



# Livingetc

UK MEDIA KIT



# Livingetc

Livingetc is the premium glossy title for the design-conscious homeowner.

*'Livingetc is the contemporary homes brand that speaks to an affluent, active and intelligent consumer audience. High earning and high spending, they come to us for inspiration for their interior project, our rich design stories and our reporting on the very latest decor and furniture trends. We've always reported on the now and the next in home design, but our recent content refresh takes our outlook truly global. Across print, digital and social media we set the look for modern design with an emphasis on innovation, decoration and the increasing brilliance of the smart - and beautiful - home.'*

**Pip Rich**

Acting Executive Editor - Life & Style

## 1.1m

Average Global Monthly Users

## 1.6m

Total Social Reach

## 39%

AB

## 1.9m

Average Global Monthly Pageviews

## 49.4k

ABC Circulation

## £702K

Global Affiliate Sales Driven (Last 12 months)

## 425k

Average UK Monthly Users

## 154k

Readership

## 591k

Average Global Monthly Video Plays

## 718k

Average UK Monthly Pageviews

## 64%

Female



# CONTENT PILLARS



**Modern Homes**

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**Decor Trends**

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**Colour Advice**

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**Smart Homes**

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**Global Design News**



# 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.

## Print

- Benefit from Livingetc's scale and reach to build brand awareness
- Advertise alongside relevant editorial content via Livingetc's core topic sessions

## Sponsored Content/Advertorial:

- Promote features and benefits to Livingetc's audience through sponsored content
- Hosted on Livingetc.com and can be pinned to your select topic channel with social media traffic drivers to engage target audience
- This can be repurposed in our magazine for additional reach

## Digital

- Fully responsive custom formats
- Built for both desktop and mobile
- Own the page with our innovative roadblocks
- Programmatic and PMP offerings

## Video

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

## Audience targeting

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

## Email

- Dedicated Email sponsorship



# 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](http://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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