

# The ENGLISH HOME

Media pack 2023







## FROM THE EDITOR

*The English Home* has been a much-loved magazine on international newsstands for over 20 years. A specialist interiors magazine, it continually delights its loyal readership – an affluent and discerning audience with quintessentially English taste.

More readers than ever before are aligned with our key editorial pillars: English style, quality design, craftsmanship, sustainability and provenance. To this end, they have become increasingly loyal to *The English Home*, with annual subscribers making up 71% of all subscribers and a 40% increase in visitors to [theenglishhome.co.uk](http://theenglishhome.co.uk). The brand has enhanced its position in the marketplace with an increasing number of events, talks, retail promotions and a popular podcast.

Much more than a magazine, *The English Home* facilitates lasting connections between its readers and the premium and luxury brands who engage with them. Collaborations with authoritative names in interior design and intelligent, in-depth content arms our readers with the confidence to make important buying decisions for the home, from bespoke four-poster beds to elegant kitchens, beautiful bathrooms and classic orangeries. For more than two decades *The English Home* has been a trusted resource; a reassuring, warm voice celebrating timeless English style.

*Samantha*

Samantha Scott-Jeffries  
Editor





## OUR REACH

- **12** UK editions; **6** North American editions
- **77,350** Total Circulation (ABC Jan-Dec 2021)
- **53,207** Subscribers (ABC Jan-Dec 2021)
- **250,000** Print Readership
- **136,000** Digital Reach

For six consecutive years, *The English Home* has increased its circulation, outperforming many other similar titles. *The English Home* magazine boasts the second-highest number of subscribers in the Home Interests category and its international circulation is close to double that of its nearest competitor. *The English Home* sells more copies overseas than *House & Garden*, *Homes & Gardens* and *World of Interiors* combined.

## READERSHIP

*The English Home's* considered editorial is tailored to homeowners and design professionals.

Our readers are:

- More engaged than ever before, with longer-term annual subscribers making up 71% of all subscribers
- Predominantly AB, female, aged 45+
- Long-term homeowners, who have decorated several properties
- Classified as 'high affluence' shoppers\*
- Loyal to the title, with repeat purchases higher than for other home interest titles\*

\* Source: loyalty cards/Frontline

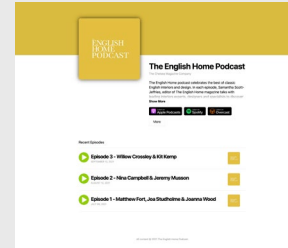


## SOLUTIONS

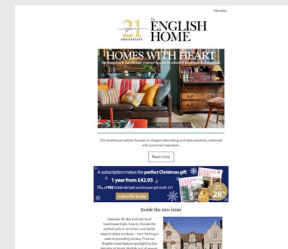
Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

- UK/International edition (print & digital)
- North American edition (print & digital)
- Supplements
- Glossy annual *Interior Design* publication
- Digital monthly newsletters
- Monthly podcast

### ANNUAL INTERIOR DESIGN PUBLICATION



### PODCAST



### NEWSLETTER

## DISTRIBUTION

- Strategically promoted at leading newsstands including Waitrose & Partners, M&S, WHSmith, Sainsbury's, Tesco and Booths
- Select independent newsagents in targeted postcodes, including Harrods
- Targeted distribution to BIID (British Institute of Interior Design), SBID (Society of British and International Design), KLC School of Design and Inchbald School of Design
- Major shows, events and venues including Decorex, Design Centre Chelsea Harbour and RHS Chelsea & Hampton Court Flower Shows
- Five-star hotels in London and luxury destinations throughout the UK

## CREATIVE PARTNERSHIPS

We are delighted to work with key partners within the industry to create high-quality content that brings a product or service to life in a way that truly resonates with our readership. Please contact us directly to discuss bespoke creative solutions.



### SUPPLEMENTS

### BESPOKE CONTENT







## ADVERTISING RATE CARD

*The English Home* provides the perfect vehicle to promote high-quality, premium and luxury brands, products and services to a very affluent and discerning audience.

