



# Home Interest

Media Pack 2020



Future's influential sites, events and magazines make it a leading authority amongst B2B and consumer audiences.

Our global portfolio spans brands in: Tech, Gaming, Film, Music, Photography, Design, Home Interest, Education, Television and Science.

**329m**

Monthly  
online users

**70m**

Social media  
fans

**1.1m**

Print  
circulation

**50**

Events



# Our Home Interest Brands

Inspiring and beautiful content for the home lover, our home interest brands cover everything from the vintage and classic to modern interiors and home-building projects.

**3m**

Global Monthly  
Unique Users

**1.8m**

Monthly UK  
Unique Users

**431k**

Social Media  
Fans

**67k**

ABC  
Circulation

**REAL  
HOMES**

**PERIOD LIVING**

**Homebuilding  
& RENOVATING**

**Homebuilding  
& RENOVATING  
SHOW**

**Plotfinder**

**REAL  
HOMES  
Show**  
by Cheekatrade.com





## Our Magazines

### Britain's **fastest-growing** home brands

We publish inspiring and beautiful content for the home lover, educating our audiences on everything from self-build projects to vintage interiors. Period Living and Real Homes are both showing year-on-year ABC growth, while Homebuilding & Renovating is the UK's number one actively purchased self build title.

**22k**

Real Homes  
ABC Circulation

**27k**

Period Living  
ABC  
Circulation

**17k**

Homebuilding  
& Renovating  
ABC  
Circulation

**67k**

Combined  
Circulation





# REAL HOMES

Making your dream home a reality

Real Homes offers all the inspiration and advice you need to make your dream home a reality across the UK's fastest-growing homes website, monthly magazine and popular social channels. Whether it's adding an extension, replacing your kitchen, converting your loft, or decorating your living room, Real Homes has all the modern homeowner's needs covered.

**7.3m**  
Global Monthly  
users

**2.8m**  
UK Monthly  
Page Views

**2m**  
UK Monthly  
Users

**188k**  
Total Social  
Reach

**22.2k**  
ABC Print  
Circulation

**89%**  
Main Shopper

**67%**  
ABC1

**65k**  
Newsletters

**56%**  
Visit the website  
via organic search

**63%**  
Female

**40%**  
45-64



# PERIOD LIVING

Period Living is Britain's fastest-growing homes magazine and best-selling period homes title. It's also the complete guide to decorating, renovating and maintaining a traditional property.

Every issue delivers stylish real homes and gardens, decorating inspiration, shopping ideas, lifestyle content and expert advice. It's the ultimate sourcebook for people who appreciate timeless, classic and eclectic style.

**131k**

Global Monthly users

**196k**

Global Monthly Page Views

**75k**

UK Monthly Users

**139k**

Total Social Reach

**27.2k**

ABC Print Circulation

**78%**  
Main Shopper

**72%**  
ABC1

**47k**  
Newsletters

**56%**  
Visit the website via organic search

**60%**  
Female

**42%**  
45-54



# Homebuilding & Renovating

Homebuilding & Renovating is the UK's best-selling self-build magazine and one of the country's leading homes websites; the ultimate resource for anyone hoping to create an individual home.

The brand covers a range of projects – renovations, conversions, extensions and self-builds – of all styles, sizes and budgets. Each issue is packed with expert project advice, buyers' guides, design ideas and case studies to help readers turn their plans for a dream home into a reality.

**711k**

Global Monthly  
uses

**1.2m**

Global Monthly  
Page Views

**614k**

UK Monthly  
Users

**91k**

Total Social  
Reach

**17.7k**

ABC Print  
Circulation

**2:51m**

Average dwell time

**75%**

ABC1

**94k**

Newsletters

**73%**

Visit the website  
via organic search

**64%**

Male

**45%**

25-44



As the UK's land and renovation finding service for buying and selling opportunities, Plotfinder's dedicated team speaks to estate agents, auction houses and private sellers to provide subscribers access to details of over 18,000 plots and properties for sale in the UK.

