



「 FUTURE 」

Homebuilding & Renovating

MEDIA PACK 2025

Homebuilding & Renovating

Homebuilding & Renovating stands as one of the UK's premier networks for self-builders and home extenders.

Across print, online, and live events, Homebuilding & Renovating provides expert advice, product insights, design inspiration, and location information, equipping our readers to create their dream homes.



Homebuilding & Renovating

Homebuilding & Renovating is the ultimate resource for anyone hoping to create an individual home.

Covering a range of projects – renovations, conversions, extensions and self-builds – of all styles, sizes and budgets, each issue is packed with expert project advice, buyers' guides, design ideas and inspirational case studies to help readers turn their plans for a dream home into a reality.

632K

Average Global
monthly users

884K

Average Global
monthly
page views

489K

Average UK
monthly users

167K

Total social
reach

12K

ABC print
circulation

92K

Newsletter sends

£510K

Global affiliate
sales driven in the
last 12 months

39%

Aged 25-44

73%

ABC1

55%

Male

Source: Google Analytics, L12M monthly average [Feb 24 - March 25]; ABC Circulation, Jan-Dec 24; IPSOS, IRIS, December 2023; Total Social Reach, February 2025; Newsletter Subscribers, 2025.



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CREATING RELIABLE AND TRUSTED CONTENT



BUYING GUIDES



DESIGN IDEAS



GETTING STARTED



ADVICE & HOW-TO

**YOU CAN REACH
OUR AUDIENCE
WHO ARE EAGER
TO CREATE THEIR
DREAM HOMES**



Source: Home Renovations Survey, Future Internal Records, 2022

OUR AUDIENCE
IS EVER **GROWING**

+26%

Increase in users MoM

Source: Comscore, UK, Jan 2025



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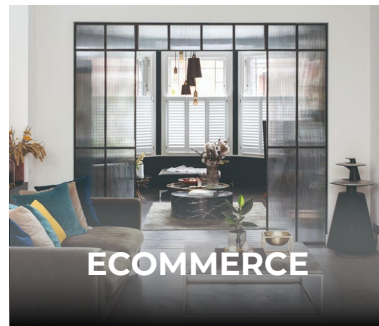
**BESPOKE CONTENT
CREATION**



EXPERIENTIAL



NEWSLETTERS



ECOMMERCE



EVENTS

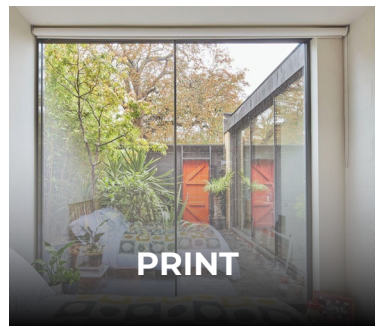
**A MULTI-PLATFORM
BRAND, ENDLESS
PARTNERSHIP
POSSIBILITIES**



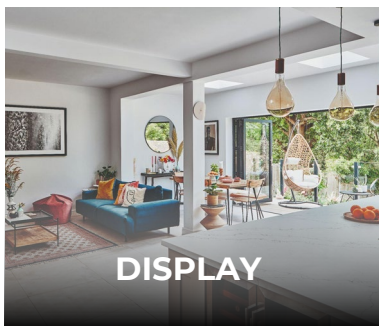
LICENSING



**AUDIENCE
TARGETING**



PRINT



DISPLAY



SOCIAL

WHY PARTNER WITH US?

POSITIVE ASSOCIATIONS

8 in 10 admit they feel more positive towards a brand after seeing a campaign via Future Homes titles.

DRIVING PURCHASE

9 in 10 are more likely to purchase from your brand as a result of running the campaign with Future.

GROW YOUR BRAND

Brand awareness grows as high as +70% after the campaign ends.

Homebuilding & Renovating is proud to be relaunching its Suppliers Directory with a new look and features for 2025.

We have designed three packages to suit all budgets to enable everyone to list their company and products. There will be no other advertising on your pages and they will be full integrated within the main Homebuilding.co.uk website.

SUPPLIERS DIRECTORY PACKAGES - homebuilding.co.uk

BRONZE

- 1 x Supplier's entry page on homebuilding.co.uk
- **200 words** of company information
- **2 x** product images and descriptions upto 200 words per product
- **Logo or Favicon**
- **Links** to website and social media channels
- **Company name indexed** so searchable on Google to drive up views

[CLICK HERE FOR EXAMPLE](#)

Fixed Cost: £495 | 12 months

SILVER

- 1 x Supplier's entry page on homebuilding.co.uk
- **200 words** of company information
- **3 x** product images and descriptions upto 200 words per product
- **Logo or Favicon**
- **Links** to website and social media channels
- **Company name indexed** so searchable on Google to drive up views

[CLICK HERE FOR EXAMPLE](#)

