Upon entering the show you will be greeted with modern show homes, celebrity ambassadors, room sets, super theatres, Champagne Bar and of course our ever popular Eat and Drink Festival.





VISITORS 

43,000

 VENUE
SEC, GLASGOW
DURATION
4 days

300+
EXHIBITORS


 REPEAT VISITORS
65%
 VISITOR DWELL TIME
3h 30m

 AVERAGE
VISITOR SPEND
AT SHOW
£487 each
POST SHOW
£26,000 each

idealahomeshow.co.uk



TOTAL FANS & FOLLOWERS



238K

WEB
EVENT

63K
43K

SOCIAL
EMAIL **74K**
58K



6 SHOW SECTIONS



INTERIORS



GARDENS



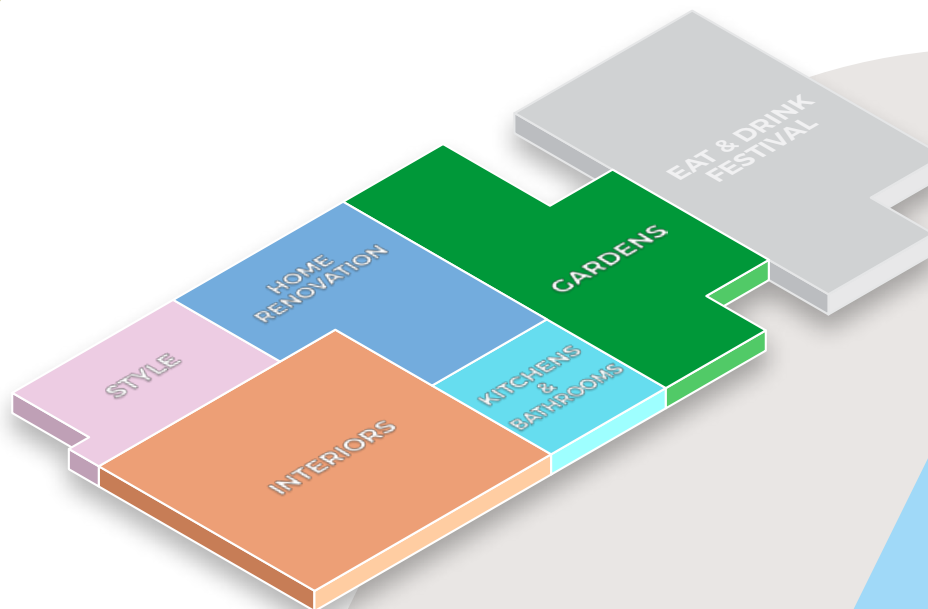
RENOVATION



STYLE & BEAUTY



EAT & DRINK
FESTIVAL



ideal HOME SHOW *Christmas*

IDEAL HOME SHOW CHRISTMAS

The home of shopping and lifestyle at Christmas. Born out of Britain's best-loved and trusted home show brand, the November edition is firmly established as the biggest and busiest winter show in the live events calendar. This award-winning shopping event in London

delivers an unparalleled audience of 70,000 home interest consumers. Our unique audience of loyal visitors spend on average 4.5 hours shopping for the festive period and the New Year.



