



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



PHOTOGRAPH © JAMES McDONALD



# 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



PHOTOGRAPH © JAMES McDONALD

## 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 PRINT PRODUCTS

DOUBLE-PAGE ADVERTORIAL

BOOKAZINE

### Designing the next decade

The latest chapter of Juliet Travers Wallpapers and Fabrics will see the designer return to her artistic roots

**H**aving celebrated its 25th anniversary last autumn, Juliet Travers Wallpapers and Fabrics has built up a strong brand identity and local customer base across the globe but has to eye firmly on the future. Juliet talks from the start but has to create timeless, carefully curated, high-quality designs that do not follow trends but stand the test of time.

Unlike most wallpaper and fabric designers, Juliet's are all hand-drawn and printed using sustainable, organic and ethically sourced inks on Havellyns, and many are also available as original artwork and prints. Once chosen, Juliet forms the colour palette, selecting Farrow & Ball, Edward Bullfinch Natural Paint and Little Greene colours for customers can easily coordinate the finishing details in a room with complementary paint colours. The designs are printed in England using the screen printing method, an intricate process that is vital to the brand as it replicates every fresh stroke and pencil mark of Juliet's original designs. Each wallpaper is coloured using hand-drawn lines and printed on sustainably sourced paper with water-based inks to create depth and texture.

At the outset of the business, Juliet, who studied Printed Textiles for Interior Furnishings at Edinburgh College of Art, started off designing her designs with a specific wallpaper or fabric design in mind. Now, though, she is embracing a more design process, developing ideas that may end up as wallpaper or fabric designs or become artworks in their own right. "The fun part is knowing at all times with a hand-drawn and a mind full of ideas. And, if anything, I think the pattern can last a lifetime and really transforms a space for many years to come," she says.

Most recently, Juliet launched the company's bestselling Nurseries design in Essex Park, which will be available for the first time on The English Home's stand at the RHS Chelsea Flower Show this May. The response is based on Edward Bullfinch's Classic de Nourishes Essex and Essex & Ball's Country Flower, a fusion of three prints with enough variety to avoid being too busy while making it suitable for a range of different spaces. Inspired by some of the UK's most iconic wildlife,

**LEFT** Juliet sitting in front of her hand-drawn wallpaper design in the company's Essex Park. **BELOW** The Nurseries wallpaper and printed designs by Juliet Travers Wallpapers & Fabrics.

**BELOW** The Nurseries wallpaper, a range of prints and colourways with Juliet's own designs.

**BELOW LEFT** Juliet's hand-drawn and printed designs in a room designed by Gailan Travers Interiors in Suffolk.

**PARTNER FEATURE**

Nurseries' whimsical pattern uses two animal characters and along with softest and coziest and the shimmering marble finish also reflects the light, changing a room's appearance throughout the day.

As well as taking inspiration from nature close to home, Juliet is also known for her African fabric designs, a part of the world that is very close to her heart with her husband's family living in Tanzania. After recently the vibrant red leopard print, which is more modern and pattern-based than previous collections.

Sustainability is a fundamental part of the business. Paper is sourced from sustainable trees, and the pigments used are non-toxic, hand-drawn, widely recycled and tested for multiple jobs so there is very little waste, plus all the packaging can be recycled.

Reflecting on her past decade, Juliet says: "I can't believe it's already been over 10 years since I started the company. I've decided that I don't really mind what I've achieved so far. I keep thinking myself that I've worked with some of the world's most prestigious interior designers and using finished projects both big and small is very special. Every order means so much to me as it's a highly competitive that fast industry and I have to feel extremely honoured when someone chooses one of my designs for their own home. I'm very excited to see what happens over the next decade. The media is becoming with animals and design ideas after spending the last part of the year creating new potential work, so watch this space."

juliettravers.com

### Coming home to The Roost

Your new one-stop sustainable shop for vintage home style

**J**oin the furniture revolution and expect some period discount items as well as providing your home to vintage pieces thanks to The Roost's online vintage design and shopping platform. Having already proven itself with its offering of a simple, creative planning tool to help those bring their ideas for their homes to life, The Roost now hopes to change the way we shop more further by adding an antique empire to its website.

