

FUTURE

Ideal Home

MEDIA PACK 2025



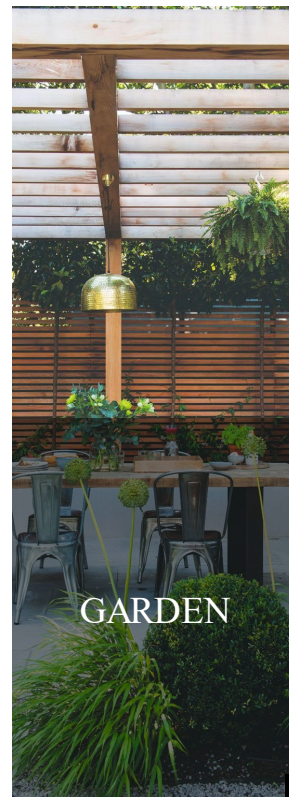
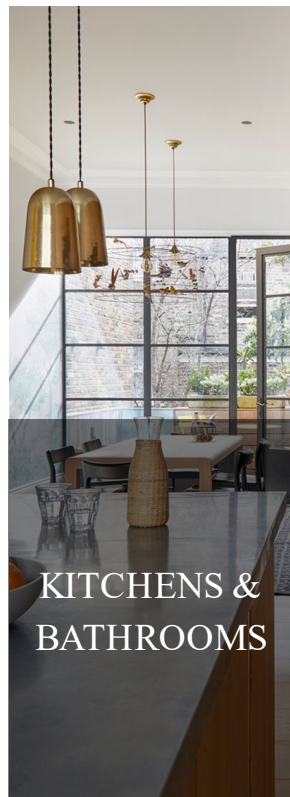
Ideal Home

The Home of Great Ideas
for more than 100 Years

"Ideal Home launched in 1920 to make the best home design ideas and innovations accessible to everyone and it continues to serve that purpose today. A fresh and unique formula of stunning real homes, timeless decorating and styling ideas, product news, tried and tested appliance reviews and buying guides and cost of living and housekeeping tips, Ideal Home showcases the very best homes, products, style ideas and home solutions out there. 'The home of great ideas', Ideal Home brand is a good friend and trusted authority to its readers, attainable yet aspirational; there to help readers make all the practical decisions (big and small) on their journey to turn their house into a home."

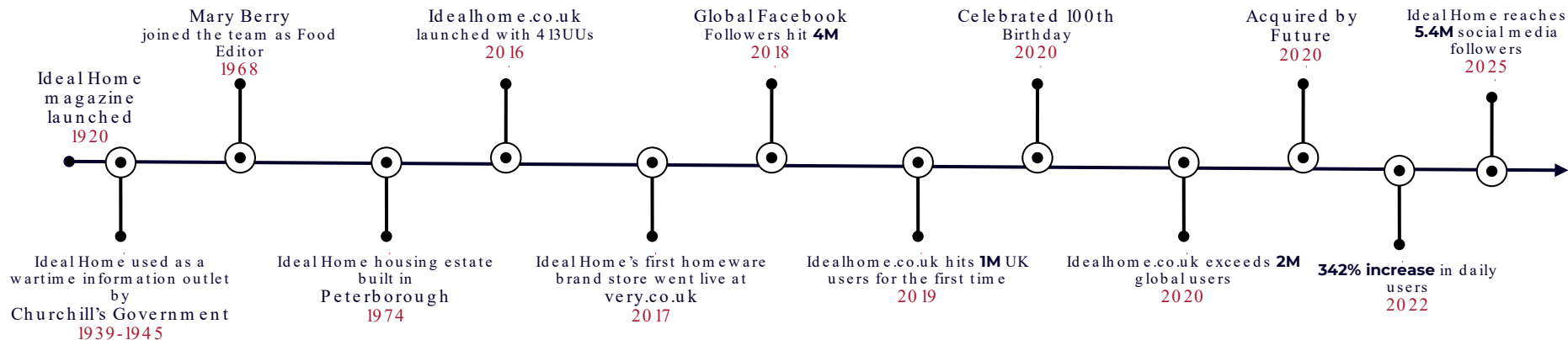
Heather Young
Editor

CONTENT PILLARS



OUR HERITAGE

For over a century, Ideal Home has upheld its esteemed reputation as a trusted brand, delivering expert home content. Whether seeking inspiration for your dream home or in search of top-notch interior décor, we have been the premier choice for discerning individuals for more than 100 years.



