



Media Pack
2026

Livingetc is a multi - platform
brand that speaks to
design obsessed homeowners
around the world.

It owns the media space between
fashion and interiors media,
matching design authority with a fun,
playful personality.

We're elevated and accessible,
authoritative without being esoteric.

What makes us unique

Our editorial roots and British heritage give us license to play, and we choose cheeky over chilly. (Who says design has to be cold?)

We're down-to-earth, using wit to build rapport and connection. We're nice but don't shy away from controversy.





Welcome to Livingetc 2025, where design isn't just what you see —it's what you feel, live, and breathe.

At our core, we're here to bring life to design, transforming inspiration into action for the relentlessly design-obsessed. Whether it's breaking down industry walls or demystifying trends, our mission is simple: to unlock the best of design for anyone who craves it.

We're not here for the passive observer —we're for the bold, the curious, and the creative thinkers shaping their spaces with intention. Because at Livingetc, we know design isn't just aesthetic —it's the heartbeat of how we live.

**Sarah Spiteri,
Global Brand Director
and Group Editor In Chief**

Editors with Expertise

Our team report on design trends and introduce readers to designers, creatives, and industry insiders.

We edit out the noise so anyone can connect to our community of like-minded, design-obsessed experts and editors.



Livingetc is for design lovers who believe...



STYLE IS EVERYTHING

Home is a manifestation of our readers' personal style. Home is the creative backdrop, additive to their everyday, and home is a place for style expression.



DESIGN COMES FIRST

Our readers are confident, have the eye, and are admired as early-adopters by their circle. They take pride in sharing their finds and love being asked to advise on a friend's project.



FORM IS AS IMPORTANT AS FUNCTION

They love products and styles that lean contemporary and trend-forward. They're open to invest in design but will equally delight in a Facebook Marketplace find.



A GOOD CURATOR CUTS THROUGH THE CLUTTER

They're researchers by nature, who want to be inspired to make decisions with informed guidance.



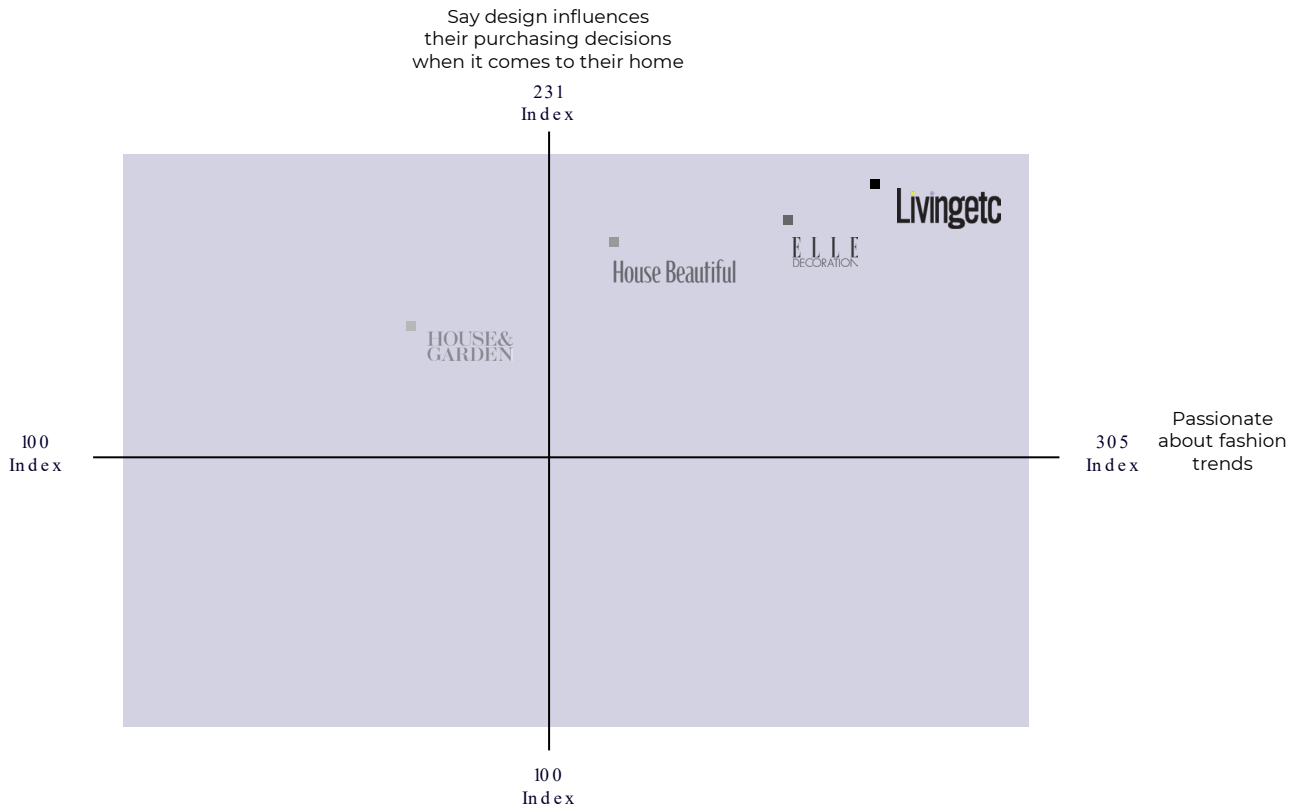
A WELL-DESIGNED LIFE IS MORE ABOUT DECOR