Instead of searching a variety of auction houses or browsing several different one-stop shops, The Roost's new antique empire enables shopping for favourite vintage brands and ranges in one place. The company's marketplace, which already features over 10 antique and well-known brands, now includes some of the biggest names in the vintage auction world, from Paul & Tan to Spence London and Sam House.

Shop for unique items at Vintage Living, where founder Katy Fisher provides a wide range of items from France and 20th-century style pieces, to items in beautiful heritage pieces from Paul Jameson, whose furniture goes with vintage pieces through to the 19th century.

Having started The Roost to make it easier for people to furnish their homes, simplify clutter and handle. Will Fisher believes that through high-quality items are purchased by customers, they don't always want to buy brand new pieces.

"That's why we introduced an antique empire to the website where customers can now buy second-hand pieces," he says. "We know that 'one and done' is not the only way to furnish your home and quality can be found in 'one and done' furniture at the heart of The Roost offers. It has low-impact, hand-drawn and sustainable supplies, and now by offering a one-stop antique and vintage marketplace, it is also helping to extend the lifespan of everything from furniture to accessories and more.

Plus, with a more sustainable approach to its commitment to low-impact goods, The Roost can help its carbon footprint down size and low, using our commitment to our core principles on the product of shopping for our business. To find out more about The Roost and to shop sustainably, visit [theroost.com](http://theroost.com)

**TRY BEFORE YOU BUY**

With The Roost's clear reputation tool, which acts as an interior designer and mood board in one, simply select a room, dimension and experiment with colour schemes and different interior styles and furnishings to see which pieces suit the space the best. Once happy with the selection, simply head to the checkout for a seamless buying experience.

**THE ROOST IS OFFERING THE ENGLISH HOME READERS A 10% DISCOUNT ON PURCHASES WITH CODE TH10.**

Offer valid until 31/12/2023. While stocks last. Excludes gift sets. Terms and conditions apply. See [theroost.com](http://theroost.com) for more details.

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ADVERTORIAL

SUPPLEMENTS

## The ENGLISH HOME

Celebrating the essence of English style  
November 2023 | Issue 225 | £9.99 | UK Edition

### TOWN & CITY STYLE

Elegant design solutions and updates for period properties

**ADD IMPACT WITH COLOUR, PATTERN & PRINT**

**Efficient, eco & stylish ways to heat homes**

**EXPERT GUIDES**

- Carpets & Rugs
- Front Garden Design
- Winter Escapes

**WELCOME RETREATS**  
From Georgian and Victorian townhouses to a Cotswold manor

BEES MADE IN BRITAIN  
PRINTED WITH RECYCLED PAPER

COVER SPONSORSHIP

## ADVERTISING CONTACTS

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# ADVERTISING DIGITAL PRODUCTS

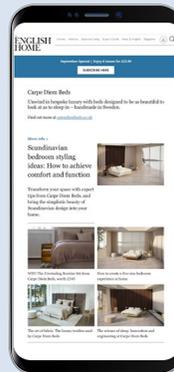
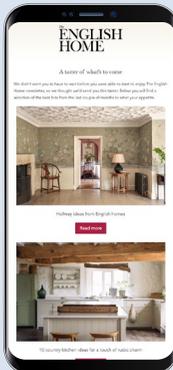
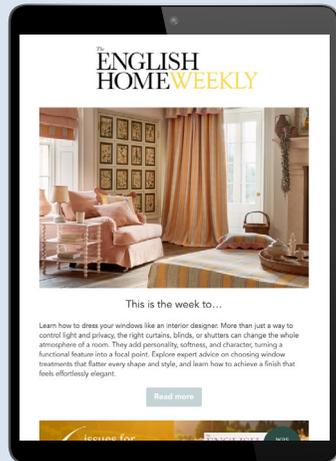
We offer an integrated omni-channel solution through our website, social media and e-marketing platforms.  
[www.theenglishhome.co.uk](http://www.theenglishhome.co.uk)