WE REACH AN AUDIENCE OF PASSIONATE HOME DESIGN ENTHUSIASTS

#1

Our **print audience** index #1 vs
key competitors** for saying
advertising drives their
purchasing decisions

£823M

Spent by our audience
on Home Improvement
and DIY in the Last 12
Months

+85%

More likely than the UK
average to make home
improvements in the next 12
months

1 in 2

Readers say they are always
looking for new ideas to
improve their home

Source: TGI March 2025 (**vs House Beautiful, Country Living)



Ideal Home

Ideal Home stands **#1** against top competitor homes sites*.

Ideal Home has been inspiring and helping people create their perfect home for more than 100 years.

2.1M

Average Global
monthly users

3.1M

Average Global
monthly
pageviews

1.4M

Average UK
monthly users

76.4K

ABC circulation

5.4M

Total social
reach

68K

Newsletter
sends

31%
AB

65%
ABC1

73%
Female

40%
45-64

+62%
More likely than
the UK average to
earn over £75,000
(HHI)

Source: Google Analytics, LI2M monthly average [Jan - Dec 24]; ABC Circulation, Jan-Dec 24; Total Social Reach, Apr 25; Future Internal Records, 2023 [Newsletters]; TGIGB Jan 2025; Comscore September 2024 (*vs Town & Country Magazine, Gardeners' World, Country Living, Houzz, Habitat)



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FUTURE
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TOP IN
SEARCH

#1

We consistently rank #1 for key homes search terms, helping our audience find what they're looking for, for example:

- [Sofa Colour Trends 2025](#)
- [Best oil-filled radiators](#)



DRIVING
TRAFFIC

28.2M
Page views

UK pageviews generated from Ideal Home content over the last 12 months.



INSPIRING
READERS

90%
Inspired to buy

More likely to purchase from brands as a result of running a homes campaign *



GENERATING
SALES

£ 11M
Sales driven

UK sales driven to affiliate partners via in-article links in the last 12 months.

OUR TOP
PERFORMING
CONTENT
DRIVES ACTION

OUR READERS ARE SHOPPING HOMES NOW MORE THAN EVER

+41%

Increase in clicks driven
to affiliate partners in
the UK in the last 6
months (PoP)
(Sept 24-Mar 25)

+85%

Increase in UK
transactions driven
through affiliate links in
the last 6 months (PoP)
(Sept 24-Mar 25)



WHAT'S TRENDING RIGHT NOW?



KITCHEN DECOR



+310% increase YoY UK
transactions driven through
affiliate links on kitchen decor
content




GARDENING



£87K increase YoY UK
transactions driven through
affiliate links on garden
content

