



The  
**ENGLISH  
HOME**  
MEDIA INFORMATION 2026



## FROM THE EDITOR

*The English Home* is a specialist interiors magazine that has been on British and international newsstands for over 25 years, and continually delights its readership – an affluent and discerning audience aligned with the magazine's key editorial pillars: English style, quality design, craftsmanship, sustainability and provenance. Our readers are increasingly loyal, with annual subscribers making up 71% of all subscribers and we have a social media reach of 800,000+.

Since its acquisition by Telegraph Media Group in 2023, significant investment has gone into enhancing *The English Home's* digital offering, including the redesign and relaunch of its website – [theenglishhome.co.uk](https://theenglishhome.co.uk). This has resulted in greater visibility on Google and other search engines, better engagement, longer dwell times and 70% extra traffic.

Much more than a magazine, *The English Home* facilitates lasting connections between its readers and the premium and luxury brands who engage with them. Our collaborations with authoritative names in interior design and our intelligent, in-depth content arms readers with the confidence to make important buying decisions for their homes, from bespoke four-poster beds to elegant kitchens and more.

*The English Home* is a trusted resource for its readers – a reassuring, knowledgeable voice celebrating quintessential English style.

*Alison*

Alison Davidson





# READERSHIP

## OUR AUDIENCE

Following *The English Home*'s acquisition by Telegraph Media Group, we partnered with the Insight & Analytics team to undertake the most comprehensive reader profiling to date. The results were testament to the loyalty of our readers and the trust they place in our content:

- Annual subscribers make up 71% of all subscribers
- Predominantly AB, female, aged 45+
- Long-term homeowners who have decorated several properties
- Classified as 'high affluence' shoppers\*
- Loyal to the title, with repeat purchases higher than for other home interest titles\*
- 40% read *The English Home* every month
- 50% have been reading the title for more than 2 years; in the US 40% have been reading the title for more than 5 years
- The #1 reason readers gave for reading *The English Home* was to gain inspiration and ideas for their own homes
- 82% of readers said the content offers ideas and products that are relevant to them

\*Sources: Loyalty cards/Frontline/CMC reader profiling research - Jul-Sep '23

## DISTRIBUTION

- Strategically promoted at leading newsstands including Waitrose & Partners, M&S, WHSmith Travel, TJ Jones, Sainsbury's, Tesco and Booths
- Select independent newsagents in targeted postcodes
- Major shows, events and venues including Decorex, Design Centre Chelsea Harbour, RHS Chelsea Flower Show and RHS Badminton Flower Show
- Five-star hotels in London and luxury destinations throughout the UK



## OUR REACH

- 13 UK editions; 6 North American editions
- 210,000 Print readership
- 325,112 Digital reach

*The English Home* magazine outperforms many other similar titles. *The English Home* magazine has the second-highest number of subscribers in the Home Interests category and its international circulation is close to double that of its nearest competitor. *The English Home* magazine sells more copies overseas than *House & Garden*, *Homes & Gardens* and *World of Interiors*.

## CREATIVE PARTNERSHIPS

We are delighted to work with key partners within the industry to create high-quality content that brings a product or service to life in a way that truly resonates with our readership. Please contact us directly to discuss bespoke creative solutions.

Promoting your brand through our omni-channel offering – across print, digital and social – provides a truly effective and integrated approach.

## COMBINED REACH – PRINT & DIGITAL

PRINT	
UK edition print circulation	24,470
North American edition print circulation	38,236
WEBSITE	
Digital reach	325,112
EMAIL	
Email subscribers	23,374
Average open rate	53.48%
SOCIAL MEDIA	
Social media followers	177,000

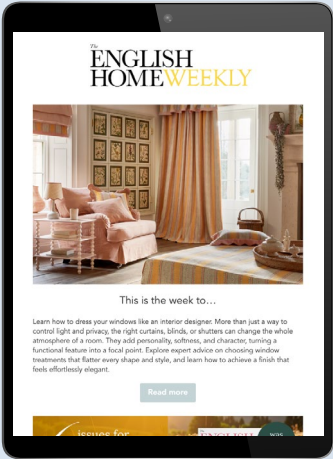


# ADVERTISING

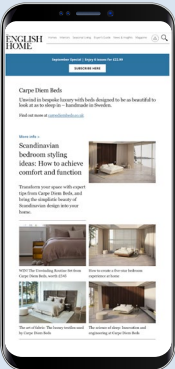
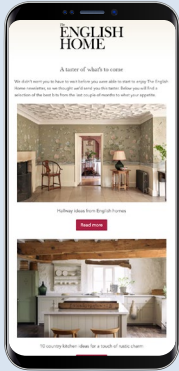
## DIGITAL PRODUCTS

