

FUTURE

COUNTRY HOMES

& INTERIORS

MEDIA PACK

EDITOR'S LETTER

Country Homes & Interiors is the only UK magazine dedicated to modern country design and living. Each month, we feature the vibrant, contemporary style embraced by a new generation of country lovers, including curated decorating inspiration, stunning rural properties and glorious gardens, plus expert advice to help readers renovate and refurbish their own joyful and beautiful homes.

Country Homes & Interiors introduces readers to the movers, shakers and makers leading the way in how our homes look, feel and function. We know that great design doesn't only reside in cities; that trends reach villages and market towns; and that people invest in their interiors to create homes full of character and charm. In fact, we believe that the countryside is a source of brilliant style ideas, incredible talent and world-leading values in sustainability and innovation. And that's what we celebrate in our pages.

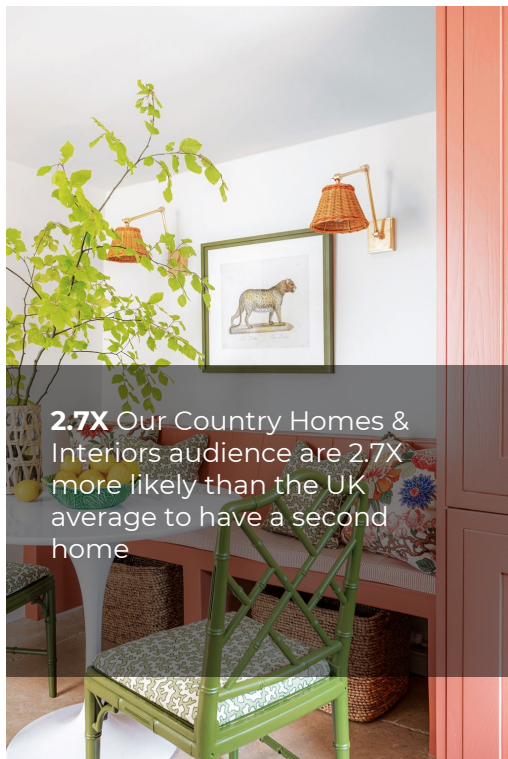
We're the magazine for rural dwellers and dreamers. Whether our readers live surrounded by fields or by suburbs, were born in the countryside or simply love the lifestyle it offers, they will find their style and spirit represented in Country Homes & Interiors.

Andrea Childs
Editor



REACHING INTERIOR DESIGN AFICIONADOS

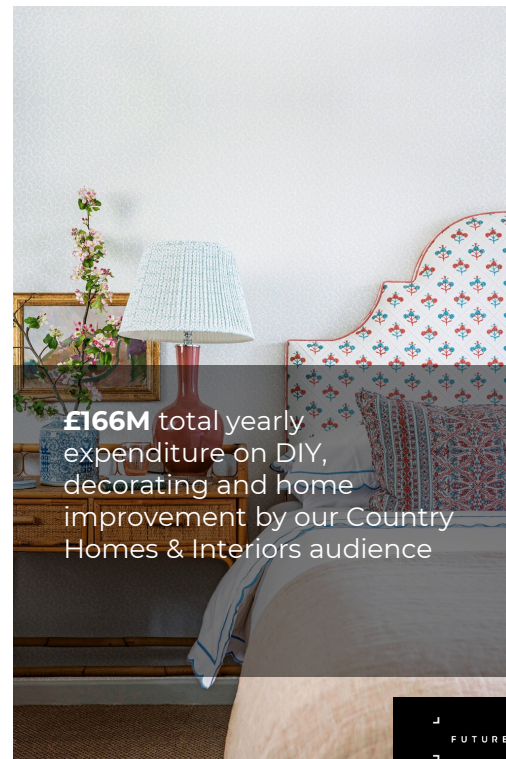
WITH A PASSION FOR COUNTRY LIFESTYLES AND HOMES



2.7X Our Country Homes & Interiors audience are 2.7X more likely than the UK average to have a second home



77% of our Country Homes & Interiors audience are always looking for new ways to improve their homes



£166M total yearly expenditure on DIY, decorating and home improvement by our Country Homes & Interiors audience

COUNTRY HOMES & INTERIORS

Life in the country has changed, and the new look Country Homes & Interiors captures that fresh and exciting style and spirit. We've packed it with inspiration and ideas that bring a new perspective on homes, interiors and gardens, for rural dwellers and dreamers.

Country Homes & Interiors is the only country magazine with home at its heart. It has been redesigned with a new logo and fresh look to capture the essence of modern country style today. Discover beautifully renovated rustic properties and contemporary builds; colourful, curated decorating and the best interior design ideas; glorious gardens and expert tips on how to make them bloom; and all the moments that make being in the countryside so special.

2.6M

Total Social
Reach

44.8K

ABC
Circulation

279K

Average issue
readership

Source: ABC Circulation, Jan -Dec 2024; Total Social Reach, October 2024; TGI GB, October 2024.

3X

More likely than
the UK average to
earn over £75k per
annum

57%

ABC1

62%

Female

42%

35-54



FUTURE

ADVERTISING OPPORTUNITIES

TO GET INVOLVED, PLEASE CONTACT US



GROW YOUR BRAND WITH COUNTRY HOMES & INTERIORS



CHOICE

Our **Country Homes & Interiors** audience are **4.4X more likely** than the UK average use magazine advertising as a way help them choose what to buy



TRUST

Our audience are **2.2X** more likely than the UK average to trust adverts in magazines the most



GROWTH

Brand recommendation grows by **+35%** on average with Future homes campaigns

JAN 25

DEC 24

**Slow and cosy
Christmas**

Wellness at
home
Craft
Heating

FEB 25

JAN 25

**Bathroom special
and LOVE issue**

Bathroom
trends/makeovers
Windows

MAR 25

FEB 25

**Small spaces
issue**

Small homes
storage ideas
Decluttering
Skye travel special

APR 25

MAR 25

Easter

Entertaining
Spring Decor

MAY 25

APR 25

**Colour and
Pattern Issue**

How to use colour
How to use pattern
Paint special

JUN 25

MAY 25

Outdoor Living

Patios/terraces
garden heating &
lighting
West Coast Ireland
travel special

JUL 25

JUN 25

**Staycation Cover
Shoot**

Summer decor &
style reset
Outdoor
cooking/living
summerhouses

AUG 25

JUL 25

Coastal Issue

Coastal trends
Food
houses

SEP 25

AUG 25

Decor Trends

Window
Treatments

OCT 25

SEP 25

Best of British

Designer
interviews
Homegrown
materials - wood,
wool, leather, etc

NOV 25

OCT 25

Kitchen Special

Cookware
Shopping
Tableware
Dining rooms

DEC 25

NOV 25

Christmas

JAN 25

DEC 25

**New Year /
Christmas**

Cover Date

Month On Sale



「 FUTURE 「

THANK YOU

For information on how to partner with us, please get in touch: Lucinda Clarke - lucinda.clarke@futurenet.com