

More Ideas ♥ More Tips ♥ More Style housetohome.co.uk/idealthomemagazine

BRITAIN'S BESTSELLING
HOMES MAGAZINE

What's inside matters most...

Ideal Home

973 Simple ideas for summer rooms

Get Set For Sunshine

- 10 BEST GARDEN DINING SETS
- BARGAIN BARBECUES
- BEST BUYS FOR OUTDOOR LIVING

4 Real-life Homes
Packed With
Ideas To Steal

BUYER'S
GUIDES

FREESTANDING
KITCHENS
BUDGET OVENS
SMARTPHONES
& TABLETS

TWO KIDS,
ONE ROOM?
How To Make
Sharing Work



AMAZING ROOM
TRANSFORMATIONS
Clever Kitchens
& Bathrooms



THE LATEST FABRICS.
PLUS.

10
Painterly Floral
Wallpapers



WEEKDAY MEALS
Deliciously
Easy Suppers



EXPERT ADVICE
Bargain
Barbecues

FAB DIY MAKEOVER

“We painted the
units ourselves”



Kick back & relax...



WELCOME...

“ Readers love
Ideal Home's democratic
approach to home design.

We're not the Style Police making judgements about style, taste or budgets – we simply showcase the very best ideas, best new products, best homes, so anyone can put together their own unique mix. We think creating a home should be fun and exciting, and that's how we want our readers to feel when they flick through our beautiful, contemporary pages. ”

Isobel McKenzie-Price
Editorial Director, Ideal Home

WHAT MAKES IDEAL HOME SO SUCCESSFUL?

Every issue of **Ideal Home** contains fabulous **real homes** plus **kitchen and bathroom makeovers**, with easy ways for readers to get the look.

Original and innovative **decorating features** show how to use colour successfully, create moodboards, tackle problem areas and find cash-clever buys.

Savvy Shopper **buyer's guides** help readers make an informed choice when choosing key appliances, the latest technology, and large pieces of furniture.

Simple Solutions make everyday life easier – from low-maintenance **garden ideas** to **recipes** and **time-saving tips**.

HOMES

THE CHANGE
A modern kitchen and living area with a bright, airy feel.

Take the 60-SECOND TOUR
Budget: £675,000 | £97,000 | £900,000

WHAT IT COST
KITCHEN: £15,000
LIVING AREA: £10,000
TOTAL: £25,000

WHAT LIVES HERE
A family of four.

THE LOOK
A bright, airy feel with a modern kitchen and living area.

WHAT YOU'VE GOT TO LOVE
The bright, airy feel and the modern kitchen and living area.

IDEA
Use white paint on walls and woodwork with matt or low-sheen finishes, for a soft and diffused look.

KITCHENS

My country kitchen cost less than £500!
Give your kitchen a cheap, chic makeover with a lick of paint - Julia Guesis got great results.

Take the 60-SECOND TOUR
Budget: £500

WHAT IT COST
Paint: £500

WHAT LIVES HERE
Julia Guesis

THE LOOK
A bright, airy feel with a modern kitchen and living area.

WHAT YOU'VE GOT TO LOVE
The bright, airy feel and the modern kitchen and living area.

IDEA
Use white paint on walls and woodwork with matt or low-sheen finishes, for a soft and diffused look.

LIFESTYLE

Enjoy the taste of summer
The season's best recipes for the grill, oven and slow cooker.

RECIPES
Grilled salmon with asparagus and potatoes
Grilled chicken with sweet potatoes and green beans
Grilled pork chops with corn and green beans

Simple Solutions
Easy ideas to make everyday life easier.

DECORATING

Keep it clean with WHITE
Chic, contemporary and clean, white's the natural choice for smaller spaces and simple, modern schemes. Add in subtle hints of pale yellow and grey to give the look depth and interest.

ALL THE ESSENTIALS
A bright, airy feel with a modern kitchen and living area.

WHAT IT COST
Paint: £1000

WHAT LIVES HERE
A family of four.

THE LOOK
A bright, airy feel with a modern kitchen and living area.

WHAT YOU'VE GOT TO LOVE
The bright, airy feel and the modern kitchen and living area.

IDEA
Use white paint on walls and woodwork with matt or low-sheen finishes, for a soft and diffused look.

BATHROOMS

We wanted a natural look
One country style, a modern edge, like Debbie Temple and Richard Grewers have in their bathroom.

Take the 60-SECOND TOUR
Budget: £1000

WHAT IT COST
Bathroom: £1000

WHAT LIVES HERE
Debbie Temple and Richard Grewers

THE LOOK
A bright, airy feel with a modern kitchen and living area.

WHAT YOU'VE GOT TO LOVE
The bright, airy feel and the modern kitchen and living area.

IDEA
Use white paint on walls and woodwork with matt or low-sheen finishes, for a soft and diffused look.

BUYER'S GUIDES

10 Best FREESTANDING KITCHENS
Keep your options open
If you want a kitchen that you can easily adapt, consider these versatile freestanding units.

BUILT TO LAST
Survey Shoppers say Kitchens for its solid units and drawers. Shoppers have also reported its range to include solid wood base and wall units and modern finishes - ideal if you want a timeless look.

STYLISH
A contemporary country kitchen with a modern edge.

SPORT AND SIMPLE
A bright, airy feel with a modern kitchen and living area.

