

woman & home

A woman with wavy brown hair, wearing a long-sleeved, floor-length silver sequined dress, stands in a lush garden. She is looking to her left with a slight smile. The background is filled with green foliage and purple flowers. The text 'woman & home' is overlaid in large white letters across the top of the image.

FUTURE

MEDIA PACK

woman&home

INSPIRING WOMEN LIKE YOU

woman&home represents modern women who are in charge of their dynamic and busy lives.

These authentic women are diverse, sophisticated, and fashion-forward. They are the original trendsetters, balancing various roles within their families, workplaces, friend groups, and communities.





A NOTE FROM OUR PRINT EDITOR

The *woman&home* woman is at the heart of her family, her friendship group and her community. She is positive, aspirational and considerate. Always looking to be informed, inspired and empowered.

With her optimistic outlook, she looks to the *woman&home* pages for a breadth of features, fashion, beauty, books, advice and most importantly some 'me time'.

HANNAH FERNANDO
Print Editor -in -Chief



woman&home celebrates the joy of being a modern grown-up woman.

Glamorous, aspirational and fun, *woman&home* curates the best products and advice from health, wellness and beauty to food, homes and books and helps women live their best lives.

3.6M

Average Global
Monthly Users

6.3M

Average Global
Monthly
Pageviews

1.4M

Average UK
Monthly Users

2.1M

Total Social
Reach

161K

ABC Print
Circulation

57%
ABC

75.7K
Newsletter
Subscribers

Source: Google Analytics, 1.12M monthly average (March 24 - Feb 25); ABC Circulation, Jan - Dec 24; Social Media Reach, Feb 2025; Future Internal Records, 2025 [Newsletter Subs.]; TGI GB Feb 2025.



woman&home



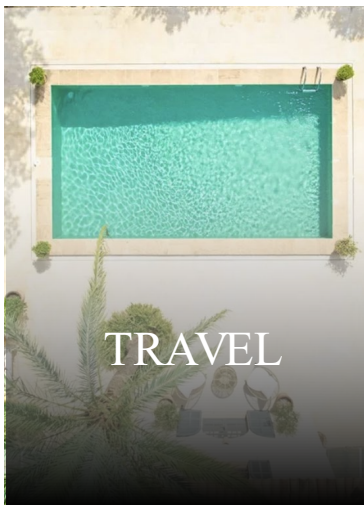
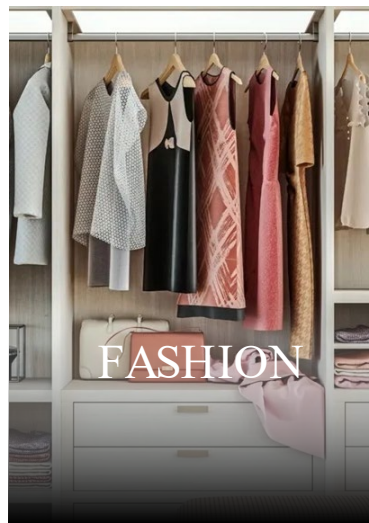
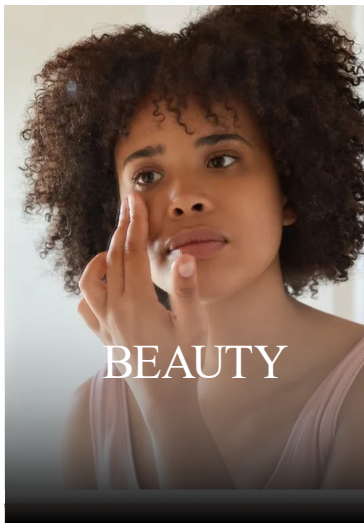
OUR WOMAN & HOME COVERS

woman&home

We collaborate with celebrities across the UK, joining forces for the coveted front-page spotlight



CRAFTING
VIBRANT DESIGN
CONTENT FOR
OUR AUDIENCE
ACROSS OUR
CONTENT
PILLARS



THE WOMAN & HOME READER

She epitomizes the contemporary woman: confident, empowered, and driven. With aspirations to live her best life, she effortlessly navigates between high-end indulgences and finding exceptional deals.

