

GoodHomes Ultimate Christmas magazine

Good Homes Ultimate Christmas Magazine is on sale from 20th September to 31st December 2017.

It promises to deliver even more value than ever before, with a fantastic **9-in-1 BUMPER** package that includes 7 FREE gifts bagged with the issue, worth a total of over £50. Inside the issue, there's even more offers and fantastic prizes to be won, all packed into 148 pages of dedicated Christmas content.



Our 9-in-1 BUMPER package:

Your Ultimate Christmas package includes 7 free gifts worth over £50:

1. 148-page Ultimate Christmas Magazine, for only £4.99
2. Free ticket to Ideal Home Show (any 2017/18 show) worth up to £21
3. Free ticket to Cake and Bake Show worth £13
4. Free three-month subscription to Gourmet Society, worth £9.99
5. Free Lindt chocolate bar, worth 85p
6. Free tea bag from We Are Tea, worth 20p – plus, the chance to win a year's supply of tea
7. Free 2018 calendar
8. Free 20-page Christmas baking magazine
9. Save 20% at Future Maps

Our editorial USP:

This year's 148-page magazine will include over 900 magical ways to update rooms for Christmas. It's packed with on-trend colours and festive ideas, must-have seasonal decorations, simple handmade touches, perfect wrapping and gorgeous table settings, plus unique gift ideas. This year, there's even more recipes for easy entertaining, full of tasty dishes and special treat. It's the essential magazine to bring a touch of sparkle to homes this Christmas.



Ultimate Christmas Magazine's retail footprint and total reach:

Over 80,000 copies will be on sale for three months in Tesco, WH Smiths, Sainsbury's, Waitrose, M&S, Asda, Morrisons and Co-Op. It will also be sold at Ideal Home Show Christmas London and Manchester, reaching 125,000 visitor, and promoted to *Good Homes* database of 75,000 readers, the Ideal Home show database of just under 1 million visitors, and via all social media channels reaching in excess of 300,000 followers.

Ultimate Christmas Magazine's reader:

Analysis from last year's Nectar purchase data showed that 96% of people who bought Good Homes Ultimate Christmas Magazine 2016 were new readers, or a slightly different demo-graphic to *Good Homes*. Only 4% of customers had purchased *Good Homes* in their basket with this standalone Christmas magazine. They were slightly more affluent, with a bigger proportion of purchases from retired couples and single adults, rather than middle-aged couples.