

GoodHomes

MEDIA PACK 2017



Britain's fastest-growing
HOMES
MAGAZINE





Good Homes is now Britain's fastest-growing homes magazine

Every month, Good Homes offers a seasonal hit of inspiration to give its readers more for the home they love. From the most on-trend decorating looks, colours and motifs to the best buys from the high street and online, every issue is packed with hundreds of ideas to create beautiful interior spaces. Here at Good Homes, we believe in delivering quality content, whether in print, online or at an event, and giving our readers a multi-platform way to consume their inspiration. And this is why we've recorded a greater percentage increase for print and digital circulation than all other consumer magazines in the latest ABC, and we've also been shortlisted for Consumer Magazine of the Year 2016 by the Professional Publishers Association.

KAREN WALKER, EDITOR-IN-CHIEF



Inspiring

EDITORIAL CONTENT

Each monthly issue of *Good Homes* features the following editorial sections:

1 SEASONAL IDEAS

Right at the start of the magazine will be a big hit of all things seasonal – simple ideas, handy solutions & practical tips for spring, summer, autumn and winter.

2 NEW SHOPPING BUYS

What's new on the high street and online? Our new shopping pages bring readers the best of the new homeware ranges, from the likes of Next, John Lewis, Marks & Spencer, Laura Ashley and House of Fraser.

3 BEAUTIFUL DECORATING SCHEMES

Our easy-to-follow interior-design advice will give readers added confidence when choosing new colours and on-trend looks for their spaces.

4 REAL HOMES

Four inspiring reader homes, all packed with stylish tips and ideas to steal. Plus the story from each homeowner on why their home is so special to them.

5 KITCHEN & BATHROOM MAKEOVERS

Two clever kitchen transformations and two bathroom updates with essential advice on how to plan, budget and buy for these two key areas.

6 CLEVER EXTENSIONS

With relaxed planning laws, adding space is easier than before; two projects show how it's been done.

7 BUYER'S GUIDES

Three informative advice and price-banded shopping directories for those bigger buys, like appliances, baths, corner sofas and outdoor stoves.

8 FOOD & DRINK

Easy-to-follow recipes for time-saving family meals, light lunches, delicious dinners and easy entertaining.



Seasonal



HOME STYLER

49,300 Good Homes readers expect to make major home improvements in the next 12 months, planning to collectively spend a minimum of **£81.5 million** on their imminent projects.

Good Homes readers are more than three times as likely than the average UK consumer to pay most attention to advertising.

85% of Good Homes readers are the main decision makers when it comes to buying for their home. **134,000** agree quality is vital, so will choose an investment purchase that will last.

Source: Reader survey 2015



HOME MAKER

READER PROFILE

Our main reader types are split into three categories:

HOME STYLER

Proud to show off her home, she wants the latest colour trends, the newest looks and the must-have home accessories. She's inspired by gorgeous room schemes she sees in homes magazines and at chic hotels, and sets out to create similar looks in her home by browsing the high street for ideal pieces. She likes her home to be stylish and clutter free.

HOME MAKER

Practical and homely, she is family orientated and loves to cook, bake, sew, stick and garden. She enjoys shopping online to save time and money, so she can also enjoy days out with her relatives and friends. She loves to feel involved and to help others.



PROJECT-BY-PROJECT

PROJECT-BY-PROJECT

Always looking for the next big thing to do to her home, she's on the lookout for a new kitchen or bathroom, or planning how to add an extension to give her more space. She also enjoys gardening and doing things to improve her home environment.

DEMOGRAPHIC

Average age	45
ABC1	67%
AB	38%
Female readers	83%

Creative

GOOD HOMES MAGAZINE

Market positioning



UPMARKET



CURRENT REACH

Circulation	46,332	abc
Readership	115,830	



TRADITIONAL

MODERN

MASS MARKET

Appealing

GOOD HOMES

1 BRAND 5 OPTIONS



SUPPLEMENTS



WEBSITE

Seasonal *Ideas* Seasonal *Styles* Seasonal *Homes*

November 2016 | £3.65

Good Homes

Britain's fastest-growing homes magazine

HAVE YOUR BEST-EVER NOVEMBER

982 stylish ideas for warm & cosy interiors

100+
HIGH-STREET
BUYS YOU'LL
LOVE!

