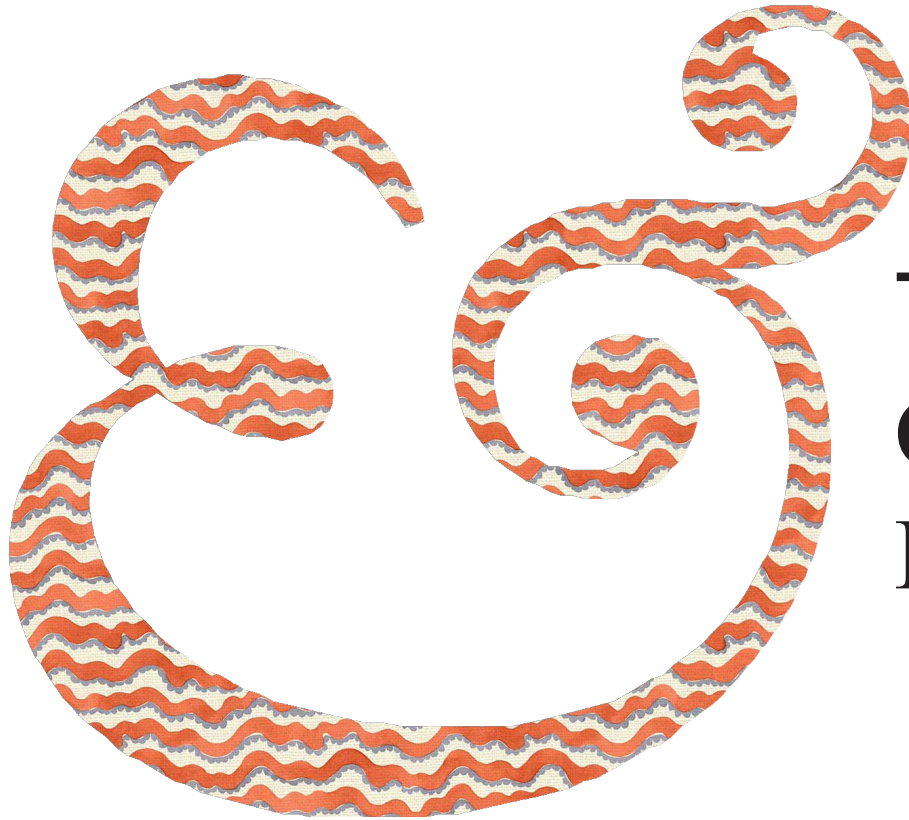




HOMES & GARDENS

MEDIA PACK 2025



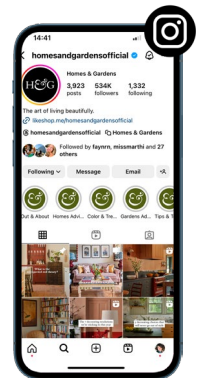
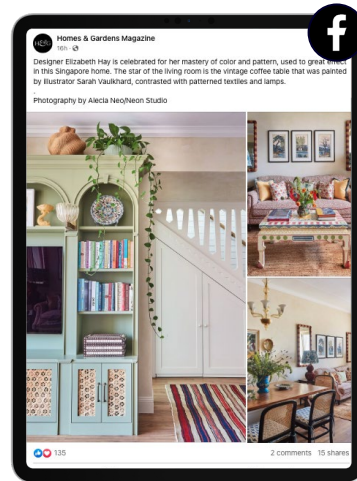
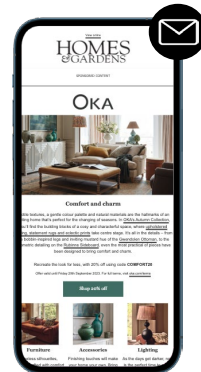
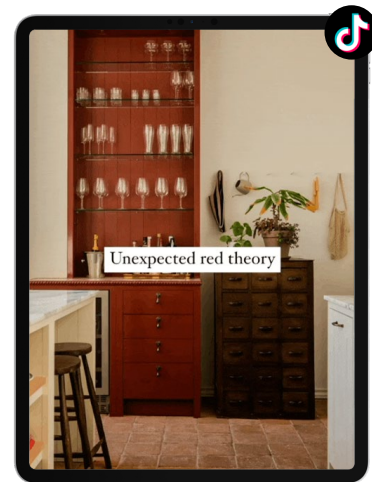
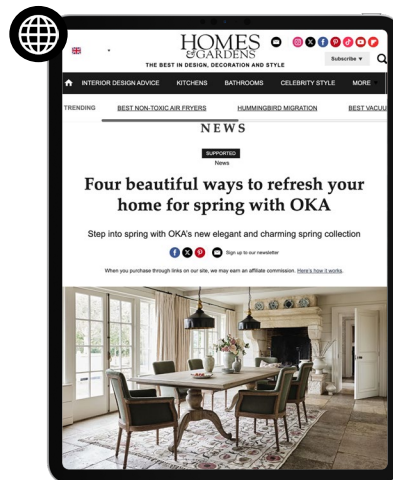
THE ART OF LIVING BEAUTIFULLY