COMPETITION

RESKIN

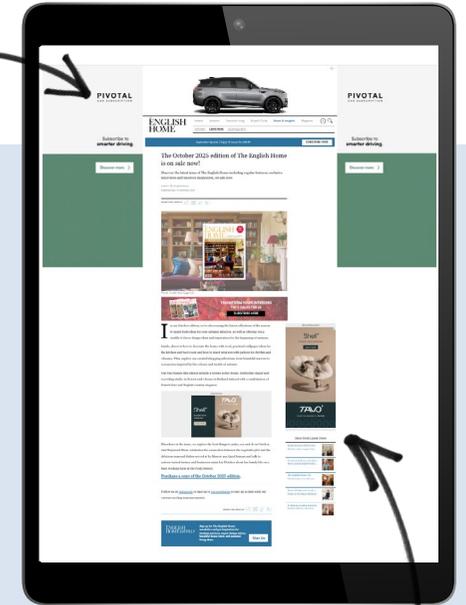
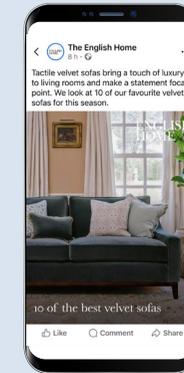
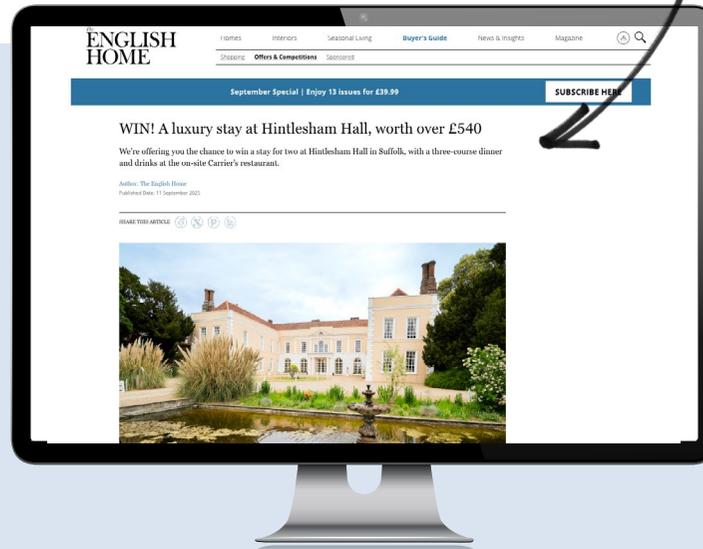
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POST