VISITORS 

70,000

 VENUE
OLYMPIA LONDON
DURATION
5 days

500+
EXHIBITORS


 REPEAT VISITORS
70%
 VISITOR DWELL TIME
4h 30m

 AVERAGE
VISITOR SPEND
AT SHOW
£258 each
POST SHOW
£12,000 each

Idealhomeshowchristmas.co.uk

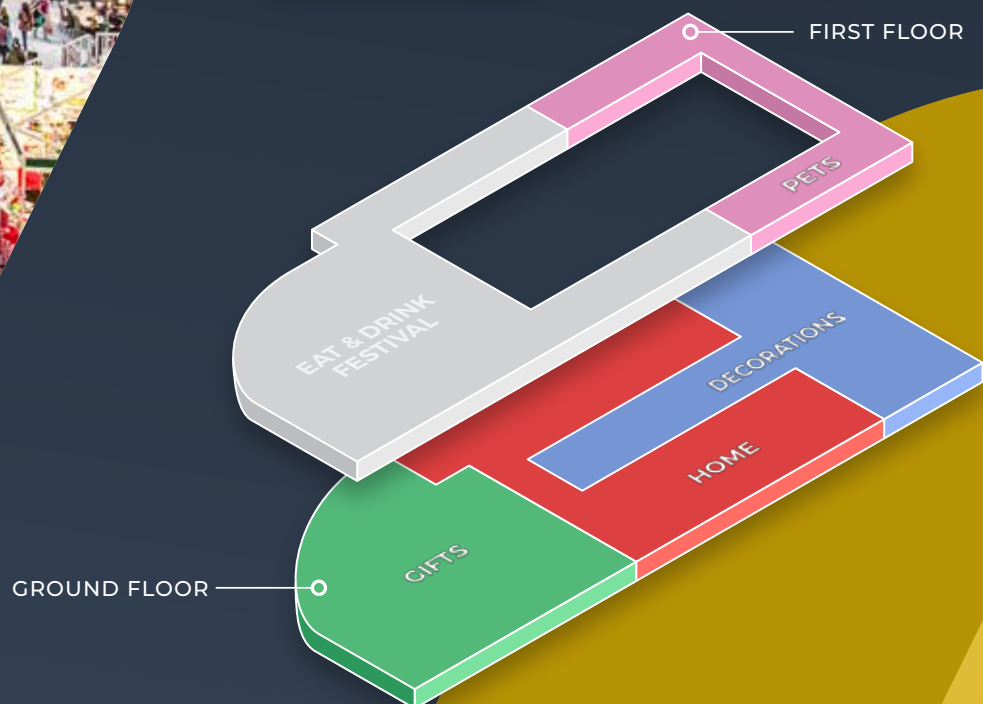


TOTAL FANS & FOLLOWERS



657K

WEB **153K** SOCIAL **74K**
EVENT **70K** EMAIL **360K**



5 SHOW SECTIONS



CHRISTMAS HOME



CHRISTMAS DECORATIONS



CHRISTMAS GIFTS



CHRISTMAS PET



EAT & DRINK FESTIVAL

eat & drink FESTIVAL

EAT & DRINK FESTIVAL

The Eat & Drink Festival is a live interactive event packed with a selection of the country's top artisan producers, leading street food vendors & world class chef's. This experience showcases the very best the country has to offer in the world of food & Drink.



Co-located with the Iconic Ideal Home Show, The Eat & Drink Festival welcomes an eclectic audience and crowds of Foodie Fanatics!



VISITORS 
200,000

 VENUE
OLYMPIA LONDON
DURATION
18 days

100+
EXHIBITORS


 REPEAT VISITORS
75%
 VISITOR DWELL TIME
3h 20m

 AVERAGE VISITOR SPEND
AT SHOW
£86 each
POST SHOW
£400 each

eatanddrinkfestival.com



TOTAL FANS & FOLLOWERS



315K

WEB **90K** SOCIAL **9K**
EVENT **200K** EMAIL **16K**



4 SHOW SECTIONS



ARTISAN PRODUCERS MARKET



THE GREAT EAT



EAT & DRINK STAGE



FOOD & DRINK EXHIBITORS



eat & drink

FESTIVAL CHRISTMAS

EAT & DRINK FESTIVAL CHRISTMAS

Eat & Drink Festival Christmas features a bespoke selection of pioneering artisan producers & celebrated street food vendors, as well as the very best of food & drink

from across the UK. It's the largest indoor Christmas food & drinks festival, co-located with the iconic Ideal Home Show which guarantees crowds of foodie enthusiasts.