We offer an integrated omni-channel solution through our website, social media and e-marketing platforms.  
[www.theenglishhome.co.uk](http://www.theenglishhome.co.uk)

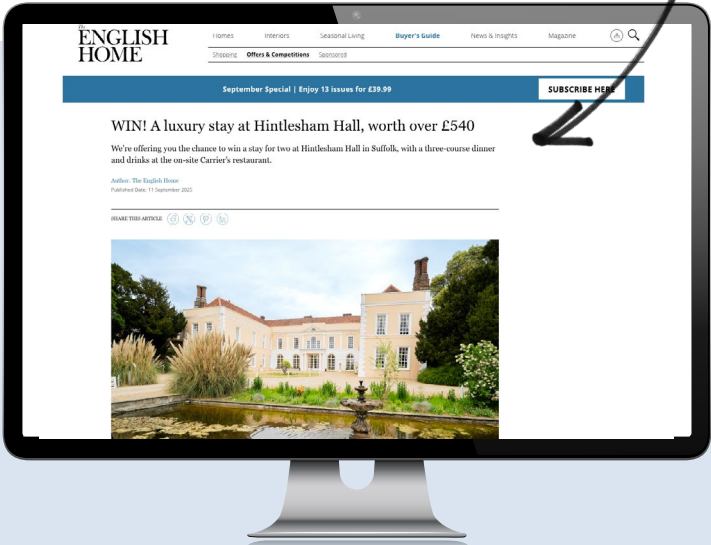
NEWSLETTER  
BANNER



BESPOKE SOLUS  
EMAIL



ONLINE  
ADVERTORIAL

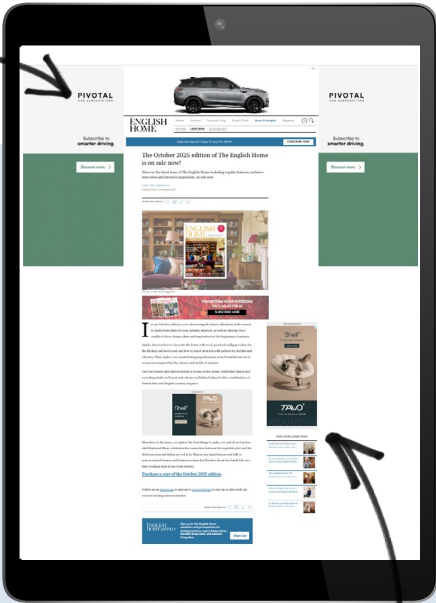