NEWSLETTER  
BANNER

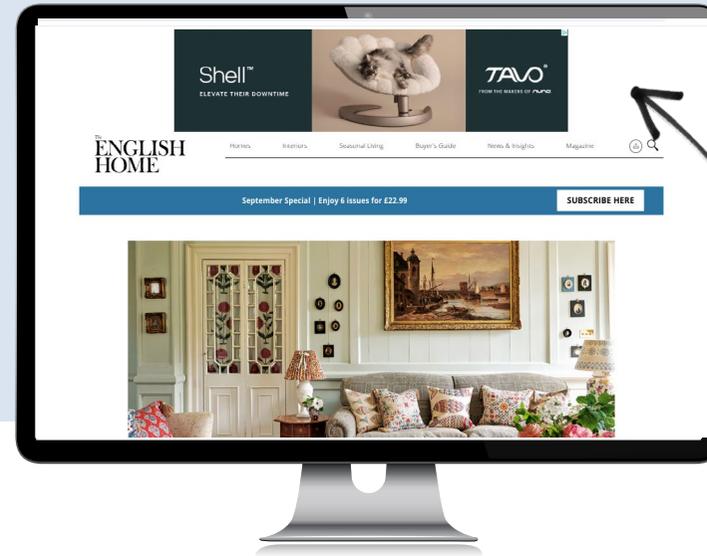


BESPOKE SOLUS  
EMAIL

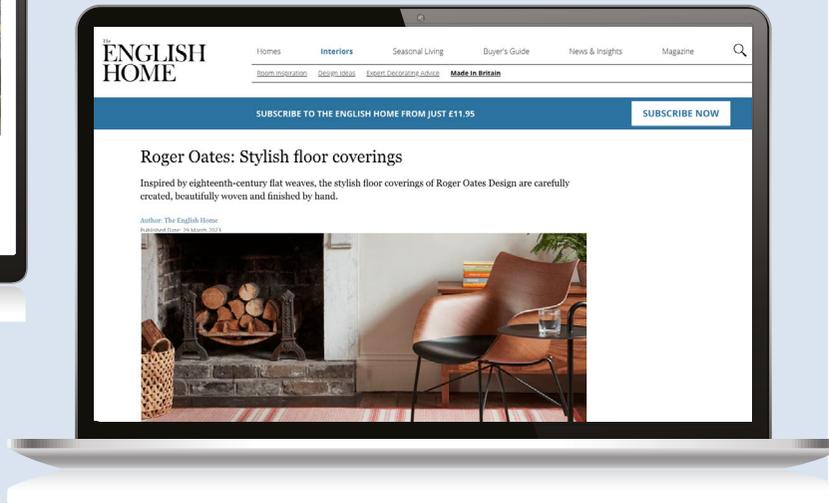
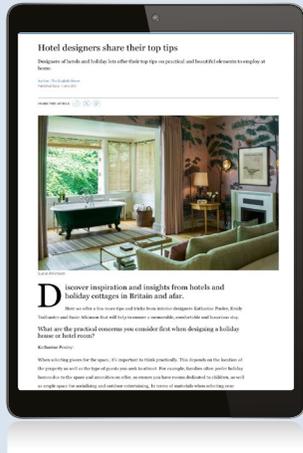
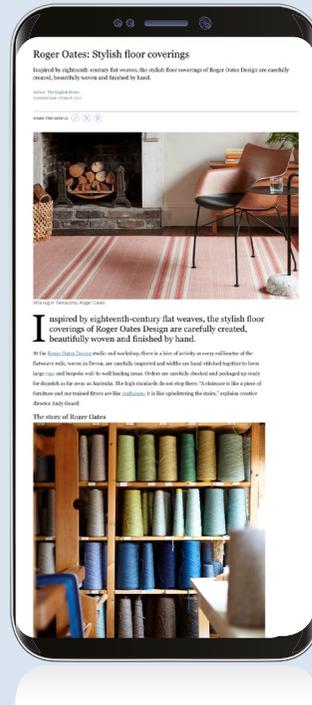
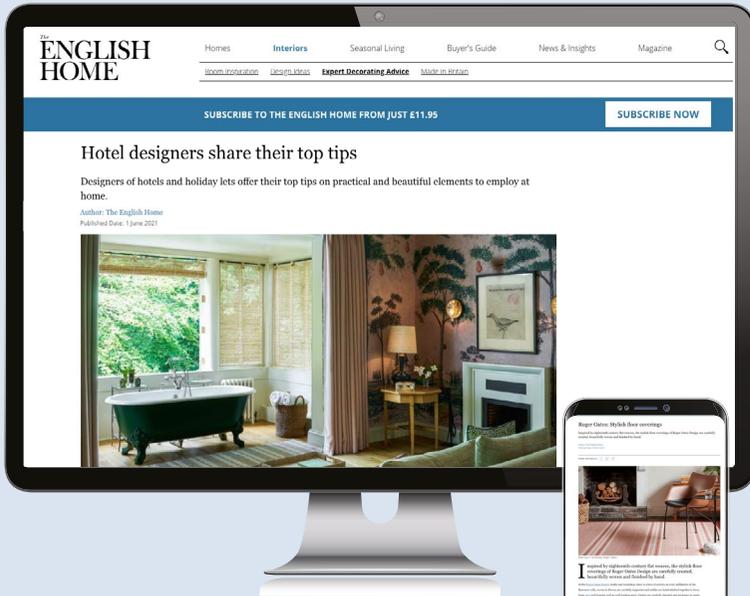
ONLINE  
ADVERTORIAL



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*
<b>£1,500</b>	<b>£3,500</b>	<b>£6,500 / POA*</b>

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 February 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 2026	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	
<b>WEBSITE</b>	
Online advertorial	£950
Competition	£1,000 + prize
Double MPU	£950
MPU	£550
Billboard	£750
Leaderboard	£750
Online directory	£300
Social media post	POA
<b>EMAIL MARKETING</b>	
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.