VISITORS 

70,000

 VENUE
OLYMPIA LONDON
DURATION
5 days

100+
EXHIBITORS


 REPEAT VISITORS
70%
 VISITOR DWELL TIME
3h 30m

 AVERAGE VISITOR SPEND
AT SHOW
£91 each
POST SHOW
£340 each

eatanddrinkfestival.com



TOTAL FANS & FOLLOWERS



127K

WEB
EVENT

40K
70K

SOCIAL
EMAIL

9K
8K



4 SHOW SECTIONS



ARTISAN
PRODUCERS
MARKET



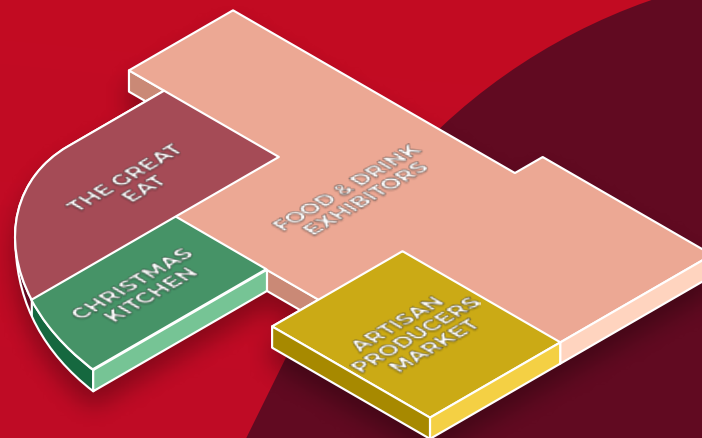
THE GREAT EAT



CHRISTMAS
KITCHEN



FOOD & DRINK
EXHIBITORS



THE CAKE & BAKE SHOW

CAKE & BAKE SHOW

The Cake & Bake Show is the UK's biggest baking event and is brimming with all things baking, decorating and sugar craft. Visitors can rub shoulders with celebrity experts, including previous GBBO winners, top-chefs and baking

experts. As the only live event dedicated to the entire baking industry, The Cake & Bake Show offers unrivalled access to a targeted, loyal audience of professionals, home bakers and decorators, foodies and families.





VISITORS 

30,000+

 VENUE
ExCeL, LONDON
DURATION
3 days

160+
EXHIBITORS


 REPEAT VISITORS
60%
 VISITOR DWELL TIME
4h

 AVERAGE VISITOR SPEND
AT SHOW
£124 each
POST SHOW
£320 each

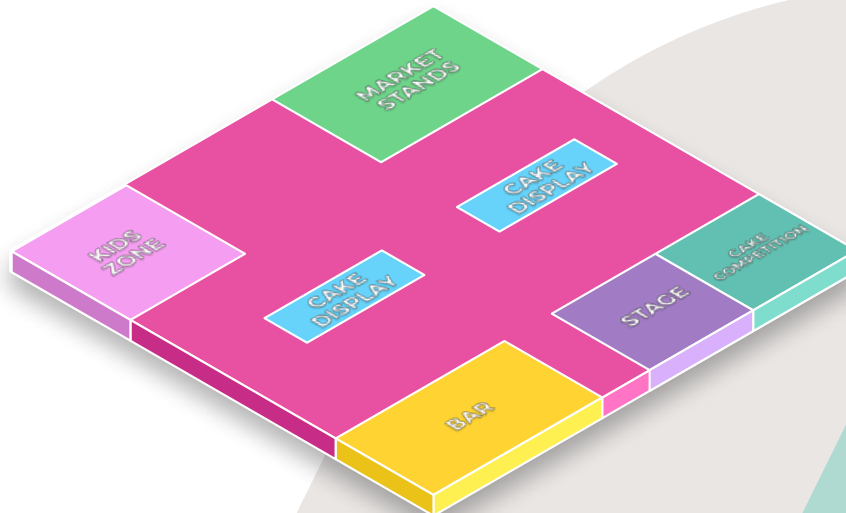
thecakeandbakeshow.co.uk



TOTAL FANS & FOLLOWERS


552K

WEB 106K **SOCIAL 355K**
EVENT 30K **EMAIL 60K**



-  **THE CAKE & BAKE THEATRE**
-  **CAKE COMPETITION**
-  **ARTISAN PRODUCERS MARKET**
-  **WEDDING CAKE DESIGN**
-  **BIRTHDAY CAKE DESIGN**
-  **CHAMPAGNE BAR & PAMPER LOUNGE**
-  **KIDS ZONE**
-  **CAKE SHOW STOPPER**

GoodHomes magazine

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 buys, plus practical advice to tackle your next project.