COMPETITION

SOCIAL MEDIA  
POST

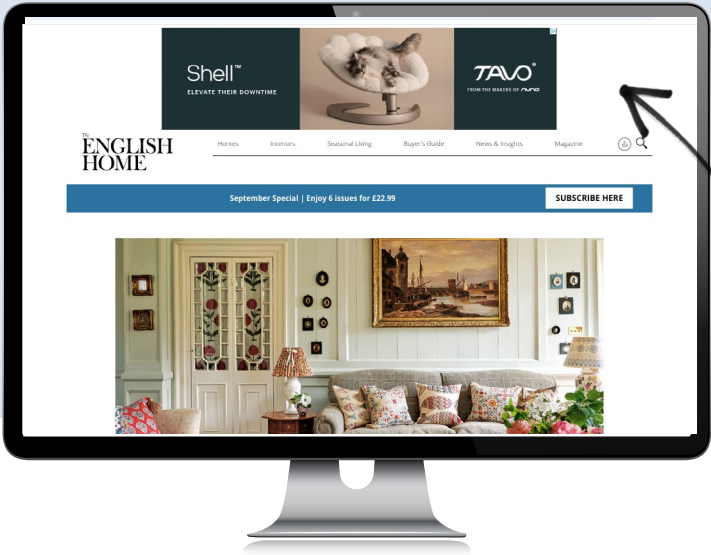


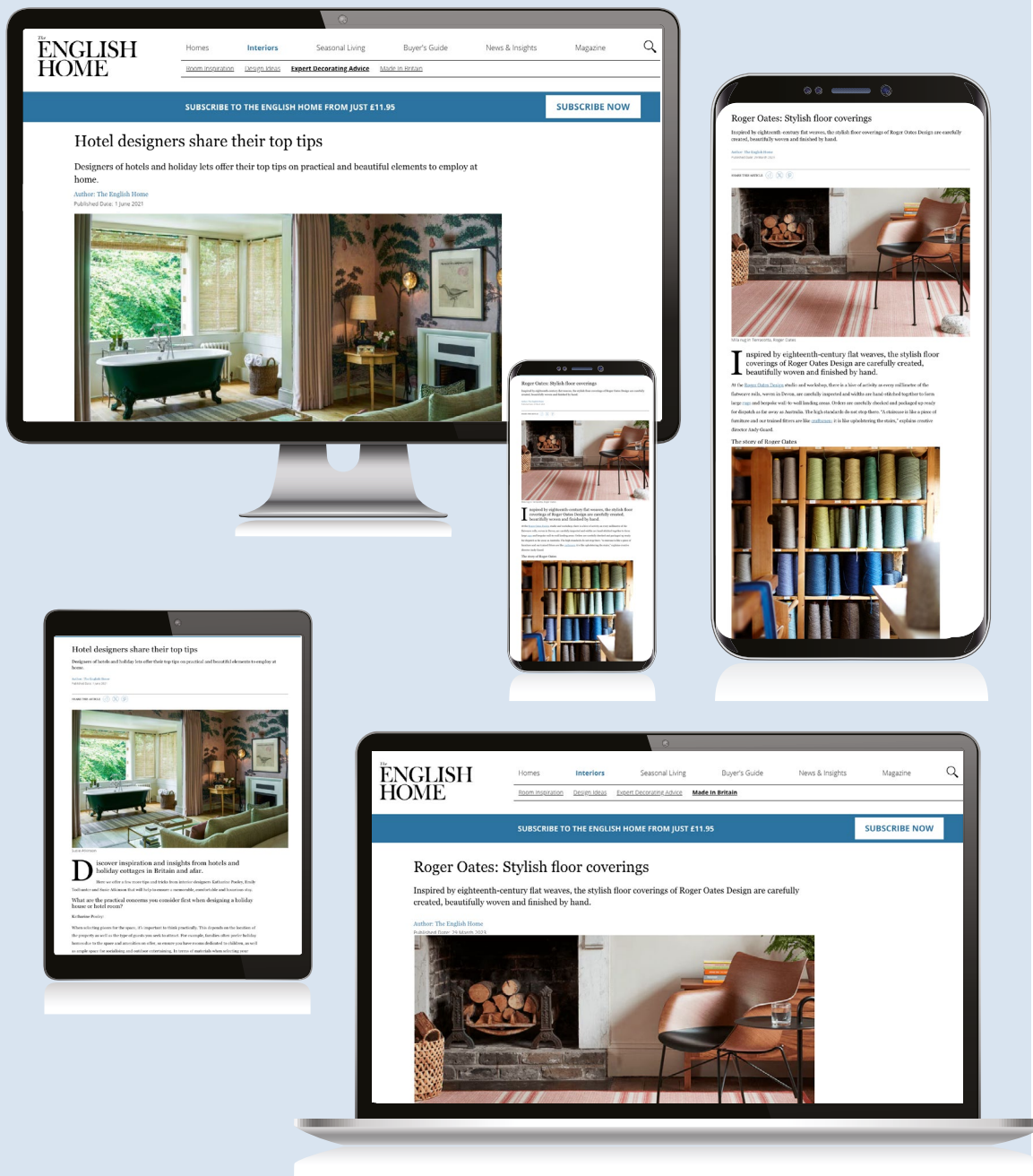
RESKIN



MPU

BILLBOARD





# ‘IN FOCUS’ PACKAGES

The English Home innovative ‘In Focus’ digital creative packages are designed to help commercial partners reach our valuable audiences effectively and easily