At Homes & Gardens we don't just admire beautiful homes, we help you live in them, celebrate them, and make them your own. As the ultimate resource for those who blend style with substance, we're here to inspire and empower. Whether it's curating aspirational looks or offering practical advice, we know your home is more than a showpiece—it's the stage for life's moments, big and small. From quiet retreats to festive gatherings, it's your sanctuary, your story, your pride. Our readers trust us to bring confidence, clarity, and a touch of magic to the art of living beautifully.

Sarah Spiteri,
Global Brand Director
and Group Editor in Chief

We are a multi-platform brand, helping people confidently create a home and garden where life's magical moments can unfold.



HOMES & GARDENS
IS THE LEADING HOMES
SITE IN THE UK AND
LEADS THE WAY
FOR TOTAL PRINT
PERFORMANCE

Outperforming the sector in total print by +15.9%, seeing a
total print increase by 8.4% YoY.

Source: Comscore, UK, November 2024 (vs [habitat.co.uk](https://www.habitat.co.uk), [gardenersworld.com](https://www.gardenersworld.com), [hometalk.com](https://www.hometalk.com), [expertthomestips.com](https://www.expertthomestips.com), [townandcountrymag.com](https://www.townandcountrymag.com), [apartmenttherapy.com](https://www.apartmenttherapy.com), [diynot.com](https://www.diynot.com), [houzz.co.uk](https://www.houzz.co.uk), [countryliving.com](https://www.countryliving.com), [architecturaldigest.com](https://www.architecturaldigest.com), [housebeautiful.com](https://www.housebeautiful.com), [houseandgarden.co.uk](https://www.houseandgarden.co.uk).) ABC, Jan-Dec 2024.





7.4M

AVERAGE GLOBAL
MONTHLY USERS

12.6M

AVERAGE GLOBAL
MONTHLY PAGEVIEWS

3.3M

TOTAL SOCIAL
FOLLOWING

3.8M

AVERAGE US
MONTHLY USERS

1.4M

AVERAGE UK
MONTHLY USERS

59.2K

ABC CIRCULATION

356K

READERSHIP

Source: Google Analytics, L12M monthly average [May 24 - April 25]; ABC Circulation Jan -Dec 24; Total Social Following, April 25; TGI April 2025.

THE HOMES & GARDENS READER



72%
FEMALE



60%
AB



1 in 2
EARN £60K+



+24%
MORE LIKELY THAN
THE UK AVERAGE
TO OWN A
SECOND PROPERTY



DECOR ENTHUSIAST

Passionate about all things home, she both loves nice things and the thrill of a bargain. She'd use an interior designer for a bigger project, but is constantly refreshing her spaces. She is engaged with homes content in all its guises and very open to decor ideas and inspiration. She's not trend adverse, but design itself isn't the most important thing; her home is first and foremost a backdrop for family time and memory making, which means comfort and practicality come into her choices alongside aesthetics.

£ 1.1B

TOTAL YEARLY
EXPENDITURE ON DIY,
DECORATING AND HOME
IMPROVEMENT

+77%

MORE LIKELY THAN
THE UK AVERAGE
TO REGULARLY
PARTAKE IN DIY
AND DECORATING

Source: TGI December 2024.

PASSIONATE GARDENER

Her garden is another ongoing passion project.

Although she's not a professional garden or landscape designer, this is also not her first garden.