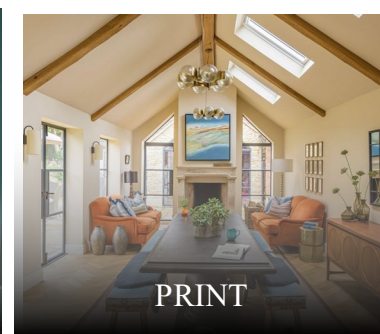


STORAGE

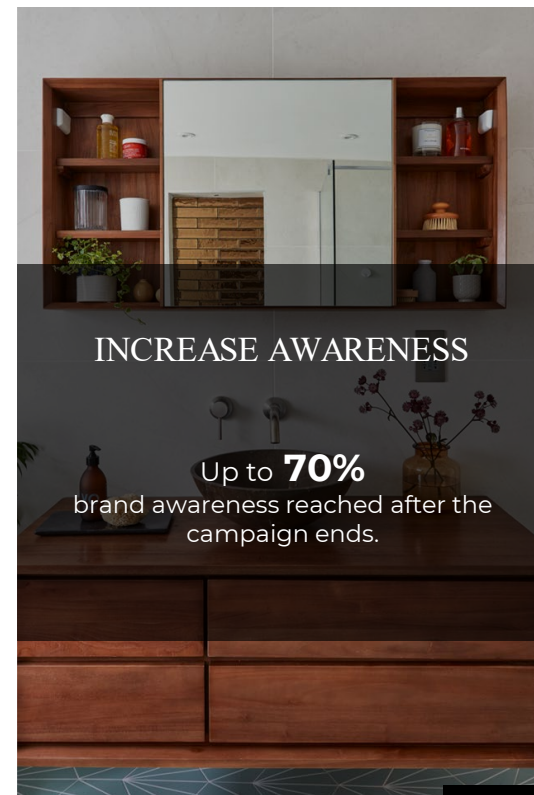
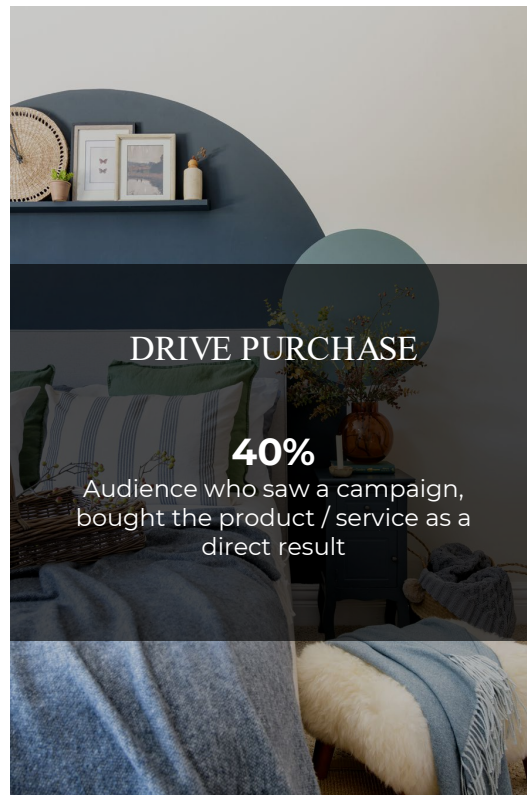
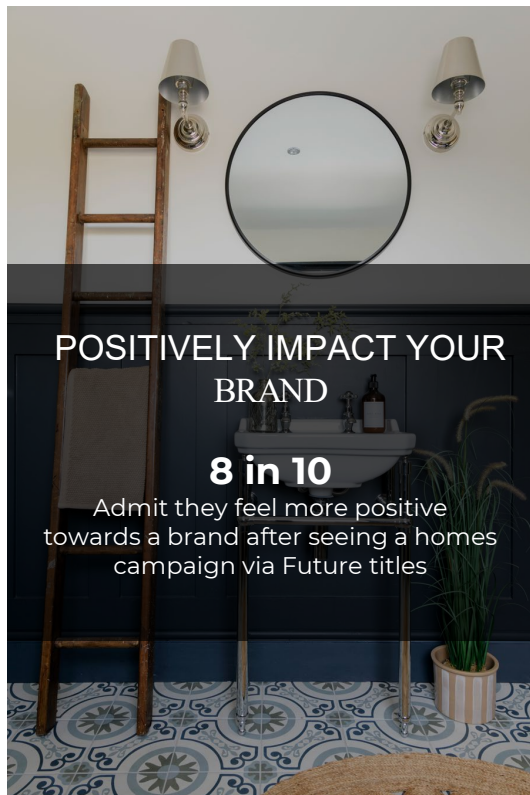


+68% increase YoY UK
transactions driven through
affiliate links on content on
storage

A MULTI-PLATFORM BRAND, ENDLESS PARTNERSHIP POSSIBILITIES



WHY PARTNER WITH IDEAL HOME?



THANK YOU