READERS



45,000



FREQUENCY
12 issues

100+
ADVERTISERS



REPEAT READERS

70%



AVERAGE READ TIME

4h 30m



AVERAGE
READER SPEND

£9,897
each

goodhomesmagazine.com



TOTAL FANS & FOLLOWERS



365K

WEB 210K SOCIAL 68K
PRINT 45K EMAIL 42K



ADVERTISING RATES

SINGLE PAGE
£4,500

DOUBLE-PAGE SPREAD
£9,000

HALF PAGE
£2,250

ADVERTORIAL
+15%

CLASSIFIED
1/4 PAGE £900 · 1/8 PAGE £500 ·
1/16 PAGE £300

SECTION SPONSORSHIP
ENQUIRE FOR DETAILS
(Premium positioning also available)

DIGITAL RATES

SOLUS EMAIL
£1,850

BANNER/MPU
£600



360° PACKAGE OPTIONS



STAND SIZE 0m² - 19m²

Email - Editorial mention on one event email

Social - Facebook Post + Instagram Post + Twitter Post

COST £450 + £985 per m²

STAND SIZE 20m² - 39m²

Print - Quarter page in Goodhomes

Email - Editorial mention on one event email

Social - Facebook Post + Instagram Post + Twitter Post

COST £800 + £985 per m²

STAND SIZE 40m² - 120m²

Print - Half page in Goodhomes magazine

Website - MPU advert on event & magazine website

Email - Editorial mention on one event & magazine email

Social - Facebook Post + Instagram Post + Twitter Post

COST £1,500 + £985 per m²



STAND SIZE 0m² - 19m²

Email - Editorial mention on one event email

Social - Facebook Post + Instagram Post + Twitter Post

COST £300 + £375 per m²

STAND SIZE 20m² - 39m²

Email - Editorial mention on two event emails

Social x2 - Facebook Posts + Instagram Posts + Twitter Posts

COST £500 + £375 per m²

STAND SIZE 40m² - 120m²

Print - Quarter page in Goodhomes magazine

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Email - Editorial mention on one event & magazine email

Social - Facebook Post + Instagram Post + Twitter Post

COST £800 + £375 per m²



STAND

Shell Scheme £250 per m²
Space Only £240 per m²

GOLD

Print - Full page in showguide
Web - MPU advert on website
Email - Editorial mention on one email
Social - Facebook, Instagram & Twitter Post
COST £600

SILVER

Print - Half page in showguide
Email - Editorial mention on one email
Social - Facebook, Instagram & Twitter Post
COST £400

BRONZE

Email - Editorial mention on one email
Social - Facebook, Instagram & Twitter Post
COST £250

STAND SIZE 0m² - 19m²

Email - Editorial mention on one event email
Social - Facebook Post + Instagram Post + Twitter Post
COST £450 + £795 per m²

STAND SIZE 20m² & OVER

Email - Editorial mention on one event email
Social x2 - Facebook Posts + Instagram Posts + Twitter Posts
COST £800 + £795 per m²

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STAND SIZE 20m² & OVER

Email - Editorial mention on one event email
Social x2 - Facebook Posts + Instagram Posts + Twitter Posts
COST £800 + £795 per m²

STAND SIZE 0m² - 19m²

Social - Facebook Post + Instagram Post + Twitter Post
COST £300 + £325 per m²

STAND SIZE 20m² - 39m²

Email - Editorial mention on one event email
Social - Facebook Post + Instagram Post + Twitter Post
COST £450 + £325 per m²

3.08M CUSTOMERS

BOOK YOUR PACKAGE NOW!

LOUGHTON OFFICE: **020 3225 5200**

GLASGOW OFFICE: **0141 251 0101**

www.media-ten.com



Media 10 Ltd