**136k**  
Global Monthly  
Users

**454k**  
Global Monthly  
Page Views

**12k**  
Total Social  
Reach

**130k**  
UK Monthly  
Users

**435k**  
UK Monthly  
Page Views

**31%**  
In Market  
Segment

**75%**  
ABC1

**53k**  
Newsletters

**84%**  
Visit the website  
via organic search

**63%**  
Male

**44%**  
45-64







# Homebuilding & Renovating Show

The No.1 UK show series for self builders and renovators

The only exhibition where self-builders, renovators and home improvers can find everything they need for each step of their project under one roof.

Our market leading Homebuilding & Renovating Shows are supported by the UK's number one homebuilding magazine and leading website, giving you the opportunity to raise your profile and build a rapport with homebuilders before meeting them in person.

## 100k

Self-Builders and Home-renovators annually

## £67k

Average household income

## 80%

Have live projects or will do in 12 months

## £124k

Average spend in next 12 months

## Upcoming shows

### 18-19/1

FARNBOROUGH

### 26-29/3

NATIONAL

### 30-31/5

GLASGOW

### 27-28/6

SURREY

### 25-27/9

LONDON

### 17-18/10

EDINBURGH

### 6-8/11

HARROGATE

### 21-22/11

SOUTH WEST





The Real Homes Show features great value shopping guides, decorating ideas, and in-depth advice on renovation and extension projects. It gives viewers the inspiration they need to kickstart their home improvements, whether you want to extend your kitchen, redecorate your bedroom or optimise the layout of small bathrooms.

Each episode helps viewers make better use of the homes and budget they have. Like Realhomes.com, the tone is down-to-earth, practical, approachable and lighthearted – it won't give you a headache!

**+261k**

Views of the show so far

**10m**

Average reach for each session

**68k**

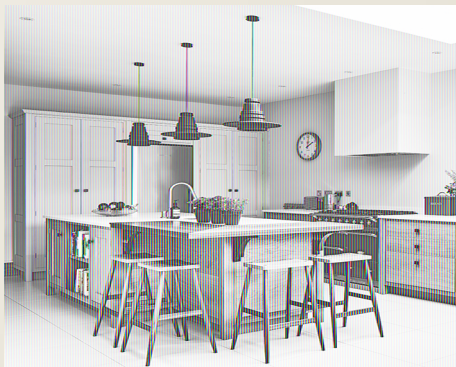
Total Impressions

**246%**

Growth between S1E1 to S3E1

**15.3k**

Average views per episode





# Home Builders



### Affluent Empty Nesters

They have the time and money to indulge in space and luxury, creating a lifestyle - enhancing their homes for now and retirement in mind.



### Growing Families

Plenty of space and high quality design are their priorities and they realise that self-build is the best way to create a family home tailored to their lifestyles.



### Movers and Shakers

Design conscious, wealthy and confident, they are in control of their life and going places. They want an individually designed home that reflects their status and values.



### Money's No Option

Successful entrepreneurs, senior professionals and celebrities, they have made it in life and are looking forward to creating their dream home. They want the best and cost is no obstacle to obtaining it.





The Home Group

# Digital Opportunities



# Video

Professional editorial syndication promoted via social media, YouTube, email and online. Subject to be decided based on search analysis, content gaps and what our audiences are searching for.

Highly recommended as part of content strategy for 2020

Price POA subject to content / seasonality and editorial contribution





# Content

As an industry expert why not share this insight with our website visitors and social media audiences? By working with the editorial team we can create a calendar of content to position you as an industry leader.

Highly recommended as part of content strategy for 2020

Price POA subject to content / seasonality and editorial contribution





## Video's We Offer



### Sponsored Video

Logo added to editorial video, no client input on content.



### Video Series

Editorial / Expert series of videos embedded within relevant web content, potentially as a playlist.



### Exhibitor Video

Creating a company / product promo onsite at a HBR exhibition for client use.