Good design applies to all facets of their lives - from food to entertaining to travel.

We own the
media space
between
fashion and
interiors

#1

We reach the industry's
most passionate
fashion and home
design enthusiasts*



Source: TGIGB Jan 2025

(*Livingetc indexes #1 versus key competitors for audiences who are engaged with both fashion trends and influenced by design when purchasing items for their home.

With a trusted voice and strong design legacy, we give partners the platform to connect authentically with consumers who aren't just browsing for style inspiration, but taking action to shop it, too.

2.1M

MONTHLY READERS

ACROSS OUR PRINT, ONLINE, SOCIAL AND NEWSLETTER AUDIENCE

Source: UK Livingetc Community = Google Analytics, LI2M monthly average [Dec 23 - Nov 24] + Total Social Reach, Dec 2024 + ABC Circulation, January - December 2024 + Future Internal Records, 2024 [newsletters]



Print

Reaching affluent and engaged
lovers of design

37.7K

ABC Circulation

94K

UK Average Issue
Readership

2.4x more likely

to spend £1000+ on home improvements
or furnishings in the next 6 months
(print readers, compared to the UK average)



Digital 2x

Livingetc reaches 2x more
UK monthly users than *Elle Decoration*
and *House & Garden* combined

(48K for Elle Decoration and
157K for House & Garden)

1.6M

Total Social Reach

1.8M

Average Global
Monthly Pageviews

1.2M

Average Global
Monthly Users

388K

Average U.K
Monthly Users

Source: Com score 2025, Google Analytics, L12M monthly average [Jan-Dec 24]; ABC Circulation [Jan-Dec 23]; Total Social Reach, Dec 24; TGI December 2024, PAMCo Jun 22 - Jun 24

Primary Audience

Affluent urbanites who are high spenders on design & decor.

They're looking for the inside track to design trends and style and revel in being in-the-know. Whatever their style or purpose, the common denominator is confidence that great design enhances every part of their lives.

x



Reach style-seekers looking for interior inspiration

A design savvy print and digital audience, in-market for the latest trends.

2 in 3

Own their home outright

£ 150 K+

Average personal savings and investments
(not including property or pensions)

77%

Own a second home

3.5X

More likely to have made major home improvements in the last year compared to UK average

£ 134M

Spend by our audience on interior design in the last year

66%

AB

£ 1M+

1 in 2 of our HNW readers* own property worth £1M+

79%

Say their home is a creative outlet that's good for their wellbeing

Source: TGI PREM GB 2024, Print & digital "Homes Trends 2023", The Lens, Future plc, UK, Nat Rep Homeowners, April 2023, N=2,007; "Luxury Audience Survey", The Lens, Future plc, UK, October 2023 [*HNW reader = social grade A].