Fixed Cost: £695 | 12 months

GOLD

- 1 x Supplier's entry page on homebuilding.co.uk
- **200 words** of company information
- **4 x** product images and descriptions upto 200 words per product
- **Logo or Favicon**
- **Gallery:** Minimum of five images, together with a short description to accompany each image
- **Video:** Please provide a YouTube link. Alternatively MP4 files are acceptable. (Videos will be included on a case by case basis)
- **Links to website** and social media channels
- **Company name indexed** so searchable on Google to drive up views
- **Digital ads** to to sponsor your content across

[CLICK HERE FOR EXAMPLE](#)

Fixed Cost: £1,095 | 12 months

Issue No	Copy Deadline	On Sale Date
0215 - November 2024 Issue	10 Sept 2024	3 Oct 2024
0216 - December 2024 Issue	15 Oct 2024	7 Nov 2024
0217 - January 2025 Issue	12 Nov 2024	5 Dec 2024
0218 - February 2025 Issue	2 Dec 2024	3 Jan 2025
0219 - March 2025 Issue	14 Jan 2025	6 Feb 2025
0220 - April 2025 Issue	11 Feb 2025	6 Mar 2025
0221 - May 2025 Issue	11 Mar 2025	3 Apr 2025
0222 - June 2025 Issue	4 Apr 2025	1 May 2025
0223 - July 2025 Issue	12 May 2025	5 Jun 2025
0224 - August 2025 Issue	10 Jun 2025	3 Jul 2025
0225 - September 2025 Issue	15 Jul 2025	7 Aug 2025
0226 - October 2025 Issue	11 Aug 2025	4 Sept 2025

GET IN TOUCH

For more information, please get in touch with Jo Crosby - jo.crosby@futurenet.com

**Dates may be subject to change*

JAN 25
DEC 24
PRINT
Award winners revealed
How to create a healthier home
How to prevent your self-build from going over budget
Building Regs: Private vs local authority
Things to know about planning conditions
Insulation costs
Kitchen trends
Biomass boilers (things I wish I'd known before I installed one)
DIGITAL FOCUS
Kitchens
Bathrooms

FEB 25
JAN 25
PRINT
Brick-clad self-builds (new homes which showcase the versatility of this material)
Advice for building on land you already own
Managing your own self build
Woodburners - things to know
Importance of pre-planning advice - what it is and how to make use of it
Buyer's guide to project insurance (sponsored by Self Build Zone)
Central heating costs
Designing a hallway / Hallway design masterclass (take from Oct digi content)
Off grid heating options
DIGITAL FOCUS
Kitchens
Bathrooms
SUPPLEMENT
Kitchen extensions

MAR 25
FEB 25
PRINT
Self-build in the city (brilliant urban self-build projects)
12 mistakes to avoid when starting your self build
Benefits of working with a package company
Underfloor heating: Your questions answered
Underpinning costs
Self build and renovation trends / design innovations you need to embrace in 2025 (digi too)
DIGITAL FOCUS
Loft conversions
Extensions

APR 25
MAR 25
PRINT
NEC SHOW ISSUE
Oak frame special design guide (8-9 pager)
Extensions to semi-detached homes
Converting a garage
New window costs
Extension snagging checklist
DIGITAL FOCUS
DIY/Decorating
Gardens/Lawns
Garden rooms/orangeries
SUPPLEMENT
Guide to extending your home bookazine

MAY 25
APR 25
PRINT
Extensions special
Kitchen extensions: Top tips for success
Do I need SAP calcs for my extension?
How to design an extension
Homes built on unusual plots
Ventilation
New staircase costs
Insulating a timber frame house
DIGITAL FOCUS
Garages
DIY/decorating
Lawns

JUN 25

MAY 25

PRINT

Healthy homes
Prefabricated timber
frames / self-builds
Retrospective planning
Extension mistakes
Relocating a kitchen

DIGITAL FOCUS

Patio/landscaping
Driveways

JUL 25

JUN 25

PRINT

**HBR SURREY SHOW
ISSUE**

Loft conversions
Barn conversions: things
you need to know
Living on site in caravan
Planning permission
process explained
Prefab extensions
Landscape design

DIGITAL FOCUS

Windows
Glazing
Rooflights

AUG 25

JUL 25

PRINT

Oak frame extensions
Building on brownfield
sites
Applying for planning
permission
Decorating costs
Finding a builder for an
extension
Solar thermal

DIGITAL FOCUS

Bedrooms
Kids rooms
Planning permission

SEP 25

AUG 25

PRINT

Beautifully landscaped
homes / Amazing
indoor/outdoor spaces
Step-by-step guide to
planning a loft
conversion
Major home
improvement jobs and
what they might cost
Extension timeline /
planner

DIGITAL FOCUS

Heat pumps
Renewables
Flooring

OCT 25

SEP 25

PRINT

LONDON SHOW ISSUE

Extending in oak
How to design a kitchen
layout
Barn-style self-builds
- Tips for planning a new
bathroom
- Flooring cost
- Essential design
features every self-build
needs and how to design
them

DIGITAL FOCUS

Lighting
Heating and energy
Heat pumps

SUPPLEMENT

Guide to extending your
own home bookazine

Cover Date

Month On Sale



THANK YOU

For information on how to partner with us, please get in touch:
Jackie Sanders - jackie.sanders@futurenet.com



CASE STUDY

KÄRCHER

The Challenge

Showcase Kärcher Wet & Dry as an essential household tool to help bring back the WOW.

