



REALHOMES

UK MEDIA KIT



REALHOMES

Making your dream home a reality

'Realhomes.com is a new type of website for a new homes audience. Largely ignored by the mainstream homes brands, we serve those who are passionate about their homes but constrained in some way – because they rent, or house-share, or have to watch their pennies when buying their first or second home. RealHomes.com is the new website for the rest of us.'

Jason Orme

Managing Director, Future Homes

2m

Average Global monthly users

2.8m

Average Global Monthly Pageviews

820k

Average UK monthly users

1.2m

Average UK monthly pageviews

33k

ABC Print Circulation

60%

Female

57%

ABC1

£5m

Global Affiliate Sales Driven
(Last 12 Months)

1.1m

Average UK monthly video Plays

CONTENT PILLARS



**Cleaning
& Organisation**



**Sleep
& Wellness**



**Kitchen
& Living**



**Furniture
& Styling**



**DIY
& Decor**



**Renter-friendly
& Budget Renovations**

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 Real Home's scale and reach to build brand awareness
- Advertise alongside relevant editorial content via Real Homes' core topic sessions

Sponsored Content/Advertorial:

- Promote features and benefits to Real Home's audience through sponsored content
- Hosted on Realhomes.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

Email

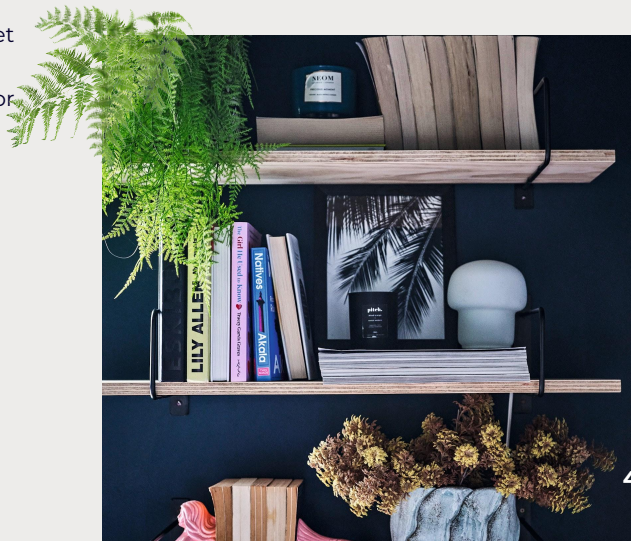
- Pre- / mid- and post-roll
- Both O+O and YouTube pre-roll advertising
- Custom video production solutions

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



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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