## Video's We Offer



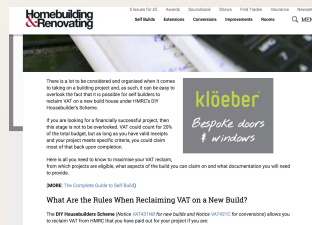
### In Association with

Editorial / Expert video embedded within relevant web content. Video content created with associate input & sign-off



### Promo Video

Creating a bespoke company / product promo for clients' own website / social channel

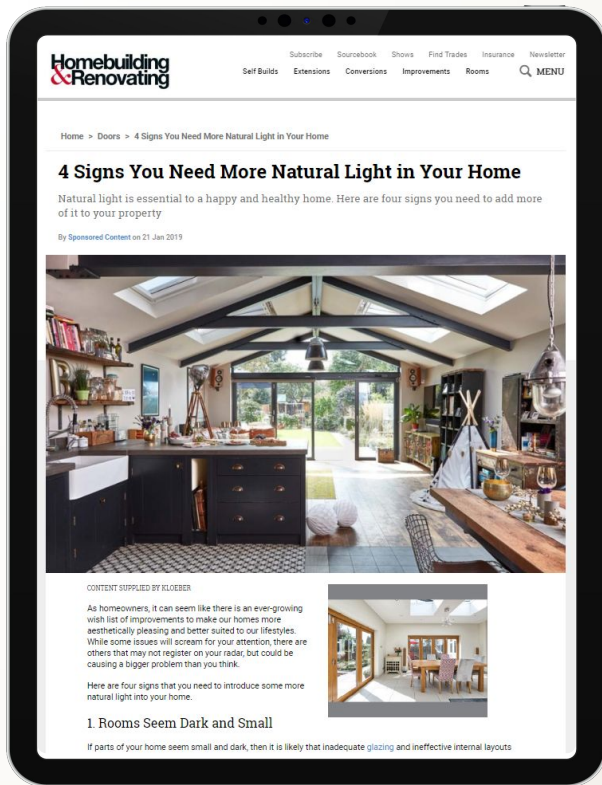


### Teads

Looping Graphic video ad, positioned below the header image on a relevant webpage



## Sponsored Posts



## Sponsored posts and content are the big thing for 2019/2020.

All the major London agencies are using this method to position their clients as experts and broaden their messages to our engaged online and social media communities.

They give you the opportunity to offer advice on topics that are being searched for and help build content gaps across our websites.

Includes:

Homepage promotion within insight carousel

Social media push via Facebook, Instagram or Pinterest- a massive reach of over 500,000

Evergreen content to stay on the site indefinitely

Outbound links to your site

**£1795 + VAT per post**



## The Ultimate Sourcebook

The comprehensive product and services bible across Homebuilding & Renovating and Real Homes.

With **over 400 companies listed** and a range of options depending on budget, Sourcebook is the ideal way to ensure consistent visibility in front of an in-market readership.

### Basic Entry – 6 or 12 Months:

Headline image including logo

Content page (about us)

Gallery of images

3 x product pages, each page to include gallery of images and copy

Details of exhibition

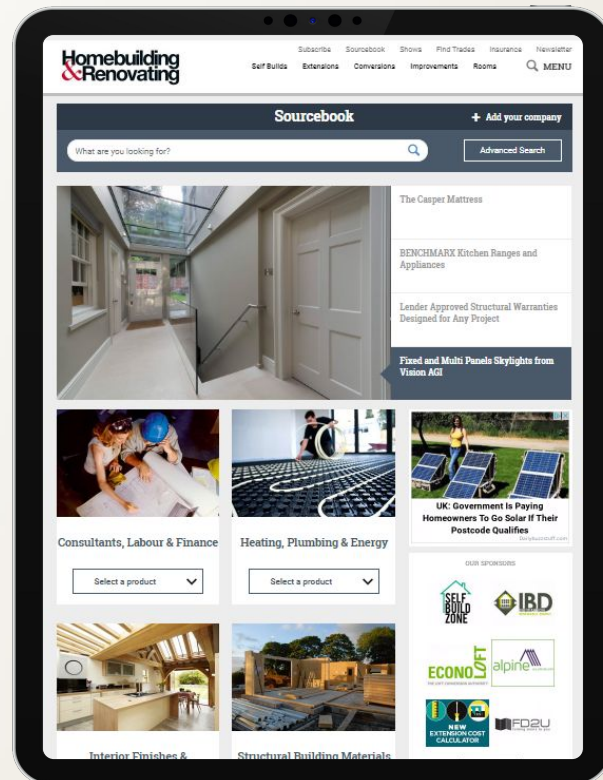
Contact details

Links to social media pages and all relevant categories within Sourcebook

**£950 for 12 months**

**£600 for 6 months**

Digital Opportunities







## Premium Entry- 12 months

Headline image, including logo

Content page (about us)