Educating at scale and driving awareness, to position Kärcher Wet & Dry as the solution to any job too tough for your regular indoor vacuum.

Core Target: 35+ Adults

The Solution

The Kärcher Life was an editorially-led, video first campaign aligning our key audiences with bespoke product storytelling.

We developed 3 personas to engage different audiences across our lead homes and lifestyle brands, and created assets that were utilised throughout the whole campaign across digital and social platforms.

Hosted by our editors and journalists, videos showcased everyday moments that hero Kärcher WD – from small weekend clean ups to bigger DIY projects and all of life's wow moments in-between.

The Brands

Ideal Home / Livingetc / Homebuilding & Renovating

8.5m

Total Reach

300k

Page views

5m 14

Average article dwell time

1 in 3

Post Exposed respondents bought something from Kärcher as a direct result of campaign activity

5.5m

Display Impressions

1m

Video views

1.80%

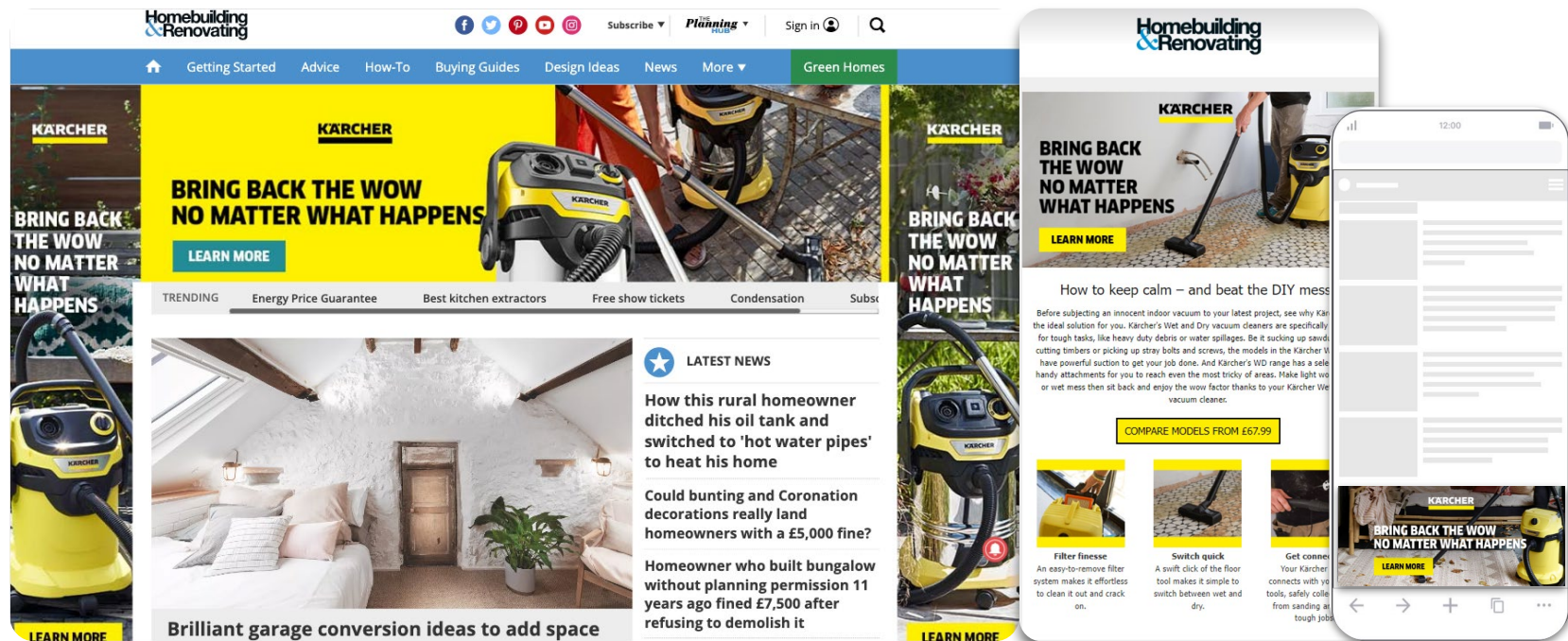
CTR Top performing format (Skin)

47%

have already taken an action as a result of the activity, and 98% either did or intend to do so



CASE STUDY: KARCHER | SOCIAL, NEWSLETTER & DIGITAL DISPLAY





APPENDIX



Plotfinder is the UK's land and renovation finding service for buying and selling opportunities.

Speaking to estate agents, auction houses and private sellers, Plotfinder provides access to details of over 18,000 plots and properties for sale in the UK.

78K

Average Global
monthly users

167K

Average Global
monthly
page views

11.6K

Total social
reach

61K

Average UK
monthly users

147K

Average UK
monthly
page views

27K

Newsletter
sends

Google Analytics, L12M monthly average, [November 23 - October 24]; Total Social Reach, October 2024; Newsletter Sends, Future Internal Records, October 2024.

57%
Male

45%
25-44



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