



HouseBeautiful

MODERN LIVING

AFFORDABLE STYLE

HEARST



BRAND OVERVIEW

MODERN LIVING. AFFORDABLE STYLE.

House Beautiful is where great interior design begins. It's the one-stop shop offering its audience expert advice, genius ideas and dreamy inspiration to live in their homes stylishly, affordably and sustainably.

The House Beautiful audience is style conscious and budget savvy – they want their homes to be at the cutting edge of design trends, while also being aware of what they spend. House Beautiful champions the high street, making good interior design affordable to everyone.

With multiple touchpoints – in print, online and on social – House Beautiful covers everything from quick decorating projects and room renovations, to clever ideas for small spaces and expert tips for transforming – and living in – an outdoor space of any size.

“

Everyone has a dream home in their head but bringing it to life is something that many people find challenging.

House Beautiful's mantra of Modern Living and Affordable Style, backed by our team of style experts, gives our audience the confidence to create the perfect space, whatever their budget.

”



Louise Pearce
Editor-in-Chief

BRAND PILLARS



STYLE & DESIGN TRENDS

With so much interiors inspiration available, it can sometimes feel like there is too much choice. Which is where House Beautiful comes in – by carefully hand-picking the very best design trends and combining them with clever, practical advice from our team of in-house style experts, we help our audience to create a stylish space to live in.



DECORATING & RENOVATING

House Beautiful is the number one destination for advice, ideas and inspiration for every project, every room and every budget. Want to know which paint colour works in a small space? When to upcycle rather than buy new? What questions to ask before renovating a kitchen? The HB team have all the answers and more.



REAL PEOPLE IN THEIR HOMES

From apartments to houses, new-builds to barn conversions, House Beautiful is the go-to brand for showcasing real homes – no matter how big or small. As well as showing how real people have decorated – and live in – their spaces, we also provide that all-important “get the look” inspiration for readers to achieve the looks in their own homes.



GARDEN KNOW-HOW

Much more than just an outside space, the garden has become “the fifth room” – an area for people to spend time eating and entertaining, as well as exercising their green fingers. From real gardens and outdoor furniture to firepits and how to style a balcony garden, we equip our audience to enjoy spending time outside.



HIGH STREET SHOPPING

House Beautiful has a unique place in the interiors market, believing that good design should be affordable to everyone. We champion the fantastic wealth of choice on the high street. Our seasonal “hot on the high street” trend roundups enable our audience to turn their homes into a stylish haven, all while keeping an eye on cost.

BRAND ECOSYSTEM

DIGITAL

Housebeautiful.com/uk helps its audience shop the look they want, connecting them with brands they love, from homeware to garden furniture, plants, seasonal items and storage solutions.

PRINT

House Beautiful magazine offers contemporary styling advice for modern living – from decorating, inspiration to furniture solutions for homes and gardens.

SOCIAL

With 2.4m social media followers, House Beautiful reaches its audience wherever they are online.

LICENSING

House Beautiful's highly successful and award-winning licensing programme is developed in collaboration with the brand's expert editorial and style teams.

FRANCHISES

House Beautiful's content franchises target engaged readers at a time when they are spending on their home.