Gallery of images

Unlimited product pages to be added throughout the year. Each page to include gallery of images and copy

Brochure downloads

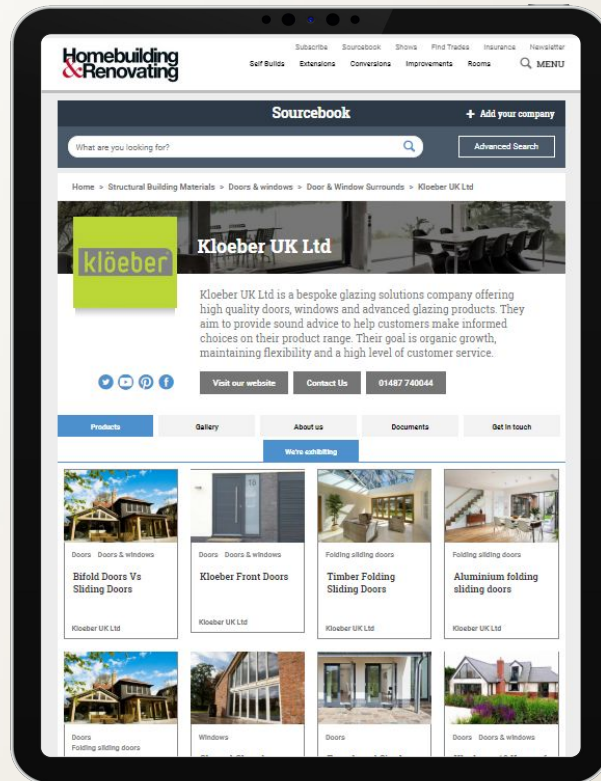
Video uploads

Details of exhibitions

Contact details

Links to social media pages, all relevant categories within Sourcebook and to any relevant editorial features within our sites

**£5,000 unlimited content 12 months**



## Fully measurable in terms of response and exclusive.

An exclusive email from you to our audience, can be sent to the whole list or segmented by geographical location and project type.

A fantastic way to showcase your products or case studies and we can incorporate video.

SUBSCRIBERS – all GDPR-compliant

Homebuilding & Renovating: **23,261**

Real Homes: **24,571**

Period Living: **24,026**

Plotfinder: **28,188**

**Starting Price: £2500 plus VAT**



## Homebuilding & Renovating Professional

Target our active database of architects, developers and tradespeople

Our GDPR compliant database consists of:

Architects: **1,809**

Developers: **5,648**

Tradespeople: **7,543**

B2B Product Showcase (One send per month)

Feature your products and services in our 10 company guide.

Includes interactive enquiry link. [Click here for example](#)

Exclusive solus broadcast A multi message and interactive solus email for your brand sent via Homebuilding & Renovating. Data can be segmented. A strong way to target the trade audience exclusively.

[Please click here for example](#)

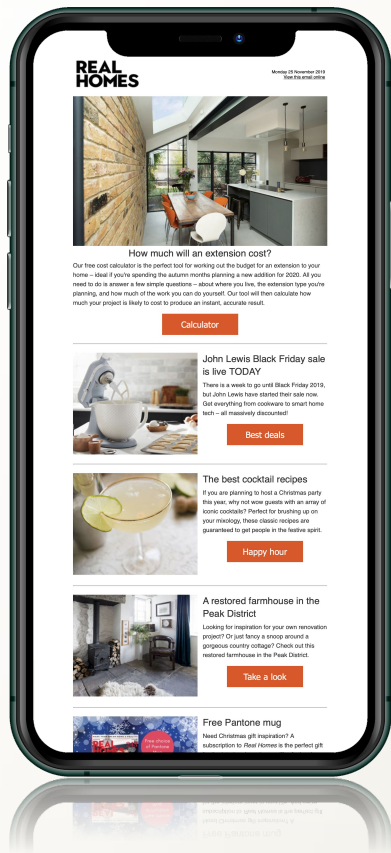
**Product showcase. £500+VAT per send or  
£1000+VAT for a run of three insertions**

**Exclusive solus email. Full send to all trade data  
£1500+VAT**





## Targeted Weekly Emails



Be a part of our dedicated weekly email newsletters going to nearly **300,000** subscribers.

This is a fantastic opportunity for you to be noticed as a true expert in the Industry.