57%
ABC1

24%
AB

72%

Are natural influencers, being the first amongst their friends to know about new skincare and beauty products

#1

vs Key Competitors* to be the household purchasing decision maker

1 in 2

Happily spend £60 or more on a single beauty product

Source: TGI, April 2024; woman&home Audience Research, Future PLC, 2023



WOMAN&HOME IS THEIR PRIMARY SOURCE OF INSPIRATION

#1

Magazines and premium publisher websites are their #1 source for beauty and fashion buying advice

2 in 3

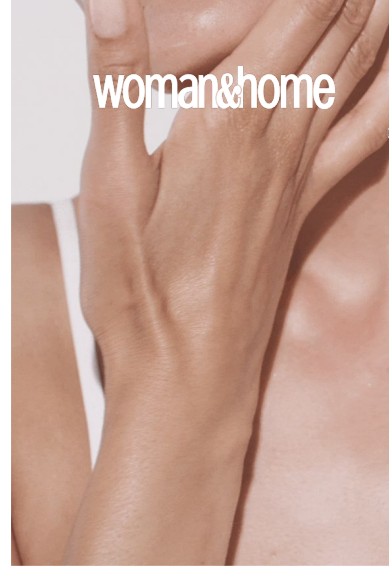
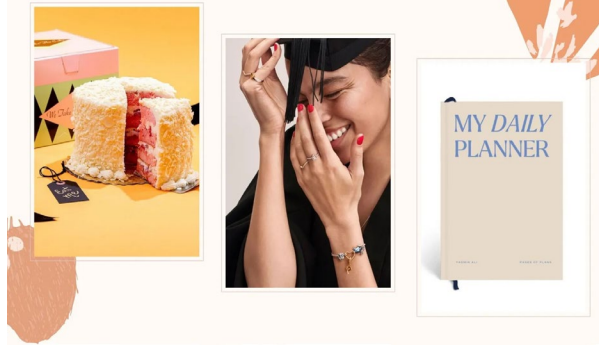
Agree that compared to other sources online, *woman&home* feels more premium

9

Source: "Fashion, Beauty, & Skincare 2022", The Lens, Future plc, UK, September 2022 (N=814.); "Feedback and Trust", The Lens, Future plc, UK, August 2022 (N=650)



WE REACH AN AUDIENCE OF SHOPPERS WHO ARE MORE ENGAGED THAN EVER BEFORE



#1

We rank #1 in search for many key shopping search terms across beauty, health, wellness, food and more

£5.1M

Worth of total sales driven to affiliate partners last year (+42% increase YoY)

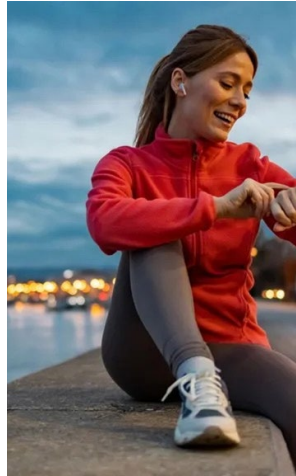


+54%

Increase in transactions driven to affiliate partners YoY

2 in 3


Have been inspired to make a purchase as a result of something they've seen in *woman&home*



Source: Google Analytics L12M monthly average [March 24 - Feb 24]; Future Internal Records, Hawk eCom merce Data, Global/UK, March 24 - Feb 24; Google Search, UK, March 2025; "Feedback and Trust", The Lens, Future plc, UK, August 2022 (N=650)




WHAT'S TRENDING RIGHT NOW?




SUMMER SKIN

+98% YoY increase in sales
driven to affiliate partners



HAIRCARE

+40% YoY increase in sales
driven to affiliate partners



woman&home


**HEALTH &
WELLBEING**

+89% YoY increase in sales
driven to affiliate partners



ROYALS

+170% YoY increase in sales
driven to affiliate partners



SWIMWEAR

+141% YoY increase in sales
driven to affiliate partners



GYM & FITNESS

+88% YoY increase in sales
driven to affiliate partners

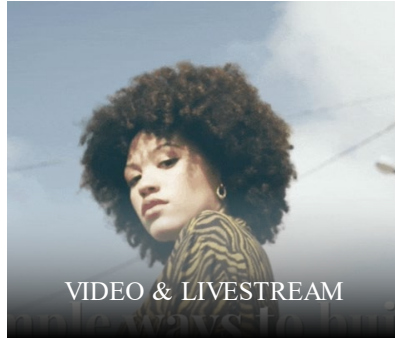
FUTURE

OPPORTUNITIES

ENDLESS PARTNERSHIP POSSIBILITIES



BRANDED CONTENT



VIDEO & LIVESTREAM



E-COMMERCE



1ST PARTY DATA & HIGH-IMPACT



SOCIAL ACTIVATIONS



INFLUENCER MARKETING



The best podcasts to listen to in 2023

These are the 20 best podcasts you need to listen to in 2023, from love stories to true-crime, and more...



AUDIO



EXPERIENTIAL

woman&home

WOMAN&HOME'S COMMITMENT

「
FUTURE
」

WOMAN&HOME COMMITMENT

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From our editorial strategy to deliver content with depth and meaning, through to representing all women, *woman&home* is leading the way, through our events, initiatives and awards.

woman&home AMAZING WOMEN AWARDS 2023

The Amazing Women Awards return in 2025, honoring real women driving change. Spanning six months and multiple platforms, it connects women nationally and regionally. With reader engagement and expert panels, our awards showcase success stories. Commercially, sponsors can deeply engage with this influential audience through multiplatform branding opportunities.