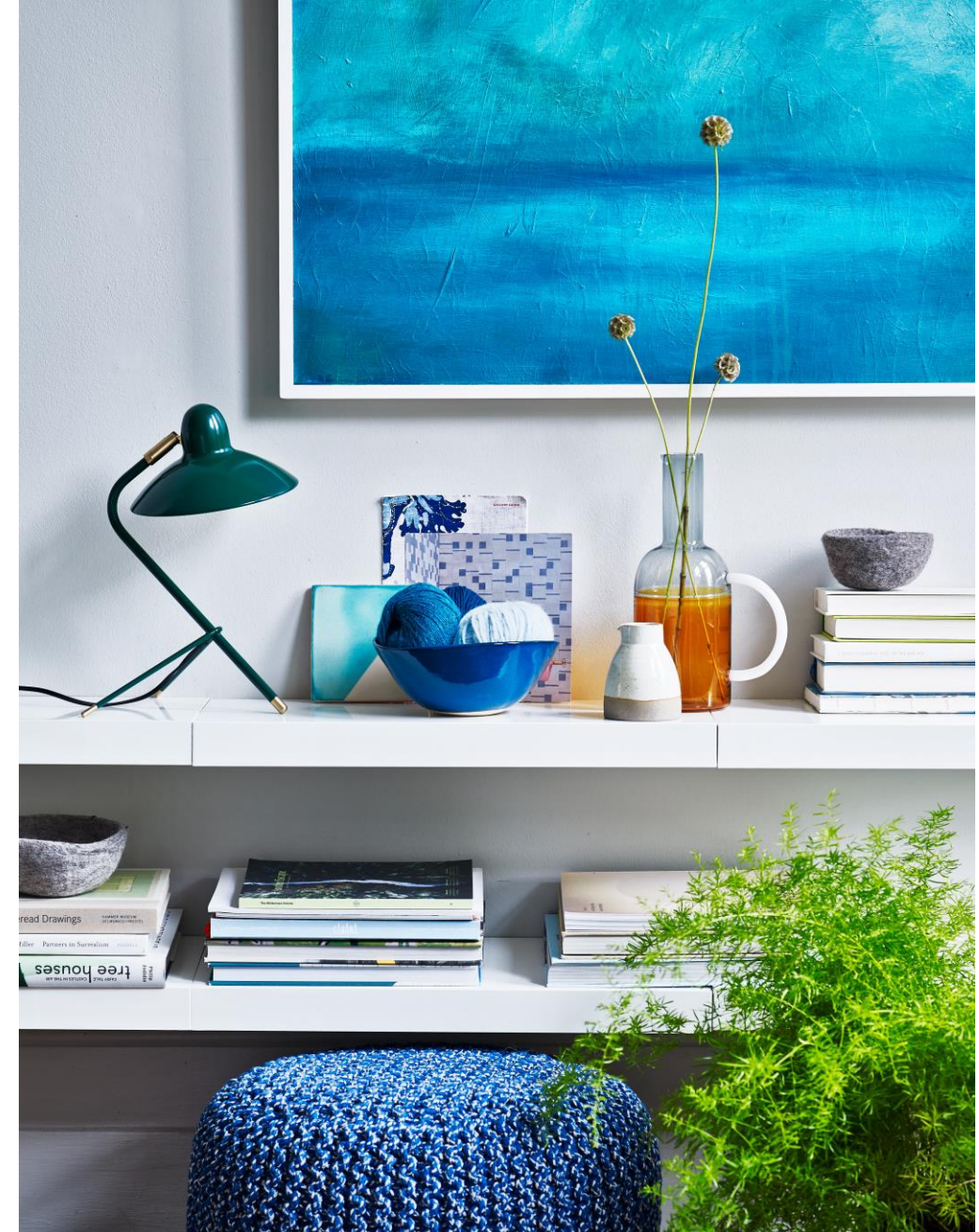
E-COMMERCE

The House Beautiful brand creates a successful environment for online shopping through our HB Marketplace and through our affiliate partnership networks.



KEY NUMBERS

890k	Unique Users	DIGITAL
3M	Page Views	
45-54	Core Age Group	
2min 28s	Average Minutes PP	
32%/70%	AB/ABC1 Profile	
2.4M	Social Followers	SOCIAL
382.6K	Instagram Followers	
1.9M	Facebook Followers	
88.1K	Twitter Followers	
84,685	Circulation	PRINT
443K	Readership	
29%/65%	AB/ABC1 Profile	



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PRINT SOURCES: Print and digital eds circ - 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 MINUTES PP June 2023) / PAMCo (Nov '22 Ipsos Iris data)



LICENSING PARTNERS

Unlock new revenue streams and reach new audiences

Our brand licensing portfolio includes some of the UK's most successful home retail brands, who through our bespoke collaboration reach new audiences, win market share and enjoy real commercial retail success.

House Beautiful's award-winning licensing partnership programme combines the style expertise of the House Beautiful team and the expert know-how of the brand retailer to create truly unique product collections with a distinct brand positioning and premium mass appeal.

Get in touch to join our Modern Living Collection of brands and unlock the true power of partnership.

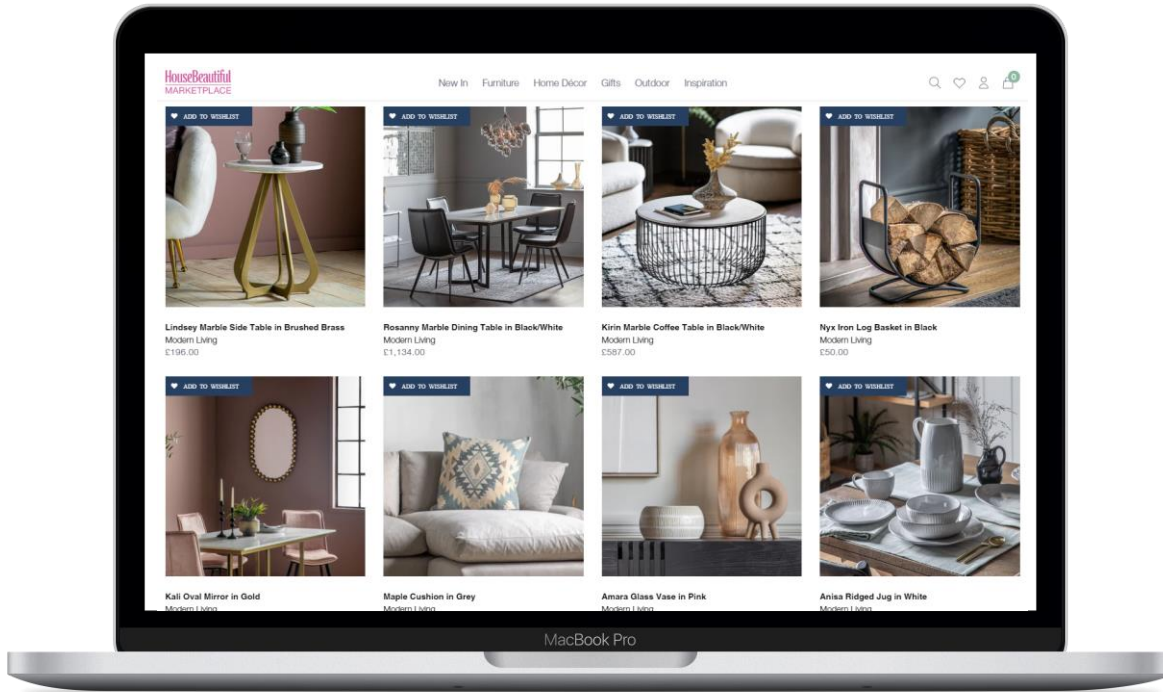
MARKETPLACE

Shop hand-picked products

The House Beautiful Marketplace is an online shopping platform with more than 2,000 hand-picked furniture and homeware products.

Hosted on Shopify and powered by technology experts MOOT, the marketplace offers a seamless user experience, easy navigation and personalised product recommendations, allowing consumers to browse and shop products from a range of wholesalers and brands.

By owning the platform, payment gateway and data, Hearst is able to capture first-party marketing permissions and gather rich intelligence into shopping behaviour. The marketplace is small but growing quickly, with over 700,000 online sessions in 2022 and a strong average order value of almost £200.



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