Each newsletter includes:  
Strong Editorial lead on this email promoting a headline article from the respective branded site. As a sponsor you would receive the headline banners (MPU and Billboard) and a targeted piece of editorial content linking to your site, making the opportunity very contextual to the audience.

### Subscribers:

Homebuilding & Renovating: **128,984**

Real Homes: **94,903**

Period Living: **74,780**

Plotfinder: **70,864**

Weekly total: **369,531**

**£1,500 per email**



## Fortnightly Product Showcase Email

Three dedicated brand 'newswires' featuring relevant product and services going to just over 230,000 readers who are renovating, decorating or just making their homes more beautiful.

### Each newswire includes:

10-14 products/services with the top slot including a king-size image. This product produces excellent responses

1 x high-resolution image

30 words of copy

Link to your website

Request more information – where we collect their information and share it with you

**£750 each & £900 top slot**

### Subscribers

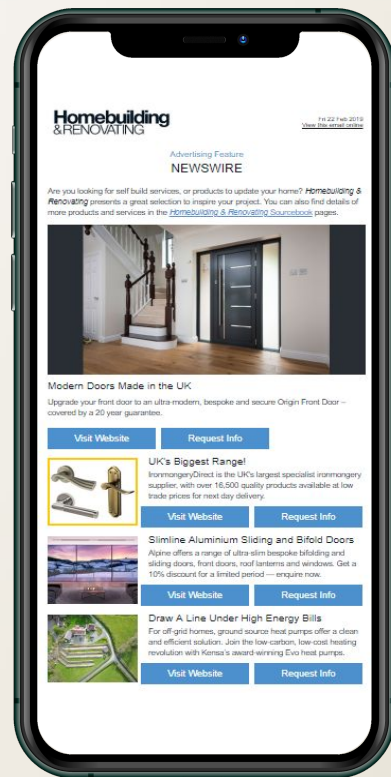
Homebuilding & Renovating: 80,000

Real Homes: 64,000

Period Living: 48,000

Plotfinder: 41,000

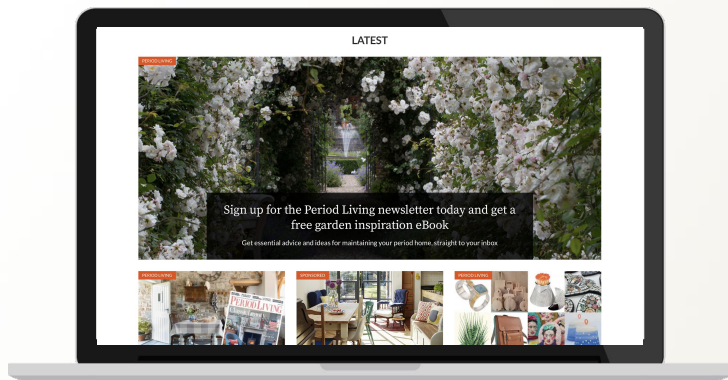
Weekly total: 233,000





## High Impact Display

We are committed to building innovative advertising formats that effectively deliver on our partners' KPIs, from awareness to action.

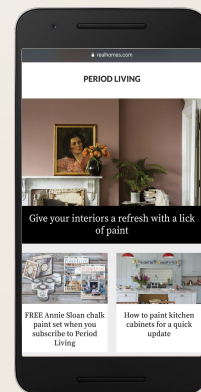
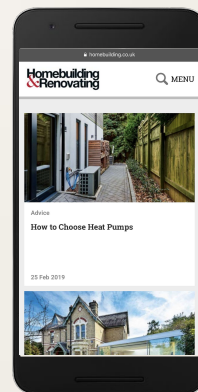
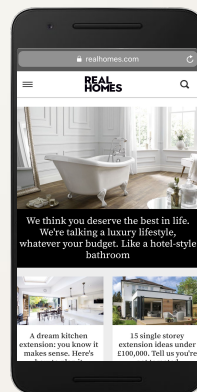


Digital Opportunities

Interactive and video

Optimised for viewability

Available for programmatic buying



Designed with mobile scrolling in mind

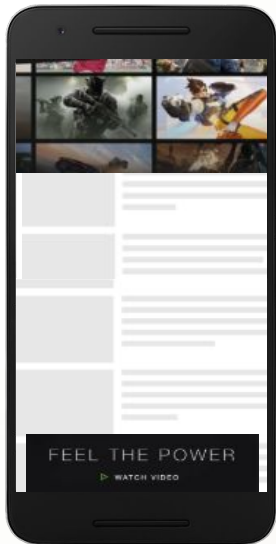
Maintaining a seamless reading experience

Allowing you to creatively tell a brand's story





## Video's We Offer



### Mobile Big Top

A two-state high-impact unit that seamlessly translates to mobile; initially loading at the top of the screen and collapsing to a 100% viewable state at the bottom as a user scrolls.