IN FOCUS CLASSIC	IN FOCUS EXTRA	IN FOCUS PREMIUM
Single page advertising feature	Up to 3 pages of commercial content	Client hub; 5 pieces custom content
Editorially enhanced	Editorially created	Editorially created
Homepage slot 1 month	Homepage slot 2 months	Homepage slot 3 months
Up to 600 words, 3 images	Up to 800 words, 4 images	Up to 1,000 words, 5 images
2 social media posts	Video unit inclusion	6 social media posts
1 newsletter slot	Competition (plus prize)	Videos + competitions
	2 newsletter slots	1 week homepage takeover
	1 newsletter takeover	2 newsletter takeovers
	1 e-solus newsletter	4 newsletter slots
	10K display ad impressions	1 e-solus newsletter
	4 social media posts	25K display ad impressions
		Rich media integration / bespoke build + execution*
£1,500	£3,500	£6,500 / POA*

A typical In Focus Classic package delivers at least 1,000 unique visitors to each page of commercial content

# 2026 EDITORIAL CALENDAR

UK EDITION		
2026	AD DEADLINE	ON SALE
JANUARY 2026	18 November 2025	3 December 2026
FEBRUARY 2026	10 December 2025	31 December 2025
MARCH 2026	14 January 2026	28 January 2026
APRIL 2026	11 February 2026	25 February 2026
MAY 2026	11 March 2026	25 March 2026
SUMMER 2026	8 April 2026	22 April 2026
JUNE 2026	6 May 2026	20 May 2026
JULY 2026	3 June 2026	17 June 2026
AUGUST 2026	1 July 2026	15 July 2026
SEPTEMBER 2026	29 July 2026	17 August 2026
OCTOBER 2026	26 August 2026	9 September 2026
NOVEMBER 2026	23 September 2026	7 October 2026
DECEMBER 2026	21 October 2026	4 November 2026
JANUARY 2027	18 November 2026	2 December 2026
FEBRUARY 2027	9 December 2026	30 December 2026

US EDITION		
2026	AD DEADLINE	ON SALE
JANUARY/FEBRUARY 2026	10 October 2025	2 December 2025
MARCH/APRIL 2026	19 December 2025	10 Febraury 2026
MAY/JUNE 2026	13 February 2026	7 April 2026
JULY/AUGUST 2026	17 April 2026	9 June 2026
SEPTEMBER/OCTOBER 2026	12 June 2026	4 August 2026
NOVEMBER/DECEMBER 2026	14 August 2026	6 October 2026
JANUARY/FEBRUARY 2027	16 October 20268	8 December 2026



# RATE CARD

*The English Home* provides the perfect vehicle to promote high-quality, premium and luxury brands, products and services to a very affluent and discerning audience. Promoting your brand through our omni-channel offering – across print, digital and social – provides a truly effective and integrated approach.

PRINT	
Double-page spread	£6,450
Outside back cover	£4,950
Inside front cover	£4,090
Inside back cover	£3,900
Full page	£3,330
Half page	£2,250
Quarter page	£1,300
Double page advertorial	£7,515
Full page advertorial	£4,030

INSERTS
Loose inserts (per thousand)
Up to 10g and with mechanical specification. Bound or heavier inserts on request.
Discretionary discounts apply for series booking.

DIGITAL RATES	
WEBSITE	
Online advertorial	£950
Competition	£1,000 + prize
Double MPU	£950
MPU	£550
Billboard	£750
Leaderboard	£750
Online directory	£300
Social media post	POA
EMAIL MARKETING	
Newsletter advertorial	£650
Newsletter leaderboard	£475
Bespoke Solus email	£60 per 1000

All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication. All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.

## ADVERTISING CONTACTS

**Laurna Barry** Senior Advertising Manager [laurna.barry@chelseamagazines.com](mailto:laurna.barry@chelseamagazines.com) +44 (0)7470 813435

**Hannah Lees** Advertising Manager [hannah.lees@chelseamagazines.com](mailto:hannah.lees@chelseamagazines.com) +44 (0)7715 631382