The Beauty Show, featured across our women's lifestyle brands including *woman&home*, celebrates beauty in all its forms. This festival - style consumer show offers everything from skincare to fragrance, makeup to wellbeing, and more!



woman&home Christmas Live is a boutique christmas experience with over +1,000 attendees. From expert talks and demonstrations to hands-on festive creative sessions and shopping, we know how to deliver a truly exclusive festive experience!

woman&home TRAVEL

woman&home travel - our *woman&home* audience are keen travel intenders, whether it's seeking out the most luxurious spa retreat, or backpacking around the world, our audience are always looking for the best holidays on offer in our expert travel guides.



Real Woman Initiative *woman&home* launched 'Real', the visual initiative to use diverse, age and body appropriate women in all created visual editorial with an emphasis on fashion & beauty moving away from stereotypical model shoots.



The woman&home Book Club features the latest reviews, plus author interviews. Our two short stories are written exclusively for *woman&home* by top novelists. Our authoritative book guides on our digital platform offer insight into the best reads.



Brand New Directions celebrates our audience's entrepreneurial spirit and supports modern women navigating complex career paths. It resonates with *woman&home*'s audience seeking a successful business start. Sponsors can connect with savvy, business-focused women, whether retail brands or financial institutions.

SUPPLEMENT SPONSORSHIP OPPORTUNITIES

Partner with *woman&home* by sponsoring one of our 36 page supplements to reach our unique, engaged, hard to reach, high intent audience.

Coming up...

The Food Supplement
- December 2023

The Homes Supplement
sponsored by crown -
March 2024

The Summer Beauty
Bible Supplement -
June 2024

Hair Supplement -
July 2024

Food supplement -
December 2025



APERTURE

FUTURE'S FIRST-PARTY DATA

Reach more of your target audience through Aperture, Future's award-winning first-party audience intelligence platform.

Create precise targeting segments and identify a qualified, high-intent audience, no matter where they are across Future's portfolio of **200+ brands**.



5.1M
Fashion
Interest



2.8M
Hair &
Beauty
Interest



4M
Luxury
Interest



4.5M
Foodies

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10B
DATA POINTS

233M
AVERAGE GLOBAL
MONTHLY USERS

44M
eCOMMERCE
CLICKS



「 FUTURE 」

woman&home

FUTURE

THANK YOU

For information on how to partner with us, please get in touch: Tina McCoy - tina.mccoy@futurenet.com



FUTURE

FUTURE

APPENDIX



OCT 23

- Strictly
- Breast cancer awareness
- Mental Health awareness
- Halloween
- Menopause

NOV 23

- Black Friday/Cyber Monday
- Sales
- Pre Christmas Prep

DEC 23

- Christmas sales
- Christmas shopping
- Wearable bold makeup and fashion recommendations
- Gut health, juicers & blenders
- Wellness in the busy season

JAN 24

- Wellness
- Reboot
- Resolutions
- Declutter, stay warm, staying in
- Fashion and homes trends 2024

FEB 24

- Brit Awards / Grammys / Bafta Awards
- Love, relationships
- Red carpet kick off
- Valentines day
- Fragrances and underwear
- Plus size positivity
- Building a capsule wardrobe

MAR 24

- Mother's Day
- Oscars
- Spring Clean
- Wardrobe refresh
- Easter entertaining
- Spring beauty and fashion
- Hosting
- Celebrating remarkable women

APR 24

- Easy summer style
- The great outdoors: fresh air exercise, swimwear, sportswear
- SPF, self-tan, hair removal, hair care
- Shapewear

MAY 24

- MET gala
- Chelsea flower show
- Summer beauty
- W&H Hair Award winners
- Wedding season
- summer events
- Holiday dressing & flattering dresses
- Sun protection
- Radiant skin, long-lasting sweat proof make-up

JUN 24

- Days out
- Festivals
- Father's Day
- Career gear for summer
- Picnics & BBQs
- Hair masks & hair colour
- Amazon Prime Day picks
- Summer sales

JUL 24

- Summer solutions
- W&H Clever Skincare Award winners
- Beat the heat: sweat-wicking remedies, cooling products & treatments
- Summer skin and hair issues
- Foundation and nails
- Gardens & entertaining.

AUG 24

- Back to work
- Post-summer beauty fixes
- Skincare serums
- Hair remedies
- Summer lipstick and eye make-up
- Accessible autumn trends

SEP 24

- Women's health
- The Beauty Live show
- Change is in the air: back to school
- Alzheimer's Day
- Menopause month
- Get ready for clock change

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Female
(digital & print)



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