56 easy paint updates for every room

READING NOW
Blush

4 welcoming real homes

INSPIRING SPACES
2 classic kitchens
2 luxurious bathrooms
2 must-see extensions



Natural
BEAUTY

Get seasonal with rustic wood, chunky knits and soft tones

PLUS LIBERTY-PRINT CRAFTS, PIZZA FEAST, BONFIRE NIGHT & MORE

LOOK NOW!
LEAF MOTIFS
MODERN COUNTRY
COOKERHOODS



PRINT

Good Homes MORE IDEAS MORE VALUE MORE STYLE

NOVEMBER ISSUE ON SALE TODAY!



DON'T MISS:

- ▷ INTERIORS SHOPPING 100+ high-street buys you'll love
 - ▷ DECORATING IDEAS Get seasonal with rustic wood, chunky knits and soft tones
 - ▷ PRACTICAL TIPS & ADVICE 56 easy paint updates for every room
 - ▷ INSPIRING SCHEMES Classic kitchens, luxurious bathrooms and must-see extensions
 - ▷ NEW FOR AUTUMN Lead not follow, modern country style and the best cookerhoods on the market
- BE THE FIRST TO SEE THE LATEST TRENDS TODAY!
Click here to find out where to buy



NEWSLETTERS



DIGITAL

Choice

GOOD HOMES ULTIMATE CHRISTMAS MAGAZINE

Our standalone seasonal Christmas magazine



WHAT IS IT?

- * On sale for three months from 16 September to 31 December 2017.
- * 148-page, full-size magazine.
- * **90,000 copies** in supermarkets & newsagents with **prominent in-store promotions** and positioning.
- * Heavily promoted to Good Homes database and social-media channels.
- * **Audited circulation figure of 41,799**

WHY IT WORKS

- * **Huge audience of 223,000**
- * Timed to coincide with the **Christmas spend uplift**.
- * **8,000 copies** to be given away at Ideal Home Show Christmas in both London and Manchester.
- * Section-by-section editorial content allows positioning that's most relevant to your products.
- * Good Homes readers show high-trust levels in the brands and products advertised.
- * Three-month shelf life provides a long-term response.
- * 25 pages of advertising means high share of voice and response.

WHAT'S INSIDE

- * Over 987 ideas
- * Latest colour schemes & decorations for every room
- * Seasonal buying guides
- * 75 gifts under £75 to buy and make
- * Festive food & drink



Christmas

RATE CARD FOR GOOD HOMES & ULTIMATE CHRISTMAS MAGAZINE

DISPLAY

DPS	£9,000
FULL PAGE	£4,500
HALF PAGE	£2,250
INSIDE FRONT	£5,500
INSIDE BACK	£5,250
OUTSIDE BACK	£6,000

INSERTS

STANDARD LOOSE	£36 CPT
SUBS (UP TO 10 GMS)	£90 CPT
BOUND-IN SINGLE CARD	£45 CPT
TIP-ON SINGLE	£90 CPT

CLASSIFIED

SINGLE COLUMN CENTIMETRE	£20 SCC
3-SERIES RATE	5%
6-SERIES RATE	10%
12-SERIES RATE	20%

INTERACTIVE EDITION

STANDARD UPGRADE	£299
PREMIUM UPGRADE	£499

ONLINE

SOLUS NEWSLETTER	£1,850
NEWSLETTER BANNERS	£450
RUN OF SITE MPU	£550 PER MONTH

ISSUES

COVER DATE	ON SALE
MARCH 2017	30.01/17
APRIL 2017	27/02/17
MAY 2017	27/03/17
JUNE 2017	27/04/17
JULY 2017	26/05/17
AUGUST 2017	27/06/17
SEPTEMBER 2017	27/07/17
OCTOBER 2017	28/08/17
ULTIMATE CHRISTMAS 2017	15/09/17
NOVEMBER 2017	27/09/17
DECEMBER 2017	27/10/17
JANUARY 2018	27/11/17
FEBRUARY 2018	02/01/18

