



FUTURE

HOMES & GARDENS®

UK MEDIA KIT



HOMES & GARDENS

The Best in Design, Decoration and Style

"For more than 100 years, the Homes & Gardens brand has represented the best in design and decoration, delivering inspiration, ideas and information to passionate, affluent and knowledgeable consumers and the trade."

Sarah Spiteri

Editorial Director
Homes & Gardens

4.8m

Average Global Monthly
Users

9m

Average Global Monthly
Pageviews

1m

Average UK Monthly
Users

2m

Average UK Monthly
Pageviews

1m

Social Reach

69.1k

ABC Print Circulation

42%

AB

92%

of our audience are
completely unique to us vs
key competitors*

£4m

Global Affiliate Sales Driven
(Last 12 Months)

DIGITAL EDITORIAL CALENDAR

FUTURE

January

- Renovations,
- Decorating
- All rooms, particularly kitchens

February

- Renovations
- Decorating, all rooms, particularly kitchens

March

- Renovations,
- Decorating
- All rooms, particularly kitchens

April

- Garden
- Easter
- Living rooms
- Backyards

May

- Living rooms
- Home office
- Backyards

June

- Gardens
- All rooms, particularly bedrooms

July

- Gardens
- All rooms, particularly bedrooms

August

- All rooms, particularly kitchens, bedroom, bathrooms

September

- Garden maintenance
- Kids' rooms
- Pantry
- Lighting

October

- Fall decor,
- Halloween
- Trends for year ahead

November

- Black Friday
- Cozy
- Christmas
- Fall decor
- Thanksgiving

December

- Christmas

PARTNERSHIP OPPORTUNITIES

We are experts in driving meaningful connections and we make it easy to reach our unique, high-intent audiences. With Future, not only will your advertising be placed in a high quality, contextually-aligned environment but as we know cross-platform audiences better than anyone else, we give you the ability to reach our audiences where they engage most.

Digital

- Digital Advertorials
- Display Formats and Takeovers

Video

- Pre- / mid- and post-roll
- Both O+O and YouTube pre-roll advertising
- Custom video production solutions

Social

- Instazine
- Social Amplification
- Bespoke Pinterest Board

Audience targeting

- First-party data audience targeting, Aperture
- 1000s of audience segments available for every advertisers need
- Quality contextual targeting

Print

- Print Display and advertorial
- Paperwraps

Email

- Dedicated Email sponsorship

Creative Solutions

- House Tours



WE ARE THE GLOBAL LEADER IN SPECIALIST MEDIA.

We're home to some of the world's favourite brands, **reaching 1 in 3 adults online in the U.S. and the U.K.** Find out more about us and our portfolio of 250+ brands at www.futureplc.com



Contact Us

Interested to know more and want to see what we can do for your next campaign, then get in touch!

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