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

### DISPLAY

Inside front cover double-page spread	£5,950
Outside back cover	£4,500
Inside back cover	£3,450
Double-page spread	£4,950
Double-page spread partner feature	£5,250
Full-page partner feature	£3,250
Full page	£3,000
Half page	£1,990
Quarter page	£1,125

### INSERTS

INSERTS	
Loose inserts (per thousand)	POA
Up to 10g and with mechanical specification. Bound or heavier inserts on request.	
Discretionary discounts apply for series booking.	

### ADVERTISING CONTACTS

Group Sales Director  
Catherine Chapman 07879 644768  
catherine.chapman@chelseamagazines.com

Advertisement Manager  
William Bernard 020 7349 3749  
william.bernard@chelseamagazines.com

**Advertising** Jubilee House, 2 Jubilee Place, London SW3 3TQ Tel 020 7349 3700

Group Account Director  
Natasha Scroggs 020 7349 3733  
natasha.scroggs@chelseamagazines.com

Senior Sales Executive  
Laurina Barry 020 7349 3712  
laurina.barry@chelseamagazines.com

### DIGITAL

#### DIGITAL AUDIENCE

##### WEBSITE

We offer an integrated omni-channel solution through our website, social media and e-marketing platforms.  
[www.theenglishhome.co.uk](http://www.theenglishhome.co.uk)

- 35,000 Monthly average unique users
- 60,000 Monthly average page views
- Email database –  
14,000 UK subscribers



Our comprehensive website is a deep dive across the industry: Inspiration, Rooms, Interviews, Buyer's Guides, Offers, Directories, Colours, Patterns, Bathrooms, Kitchens, Interior Designers, Gardens. Inspirational and user-friendly, it provides our loyal audience with room-by-room decorating advice, interviews with top interior designers, behind-the-scenes insights and invaluable market guides.

All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication. All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.

#### DIGITAL RATES

##### WEBSITE

Reskin	£2,500
Online advertorial	£950
Competition	£1,000 + prize
Double MPU	£950
MPU	£550
Billboard	£750
Leaderboard	£750
Online Directory	£300
Social Media Post	POA

##### EMAIL MARKETING

Newsletter advertorial	£650
Newsletter leaderboard	£475
Bespoke Solus email	£60 per 1000

# UK EDITION CALENDAR 2023



PHOTOGRAPH © RACHAEL SMITH

<b>FEBRUARY</b> 2023  BOOKING 12 December  ON SALE 29 December 2022	<b>MARCH</b> 2023  BOOKING 18 January  ON SALE 1 February 2023	<b>APRIL</b> 2023  BOOKING 15 February  ON SALE 1 March 2023	<b>MAY</b> 2023  BOOKING 15 March  ON SALE 29 March 2023	<b>JUNE</b> 2023  BOOKING 18 April  ON SALE 3 May 2023	<b>JULY</b> 2023  BOOKING 17 May  ON SALE 31 May 2023
<b>AUGUST</b> 2023  BOOKING 21 June  ON SALE 5 July 2023	<b>SEPTEMBER</b> 2023  BOOKING 19 July  ON SALE 2 August 2023	<b>OCTOBER</b> 2023  BOOKING 15 August  ON SALE 30 August 2023	<b>NOVEMBER</b> 2023  BOOKING 20 September  ON SALE 4 October 2023	<b>DECEMBER</b> 2023  BOOKING 18 October  ON SALE 1 November 2023	<b>JANUARY</b> 2024  BOOKING 15 November  ON SALE 29 November 2023

# NORTH AMERICAN EDITION CALENDAR 2023

<b>JANUARY/FEBRUARY</b> 2023  BOOKING 28 October  ON SALE 20 December 2022	<b>MARCH/APRIL</b> 2023  BOOKING 20 December  ON SALE 14 February 2023	<b>MAY/JUNE</b> 2023  BOOKING 24 February  ON SALE 18 April 2023	<b>JULY/AUGUST</b> 2023  BOOKING 21 April  ON SALE 13 June 2023	<b>SEPTEMBER/OCTOBER</b> 2023  BOOKING 23 June  ON SALE 15 August 2023	<b>NOVEMBER/DECEMBER</b> 2023  BOOKING 25 August  ON SALE 17 October 2023
-------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------