CHIC VALUE
A bright, airy feel with a modern kitchen and living area.

WHO IS THE IDEAL HOME READER?

A nationwide community of readers who...

- **love their home**, and everything it means to them – family, security and the opportunity to indulge in practical yet beautiful decorating ideas.
- **are actively decorating and renovating their homes.** Many have bigger project plans, such as extensions, kitchen and bathroom transformations.
- **love shopping** for beautiful home products. They have a keen eye for a bargain, yet are also willing to invest in appliances, design and technology.

Our three key reader types are:

- **Respected professionals** living in large detached four-bed homes, often built to individual designs, in suburban and semi-rural neighbourhoods.
- **Happy families** with pre-school and school-age children who are frequent 'big trolley' shoppers. They live in modern detached or semi-detached homes.
- **Established suburbanites** with older children. They live in comfortable homes with gardens and own them outright or have a short time left to pay on their mortgages.



CONTACTS

ADVERTISING

020 3148 2261 homeinterestclassified@ipcmedia.com

Classified Sales Manager

Nicola Lazarus 020 3148 2578 nicola_lazarus@ipcmedia.com

Classified Sales Executives

Susie Powell 020 3148 2635 susie_powell@ipcmedia.com

Sam Chambers 020 3148 2581 sam_chambers@ipcmedia.com

Sasha Francis 020 3148 2560 sasha_francis@ipcmedia.com

Robyn Carr 020 3148 2522 robyn_carr@ipcmedia.com

PRODUCTION

Susan Rowell 020 3148 2507 susan_rowell@ipcmedia.com

EDITORIAL

Editorial Director

Isobel McKenzie-Price 020 3148 7357;

isobel_mckenzie-price@ipcmedia.com

Deputy Editor

Bernie Herlihy 020 3148 7344;

bernie_herlihy@ipcmedia.com

ADDRESS

IPC Media Ltd, The Blue Fin Building,
110 Southwark Street, London SE1 0SU

FACTS AND FIGURES

Circulation..... **198,075**

Adult Readership..... **863,000**

Target Market ABC1 Adults..... **25-54**

ABC1 Adults..... **67%**

AB Adults..... **38%**

Median Age..... **47**

Solus Readership (All Adults)..... **44%**



Source: ABC Jul-Dec 12
NRS Jul-Dec 12

CLASSIFIED ADVERTISING RATES

RATE CARD

1/32 page.....	£294
1/16 page.....	£562
1/8 page.....	£1,071
1/4 page.....	£2,041
1/2 page.....	£4,083

MECHANICAL DATA

1/32	29mm x 44mm	3cm x 1 col
1/16 H	29mm x 93mm	3cm x 2 col
1/16	58mm x 44mm	6cm x 1 col
1/8	58mm x 93mm	6cm x 2 col
1/8 H	29mm x 191mm	3cm x 4 col
1/8 V	123mm x 44mm	12cm x 1 col
1/4	123mm x 93mm	12cm x 2 col
1/4 H	58mm x 191mm	6cm x 4 col
1/4 V	255mm x 44mm	26cm x 1 col
1/2 H	123mm x 191mm	12cm x 4 col
1/2 V	255mm x 93mm	26cm x 2 col
Full	255mm x 191mm	26cm x 4 col
Brochure		
Panel	81mm x 44mm	9cm x 1 col

Digital delivery

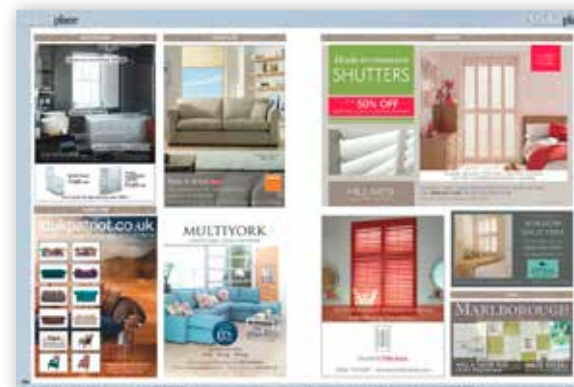
Recommended file types

- PDF conforming to the PPA standard
- Quark 4 documents with all necessary images and fonts etc
- EPS with all necessary files, eg images, fonts etc (unless embedded)
- Tiff file supplied as size booked, CMYK and 300dpi
- InDesign document with the required elements to print

All images must be supplied as Tiffs in CMYK colours at 300dpi and at a size specifically for use in the relevant magazine (postscript fonts only). The client will be held responsible for all other resolutions and formats.

IPC Media Ltd has a 2MB limit on any attached information to external incoming email. Any material supplied outside of these recommendations cannot be guaranteed to appear correctly.

CLASSIFIED PAGES



CLASSIFIED 2013 COPY DEADLINES

ISSUE	COPY DEADLINE	ON SALE
January	2 Nov	1 Dec
February	27 Nov	3 Jan
March	20 Dec	29 Feb
April	1 Feb	5 March
May	27 Feb	2 April
June	27 March	30 April
July	24 Apr	28 May
August	31 May	2 June
September	28 June	30 July
October	25 July	27 Aug
November	30 Aug	1 Oct
Guide to Xmas	11 Sept	25 Oct
December	27 Sept	29 Oct

