

RELAUNCH MEDIA INFORMATION

GoodHomes

Because you love your home

Good Homes magazine is changing...

NEW OWNER

BIGGER FORMAT

BETTER PAPER

EXTRA PAGES

MORE EDITORIAL CONTENT

FRESH NEW LOOK





We're putting back all the things that made Good Homes once Britain's fastest-growing homes magazine – more shopping pages, more decorating ideas, more real homes, more kitchen and bathroom transformations,

and more informative buyers' guides. We're adding new features, brilliant competitions and exclusive reader offers, and our eight new editorial sections will be brought to life with new-look page designs. Increasing the size and number of pages for each issue and upping the paper quality will give new-look Good Homes magazine added value, increased appeal and a reason to buy, and there's a powerful new marketing plan in place, too. We're bringing fresh, new life into this trusted, credible brand.

It's an exciting time for Good Homes. And we'd like you to be part of it...

Lisa

LISA ALLEN, EDITOR-IN-CHIEF



Inspiring

NEW EDITORIAL CONTENT

Each monthly issue of new-look **Good Homes** will feature the following eight new 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? Our new shopping pages will bring readers the very best of the new homeware ranges, from the likes of Marks & Spencer, John Lewis, Laura Ashley, Next and House of Fraser.

3 REAL HOMES

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

4 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 rooms.

5 KITCHEN & BATHROOM MAKEOVERS

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

Informative advice and price-banded shopping directories for those bigger buys, like appliances, baths and wood-burning stoves.

8 FOOD & DRINK

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



SHOP
THE TREND

Seasonal



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.

Creative



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 and browses the high street to find ideal pieces. She likes her home to be stylish, sparkling 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

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%

GOOD HOMES MAGAZINE

New market positioning




TRADITIONAL

UPMARKET



CURRENT REACH

Circulation 48,689 
 Readership 223,707



MODERN



MASS MARKET



Appealing



RELAUNCH MARKETING

Good Homes magazine joins Media 10's award-winning portfolio of established magazines and hugely popular homes shows across the UK.

Good Homes will be marketed via sampling, subscription initiatives and copy sales drives, with Grand Designs magazine, Icon magazine, The Selfbuilder, Gurgle magazine, the Ideal Home Show and Grand Designs Live.

DECEMBER COVER (RELAUNCH ISSUE 1)

Newstrade, subs, sampling (subscribing hotels, health spas, dentists)	65,000 copies
Sampling - Ideal Home Show Christmas London	10,000 copies
Sampling - Ideal Home Show Christmas Manchester	5,000 copies
Sampling - BBC Good Food Show Birmingham	10,000 copies
Total distribution	90,000 copies

JANUARY COVER

Newstrade, subs, sampling (subscribing hotels, health spas, dentists)	75,000 copies
Sampling - Lapsed subscribers mailing	10,000 copies
Sampling - Ideal Home Show visitor mailing	5,000 copies
Total distribution	90,000 copies

FEBRUARY COVER

Newstrade, subs, sampling (subscribing hotels, health spas, dentists)	80,000 copies
Sampling - Lapsed subscribers mailing	10,000 copies
Total distribution	90,000 copies

Reaching

RATE CARD

DISPLAY

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

ISSUES

COVER DATE	ON SALE
DECEMBER 2014	31/10/2014
JANUARY 2015	28/11/2014
FEBRUARY 2015	02/01/2015
MARCH 2015	02/02/2015
APRIL 2015	03/03/2015
MAY 2015	01/04/2015
JUNE 2015	30/04/2015
JULY 2015	01/06/2015
AUGUST 2015	01/07/2015
SEPTEMBER 2015	30/07/2015
OCTOBER 2015	31/08/2015
NOVEMBER 2015	30/09/2015
DECEMBER 2015	30/10/2015
JANUARY 2016	30/11/2015
FEBRUARY 2016	04/01/2016

FOR MORE INFORMATION

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