### Mobile Interscroller

Live Example (Mobile only)

Designed for a sophisticated and touch-friendly user experience, our Interscroller enhances scrolling interaction on mobile, pushing the ad up or down the page to reveal a fixed, full-page ad.





## Channel Takeovers

Vertical sponsorship. Own your vertical.  
**100% SOV of all traffic**, sponsored  
content and social integration.

### REAL HOMES

News

How To

Buying Guides

Renovations

Kitchens

Bathrooms

Living Rooms

Bedrooms

Extensions

Deals and more

### Homebuilding & Renovating

Self builds

Extensions

Conversions

Improvements

Rooms

Find Trades

Insurance

Planning Permission

Sourcebook and more





# New Ad Opportunities



The New Online Video Show

# The Real Homes Show



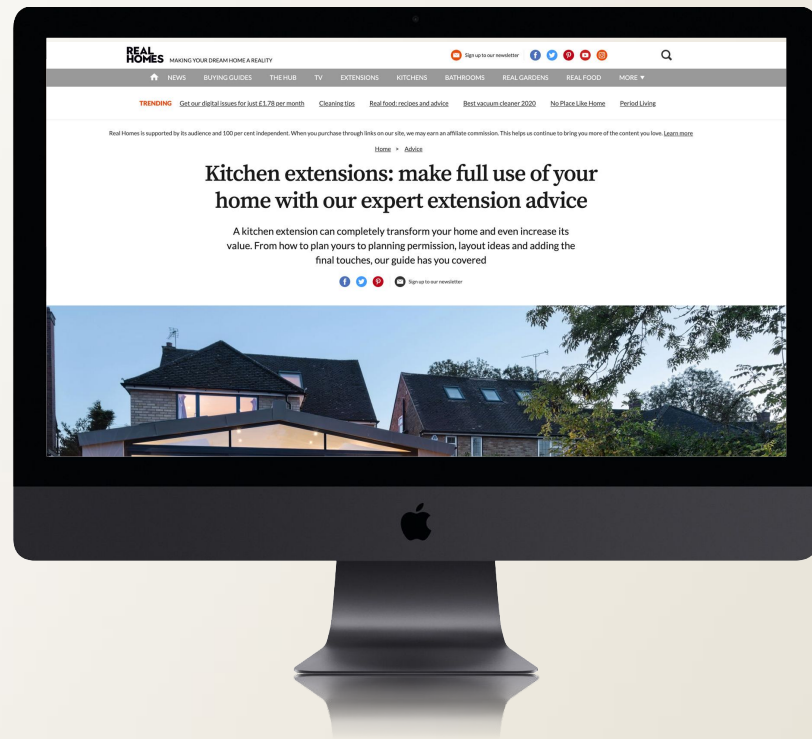
# What makes it unique?

We have the expertise and technical capability to produce the UK's only digital-first home improvement show – The Real Homes Show.

Each episode helps viewers make better use of the homes and budget they have. Like Realhomes.com, the tone is down-to-earth, practical, approachable and lighthearted – it won't give you a headache!

More in-depth information will sit on a new Real Homes Show landing page on realhomes.com.

By using video to engage, inform and entertain our audience, we can become leaders in the homes sector.  
Video traffic will comprise 81% of all web traffic by 2022.





# TOTAL REACH 118K

## +34% YOY

### How will it be broadcast

Each 20-minute show goes live fortnightly on YouTube and realhomes.com on a Thursday afternoon to maximise potential audience.

The year will be divided into four seasons. Season one runs 4 April to 4 July.

Filming is split between our new-look studio and homes of viewers and social influencers.

Short teaser videos will be posted on Facebook, Twitter and Instagram each show, all linking to the video show landing page.