She is intent on keeping it looking smart so works on it all year, planting, pruning and picking according to the seasons. She comes to us for expert know-how and rich, informative content, and to find out about the new products that'll ensure she's at the top of her alfresco entertaining game.

Her partner loves to fire up the BBQ and they often host garden parties for friends and family.

Together they'll equally also get stuck in when it comes to pest control or problem solving.

70%

HAVE THEIR OWN
PRIVATE GARDEN

£270M

TOTAL YEARLY
EXPENDITURE
ON GARDENING
EQUIPMENT AND
ACCESSORIES



Source: TGI December 2024.

A TRUSTED POWERHOUSE AT THE HEART OF THE HOMES INDUSTRY

Our expert content ranks #1 for key homes search terms.

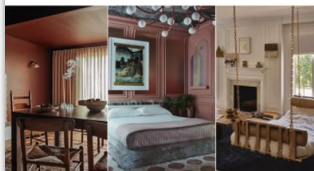
Interior Design

14 interior design trends that will be defining our homes in 2025

Be more playful looks to be the rule for
interior design in 2025



When you purchase through links on our site, we may earn an
affiliate commission. [Here's how it works.](#)



(Image credit: Michael Clifford/Chris Mottaline/Carmel Brantley)



BY PIP RICH

LAST UPDATED 26 SEPTEMBER 2024

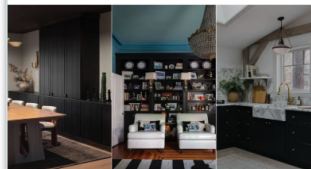
Interior Design

6 best black paints, tried and tested by interior designers

Black paint can be daunting, but pick
the right shade and you can create the
chicest cocooning spaces



When you purchase through links on our site, we may earn an
affiliate commission. [Here's how it works.](#)



(Image credit: Folding Chair Design/Farrow & Ball/Tess Interiors)

JUMP TO CATEGORY: **1. Iron Ore, Sherwin-Williams**

BY HEBE HATTON

Interior Design

As a color editor, I've seen hundreds of color trends come and go this year – these are the ones I think will stick for 2025

Of all the color trends I've written about
this year, I can't see these five going
anywhere anytime soon



When you purchase through links on our site, we may earn an
affiliate commission. [Here's how it works.](#)



(Image credit: Studio McGee, Neptune, Farrow & Ball)

THE HOMES & GARDENS CONTENT PILLARS

EVERY PIECE OF CONTENT
WE PUBLISH SEEKS BOTH
TO SHOW AND TO TELL, TO
INSPIRE AND TO INFORM.

INTERIOR DESIGN

Decorating ideas, interior design
insight and colour advice

HOUSE DESIGN

Stunning home tours
and makeovers

KITCHENS & BATHROOMS

Latest news and fresh looks
for these essential rooms

SHOPPING

From researched reviews
of the best appliances to curated
homeware edits

SOLVED

Practical how-to features
on home keeping

GARDEN DESIGN & GARDENING

From planting,
pruning and picking
to landscaping, lawn care
and style trends

LIFESTYLE

Food and menu ideas,
entertaining, seasonal decor
and crafting ideas



Source: Hawk eCommerce data, L12M [Jan - Dec 2024]

WE DRIVE
A GLOBAL
SALE EVERY

2

MINUTES

SELLING
£20K

WORTH OF PRODUCTS
EVERY DAY





+84%

INCREASE IN SALES
DRIVEN TO AFFILIATE
PARTNERS IN THE
LAST 6 MONTHS

DIGITAL: WHAT'S COMING UP IN 2025?



BI-ANNUAL KITCHENS DIGITAL ISSUE

Twice a year (October and March) we publish a digital magazine dedicated to all things kitchen, covering inspiration, advice, appliances and finishing touches

THE COLOUR FORECAST

Our bi-annual (Feb and Sept) report of new interior trends and colours

THE GREAT OUTDOORS

In April we turn our minds to gardening and outdoor entertaining, in preparation for summer. This tentpole features inspiration, trends and extensive shopping edits

DECLUTTER CHALLENGE

A special issue devoted entirely to the art of making a busy home a bit easier to manage

HOME FOR THE HOLIDAYS

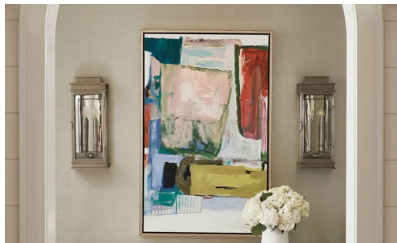
Our celebration of all things seasonal, this tentpole goes live in November and covers home decor, entertainment, ideas and gifting

WE REACH OUR AUDIENCE AT EVERY TOUCHPOINT

Constantly evolving the way people consume content and commerce.



