



FUTURE

woman&home

UK MEDIA KIT



woman&home

Inspiring Women

"The Woman&Home woman is the original influencer. She's at the heart of her family, her friendship group and her community. She's energetic, positive and empowered."

"With the world on her shoulders, she comes to woman&home to be informed, to relax, and to be inspired by other women who look and think like her, doing amazing things with their lives."

Miranda McMinn
Editor

4m

Average Global monthly users

6.3m

Average Global monthly pageviews

1.5m

Average UK monthly users

2.8m

Average UK monthly pageviews

1.3m

Social Followers

69k

Newsletter subscribers

229.8K

ABC Print Circulation

£67k

UK Monthly Average Affiliate Sales

56%

35-64

40%

AB

72%

ABC1



CONTENT PILLARS



Mission

Our mission at woman&home is to keep women informed on the subjects that matter to them, so they can live smarter, healthier and happier lives. We publish expertly researched buyers guides, in-depth features and the latest shopping news and deals.



Our Purpose

Celebrating, supporting and inspiring each other



Our passions

Empowerment at every age
Her family, community and the planet
Reinvention, resilience and adventure
Living her best life



Our Editorial Pillars

Beauty
Fashion
Home
Food
Health & Wellbeing
Lifestyle
Celebrity

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

- 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

Social

- Social Amplification
- Custom social sponsorships

Audience targeting

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

Email

- Dedicated Email sponsorship

Print

- Print advertising in woman&home offers advertisers a unique opportunity to connect with our dedicated readers

Creative Solutions

- Bespoke Ad builds
- Content Partnerships
- ... and much more



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!

Liz Jazayeri

Ad Director - Women's Lifestyle

liz.jazayeri@futurenet.com