14.5k



54.1k



40.3k



5.4k



4k



# What's in it for Partners?

The Real Homes Show gives viewers the inspiration they need to kickstart their home improvement projects, whether that's extending a kitchen, redecorating a kid's bedroom, or updating a small bathroom

By partnering with us you're aligning your brand with an exciting new series to watch online, while reaching thousands of homeowners keen to turn the house they have into a home they love.

## Partners receive:

A watermark logo, with the sponsor's name displayed at the top right of each video

Short teaser videos are posted on Facebook, Twitter and Instagram for each show, all of which link to the video show landing page

House adverts for your brand in print titles

**42%**

of Brits have decorated or improved their home in the past year

**£1,151**

Average yearly UK expenditure on DIY and home improvement

**42%**

of the UK population is always looking for new ideas to improve their homes

**457k**

Unique users and rising 95% YoY on Realhomes.com

**783k**

Monthly page impressions on Realhomes.com







# Reach Four Million Users

The Real Homes Show landing page on Realhomes.com is expected to receive approximately 22,500 views during season one

Social reach is approximately 580,000

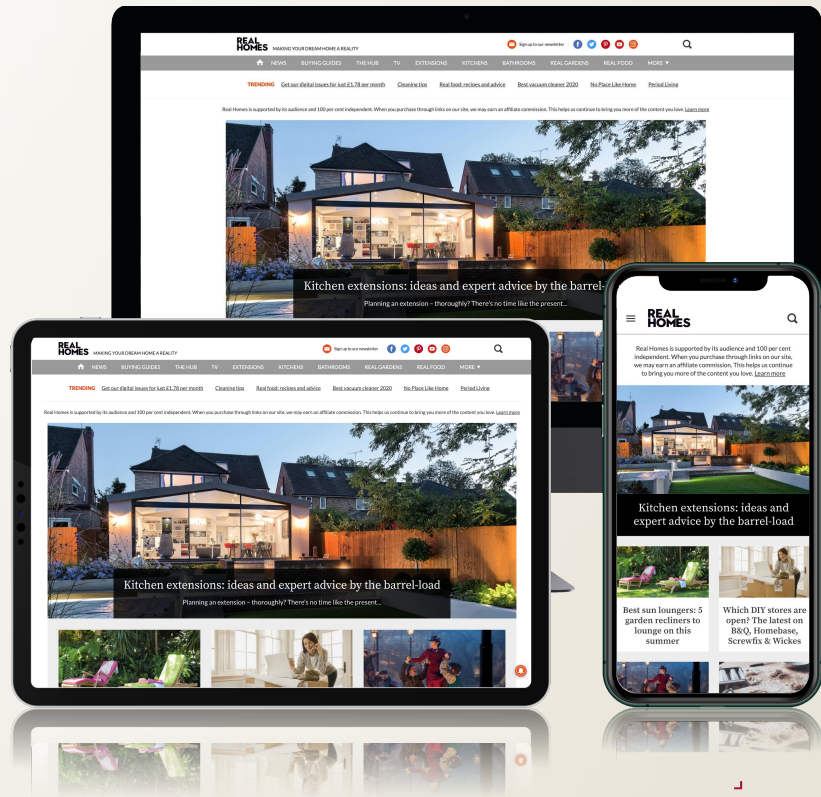
Email reach is approximately 1,000,000

Print promo reach is approximately 435,000 over three months

Additional online reach is approximately 118,000

Advertising inventory reach 400,000

Total reach is approximately **4 million**







The Real Homes Show

# Watch the sizzle trailer



# Future illuminate Panel

The illuminate panel is a **global community of 3,300** highly engaged readers across all of Future's brands; both online and print.

When we say our readers are highly engaged & active, we mean it. During the past 5 years since the panel was re-established we have had an average **45% UK response rate**.





## Proprietary Research

# Bespoke Client Insights

## Brand & Product Specific Insights

We work closely with our clients and advertising partners to provide bespoke applicable insight into consumer perception, behaviour and attitudes towards specific brands and products from an impartial but highly relevant audience.

Purchase intent

Purchase consideration

Purchasing habits

Competitive advantages

Awareness

Familiarity/knowledge

Perception

Ownership





# Home Interest

Book Today!