Our Audience

GENDER	AGE	WHO	ARCHETYPE
Digital U K 65% Female 35% Male	Digital U K 35 - 54 - 30% 55+ - 36%	Creative Professionals Homeowners	The Obsessive Aspirer The Invested Renovator The Creative Professional
Print U K 61% Female 33% Male	Print U K 35 - 54 - 33% 55+ - 30%		

Our Audience



The Obsessive Aspirer

Her home is an absolute representation of her taste and creativity – it's the way she expresses her interest in style and she stands out in her group as the design obsessive. While she uses social media and follows key influencers to stay in the know, she is cynical about the 'everyone' and use Livingetc as the arbiter.

She is forever searching for the latest pieces and newest makers, and she wants to be abreast of trends. While she will absolutely invest in the best, she'll also hunt out a vintage gem. Although always pinning things to her mood board, she's not in the throes of a project, just constant small refreshes.



The Creative Professional

She's in the design industry and she looks to Livingetc for the edit of what's new and what's next, and to discover creative colleagues. She travels a lot for her job, looking for new materials, ideas, and products to inspire her, often beyond the homes and interiors space.

Beautiful projects, our take on cultural moments and industry-leading content is what gets her excited. She's considered an influencer, both in her group and more widely across social platforms, and she connects with other people in her industry through in-person networking.



The Invested Renovator

The Invested Renovator is obsessed with every detail in her home - and is prepared to do the research so that she can own every choice (because she's not an expert). She's actively working a remodel of her family home and buying decor, furniture and homeware – this will be one of the biggest things she does in her life both financially and emotionally, and it needs planning meticulously.

Form usually triumphs over function, except when she's got the littles in mind and she needs practical, too. She's likely working with a decorator, but that's not going to stop her from weighing in on colour and pattern choices. She wants to own the overall vision.

What We Offer

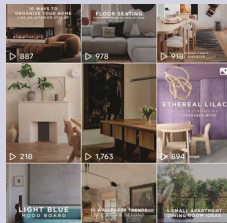
For advertising partners we offer visibility among an engaged, globally minded audience looking to invest in brands that make a difference in their spaces.

At Livingetc, we're not just presenting products;
We showcase your brand as part of our readers' journey
to express their style with confidence and flair.

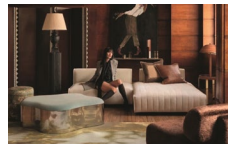
Partnership Opportunities On Every Platform



PRINT



SOCIAL



Inside Our Trends Issue – A First Look at the Moods and Moments Shaping Design in 2025

[READ MORE](#)

BRANDED CONTENT

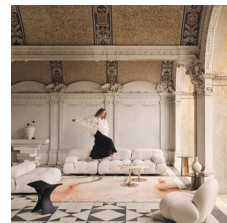


If You're Secretly Obsessed with Facebook Marketplace, You're Going to Love This IKEA News

IKEA Pörsen might be the best (and quickest) place to sell your secondhand furniture. But it's only available in certain territories right now.

[READ MORE](#)

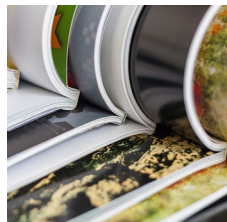
NEWSLETTER



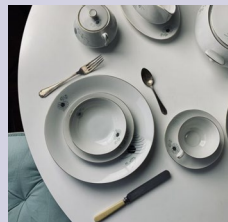
EXPERIENTIAL



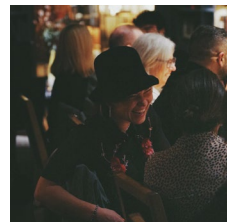
AWARDS



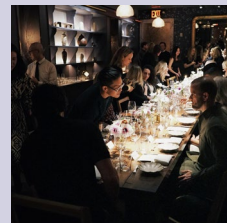
LICENSING



ECOMMERCE



AUDIENCE TARGETING



EVENTS

Brand Activations



LANDMARK DIGITAL ISSUES

A quarterly digital issue, themed around a new trend, style or design mood, featuring a creatively inspiring editorial shoot that showcases stunning new design pieces and celebrates the intersectionality of design by introducing fashion, beauty and jewellery.