BRANDED CONTENT



VIDEO & LIVESTREAM



E-COMMERCE



1ST PARTY DATA &
HIGH-IMPACT



SOCIAL ACTIVATIONS



INFLUENCER MARKETING



AUDIO



EXPERIENTIAL

BACKED BY EXPERTISE AND TRUST; DRIVING PRODUCT CONSIDERATION THROUGH COMPELLING CONTENT



TRUST

76% trusted the ads they
saw via Future Homes titles



POSITIVE ASSOCIATIONS

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



ACTION

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

2025 DIGITAL EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>Storage & organisation</p> <p>New colours & trends</p> <p>Smart Home Tech</p> <p>Kitchen renovations</p> <p>Appliances</p>	<p>Living rooms</p> <p>Bathroom ideas</p> <p>Cleaning</p> <p>Small spaces</p> <p>Winter wellness</p>	<p>New season looks & colour</p> <p>Flooring</p> <p>Sleep Week</p> <p>Garden prep</p> <p>Outdoor furniture</p>	<p>Design & decor focus</p> <p>Glass/Light</p> <p>Sustainability</p> <p>Landscaping Ideas</p> <p>Sofas</p>	<p>Paint</p> <p>DIY</p> <p>Outdoor entertaining</p> <p>BBQs</p> <p>Outdoor lighting</p>	<p>Bathrooms</p> <p>Feng Shui</p> <p>Interior design trends</p> <p>Decor accessories</p> <p>Cooling & aircare</p>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Bedrooms & bedding</p> <p>Window treatments</p> <p>Sleeper sofas</p> <p>Large-scale remodelling</p> <p>Pools</p>	<p>Living rooms</p> <p>University rooms/children's decor</p> <p>Wallpaper</p> <p>Cleaning/decluttering</p> <p>Laundry</p>	<p>Kitchens</p> <p>Lighting</p> <p>Home office & storage</p> <p>Coffee</p> <p>Paint</p>	<p>Festive decor</p> <p>Autumn Colour</p> <p>Dining & hosting</p> <p>Entryways</p> <p>Sleep/Bedrooms</p>	<p>Living rooms (inc. Sofas)</p> <p>Rugs</p> <p>Festive decor & tablescaping</p> <p>Black Friday/sales</p> <p>Trends 2025</p>	<p>Powder rooms</p> <p>Last-minute gifting</p> <p>Kitchen ideas</p> <p>Fragrancing</p> <p>Cooking kit</p>

2025 PRINT EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>Entertaining</p> <p>Tableware</p> <p>Wellness</p>	<p>Storage</p> <p>High street focus Organisation</p> <p>Decluttering</p> <p>Utility rooms/pantries</p>	<p>Craftsmanship</p> <p>Interior design business advice</p> <p>Hallways</p>	<p>Extensions/glass</p> <p>New collections photoshoot</p> <p>SS25 trends</p>	<p>Apartment design ideas</p> <p>Hard flooring</p> <p>Italian brands</p>	<p>Living rooms</p> <p>Window treatments</p> <p>Soft furnishings</p>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Outdoor living</p> <p>Greenhouses</p> <p>Exterior decor</p>	<p>Wall treatments</p> <p>Paint</p> <p>Wallpaper</p> <p>Home accessories</p> <p>Travel inspiration</p> <p>Kids bedrooms</p>	<p>Sleep</p> <p>Sustainability</p> <p>Slow decorating</p>	<p>New collections</p> <p>AW25 trends</p> <p>New collections Photoshoot</p>	<p>Lighting</p> <p>Art Special</p>	<p>Christmas decor</p> <p>Dining rooms</p> <p>Gifting</p> <p>Christmas decorating</p> <p>Photoshoot Carpet</p> <p>Heating</p>

THANK YOU

HOMES
& GARDENS

For information on how to partner with us, please get in touch: xxx@futurenet.com