SUPPLEMENTS

POLYBAGGED WITH GOOD HOMES & GRAND DESIGNS MAGAZINES

WINDOWS & DOORS	MAR 17 ISSUE
KITCHENS	MAY 17 ISSUE
OUTDOOR LIVING	JULY 17 ISSUE
BATHROOMS	SEPT 17 ISSUE
HEATING & FLOORING	NOV 17 ISSUE

FOR MORE INFORMATION

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www.goodhomesmagazine.com

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Loughton IG10 4LF
0203 225 5200



Contact

PAGE SIZES

Display

Full page bleed 301x226mm

Full page trim 295x220mm

Full page type area 285x210mm

DPS bleed 301x446mm

DPS trim 295x440mm

DPS type area 285x430mm

Half page horizontal 128x189mm

Half page vertical 260x92mm

Classified

6x1 62x44mm

6x2 62x93mm

6x4 62x190mm

Quarter page 127x93mm

Inserts

Contact advertising manager

Shelby Foord on 020 3225 5296

INSERTS DELIVERY

Inserts must be pre-folded and marked: Good Homes, issue date, client/insert title. Loose inserts must be pre-trimmed and should fit within the magazine (maximum size 295x200mm). Bound inserts must be supplied with a trim allowance. Deliver to Unit 41, Planetary Road Industrial Estate, Planetary Road, Willenhall, West Midlands WV13 3XT. Deliveries must be made between

8am and 4pm; deliveries between these times do not need to be booked in. Any deliveries outside of these hours will need to be arranged at least 24 hours in advance. Phone 01902 730011 for further advice.

TECHNICAL SPECIFICATION

This magazine is compiled in digital format. To ensure the correct reproduction of your advert, supply digital files following the guidelines below. All copy should be sent as high-resolution press-ready PDFs (PDF/x-1a) by email or Mac-formatted disc with a colour proof. PDFs must not have been vectorized – this is when text information is removed from PDF and replaced with drawing instructions. A vectorized PDF will look indistinguishable from the real thing, but there's no text in there to be searched or made into web links. All images to be supplied high resolution (300dpi) and saved in CMYK, preferably as TIFF, EPS or Jpeg format. All screen and printer fonts to be supplied. If using Adobe Illustrator, fonts should be saved as outlines; colour/logos as CMYK; final documents as EPS. Photoshop files should be CMYK EPS or TIFF with

minimum resolution of 300 dpi. Turn any duotones or RGB files to CMYK. When sending any type of file, make sure all fonts are embedded, layers flattened and images are converted to CMYK. We do not accept artwork designed in following formats: Excel, Pagemaker, Powerpoint or Word. Please supply a digital cromalin; alternatively, we can accept a screen optimised pdf for guidance. Email: production@goodhomesmagazine.com.

If using an FTP client, the log-in details are as follows:

ftp.studio-ten.com

Username: studiousr

Password: letmein

Upload into folder: Goodhomes

If using a web browser, the FTP details are as follows:

http://ftp.studio-ten.com:8080

Username: studiousr

Password: letmein

Upload into folder: Goodhomes

PAYMENT TERMS

All payments are due 30 days after invoice date. All advertising and inserts are invoiced on publication. Media 10 reserves the right to change, amend or alter any of the

information given within this media pack without prior written notice. All information is correct at time of going to print. Agency discount is fixed at 10% to registered agencies only.

BOOKING TERMS

All prices quoted are exclusive of VAT. Cancellation of bookings will only be accepted if received in writing eight weeks prior to the copy date as indicated when booking. The responsibility lies with the advertiser to ensure its written cancellation is received and acknowledged by the publisher. A cancellation fee (25% of the value of the bookings being cancelled) will be made on cancellations of orders booked on a series. A 15% colour variation must be allowed for on all printed material in the magazine. The responsibility remains with the advertiser to ensure its artwork (or any changes to existing artwork) reaches the publisher by the stated copy date. Artwork for classified adverts booked on a series will be repeated unless we receive written notification prior to the copy date.

Information