TREND REPORT: STYLE PULSE

Biannual trend forecasting, curated by our team of editors and stylists, plus our wider design community.

Style Pulse is our digital trend report - our edit of the looks shaping interiors next season



DESIGN, DIRECTED

Our social network for the design community: a series of salon-style dinners in key design cities, bringing together friends and building connections.



STYLE AWARDS

An established annual celebration of the best in new products for the UK market.

We Drive Results Across Campaigns



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 Editorial Calendar

JAN 25	FEB 25	MAR 25	APR 25	MAY 25	JUN 25
DEC 24	JAN 25	FEB 25	MAR 25	APR 25	MAY 25
Cover Shoot PRINT Entertaining Tableware Wellness Kitchen flooring DIGITAL FOCUS Tentpole: Design Resolutions CONTENT FOCUS Last-minute gifting Tabletop Traditions Art (Design Miami) Christmas	The 2025 Issue - What's Hot in Homes in 2025 PRINT Living rooms Decluttering Mood-boosting decor Fireplaces SUPPLEMENT Luxury kitchen and Bathroom supplement DIGITAL FOCUS Tentpole: Home Reset CONTENT FOCUS Decluttering Renovations Home tech focus Home gym Wellness Bedrooms Winter warmth	The Trends Issue PRINT The key colours Materials Moods and furniture Pieces setting the tone for the year Architecture Sustainability Backyard trends Bathroom hardware DIGITAL FOCUS Tentpole: Retreats CONTENT FOCUS DIY/makeovers Lighting Romanticism BHM/diasporic influences TV/film-inspired (award season) Bathrooms	Decorating and Design PRINT Small spaces - storage and layouts Bedrooms New paint colour palette Outdoor planning Front doors DIGITAL FOCUS Tentpole: What's New CONTENT FOCUS Garden prep Curb appeal Organising Colour	The Milan Issue: Cover Shoot PRINT Salone del Mobile preview New fabric and wallpaper collections Front gardens Kitchen hardware DIGITAL FOCUS Tentpole: Green Lifestyle (Earth Day) CONTENT FOCUS Spring trends Sustainability Travel Textiles and wallcoverings	All About Furniture PRINT Outdoor furniture ultimate guide Indoor furniture ultimate guide Meet the makers defining the shapes and moods in furniture design DIGITAL FOCUS Tentpole: Craftsmanship CONTENT FOCUS Outdoor kitchens Patio ideas Outdoor furniture Design makers and creators

2025 Editorial Calendar

JUL 25	AUG 25	SEP 25	OCT 25	NOV 25	DEC 25	DEC 25
JUN 25	JUL 25	AUG 25	SEP 25	OCT 25	NOV 25	NOV 25
Key Trend: Cover Shoot (eg. minimaluxe/playfulness) PRINT Trend explainers and inspirational galleries Kid's rooms Outdoor kitchens	Project Planning PRINT Extensions Pools Project inspiration for every room of the house Staircases DIGITAL FOCUS Tentpole: Big Ideas	Style Awards PRINT Livingetc Style Award winners DIGITAL FOCUS Tentpole: Design School CONTENT FOCUS Home office Smart home Design fundamentals Autumn decor and cosy season prep	Cover Shoot PRINT Home offices Milan report LDF - what's hot in design right now SUPPLEMENT Ultimate Kitchen and Bathroom supplement (with H&G)	Kitchen and bathroom trends PRINT Lighting New paint Finishes/trends	Christmas PRINT Christmas decor Dining rooms Gifting	Wellness PRINT Entertaining Tableware Wellness Kitchen flooring
DIGITAL FOCUS Tentpole: Outdoor Living CONTENT FOCUS Cooling Pools Exteriors Vacation homes Children's rooms Travel inspiration	CONTENT FOCUS Large scale Renovations Coastal living outdoor entertaining Mid-year trend report					

Thank You

For information on how to
partner with us, please get
in touch:

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