



REAL HOMES

MEDIA PACK 2022

FUTURE

┌ About Us

Real Homes is the homes website for people with real lives, real budgets and real problems. Everyone deserves to love where they live and *Real Homes* is the ultimate homeware authority that makes this possible with accessible content and actionable advice.

Supported with project content to give everyone – regardless of income or skill – attainable ways to improve their home, the *Real Homes* site creates content for everyone. So whether you need to buy new pillows or repair a window, *Real Homes* will walk you through the process, connecting you with the right brands to reach your goals.





Jason Orme

Managing Director, Future Homes

'Realhomes.com is a new type of website for a new homes audience. Largely ignored by the mainstream homes brands, we serve those who are passionate about their homes but constrained in some way – because they rent, or house-share, or have to watch their pennies when buying their first or second home. RealHomes.com is the new website for the rest of us.'



Lindsey Davis

Editor in Chief, Homes Ecommerce and
Interim Editor *Realhomes.com*

'The Real Homes audience personalises their space through retail purchases, and Realhomes.com provides best in class buying advice for people looking to choose homewares, appliances and furniture. With the move to online shopping and the decline of traditional bricks and mortar homeware retail, our high-intent audience requires independent expert advice on how to choose products, from quick-purchase homewares through to high value furniture and appliances.'

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.

1.9m

Global Monthly users

2.6m

Monthly Page Views

761k

UK Monthly Users

318k

Total Social Reach

33k

ABC Print Circulation

67%
Main Shopper

62%
ABC1

68.7k
Newsletter subscribers

62%
Visit the website via organic search

64%
Female

62%
25-54





Understanding Our Audience

Real Homes understands everyone's needs are different, but that we all have a shared interest: Ecological living.

Key editorial focus:

With almost 60% of our readers energy conscious, *Real Homes* responds to their needs.

These include top tips on:

Heating - Energy saving ideas

Costs savings - Switching energy suppliers

Technology - Smart thermostats

Kitchen - Best kettles

Home and interiors - Furnish homes with zero waste

Our content is delivered for a cross-generational audience, as we know one size does not fit all. Dedicated Buyer's Guides, *Real Homes* reacts to user's demands, committed to providing in-store service, online



Audience Personas



Renter/house share

Merle lives with her best friend in an apartment in London. They both work in marketing and love looking at design content on Instagram, Tik Tok and Pinterest. They don't have loads of cash to spend on their apartment (and pre-pandemic preferred to eat out and spend time away from home) but in the last year, making this temporary space feel more permanent has been important to them.

They are looking for affordable ways to make their space look less like a dorm room and will have a go at basic DIY but aren't allowed to make physical changes to their home. They like hosting friends when they can so seek out multifunctional furniture to take their space from office, to living room to guest space as needed.



Flipper/Fixer upper

Kate and Bree have just bought their first house – a small cottage in Devon. The space is good, but they aren't sure if it is big enough to be their forever home, so they were happy to take on a project to get on the ladder.

It was very cheap and needs a lot of work and they are worried they have bitten off more than they can chew (and more than they can afford). It needs structural repairs and they want to know what they can do themselves to save money. When they have sorted the bones, they are looking forward to making it into a cosy but practical space for them and their dog.



Young Family

Sophia and Ethan live in Bath with two children under five and bought their family home six years ago. It was right at the top of their price limit but has loads of space and may well be their forever home – if they can get it to work for them. The spaces constantly feel chaotic and they have invested poorly in the past in cheap furniture and ugly storage to try and get everything in shape.

It was built in the 80s and doesn't need major renovations, but everything from the kitchen to the windows are a bit dated. Their homeowner association has to sign off everything they want to do to the structure, so they are doing a combination of thrifty makeovers until they can afford to renovate a whole room, and prioritising the rooms the family uses the most.

┌ Our audience

£183m

Total spent by the Real Homes audience on D.I.Y and home improvement over the last year in the UK

86%

Home owners

2 in 3

State their home environment is much more important to them now post-pandemic

76%

State their home is a creative outlet for their wellbeing



Our audience

1 in 3

Are always looking for new ideas to improve their home

74%

Are interested in interior decorating magazine content

1 in 2

Have done some form of redecorating or remodelling in the past 12 months

41%

Are actively researching soft furnishing additions

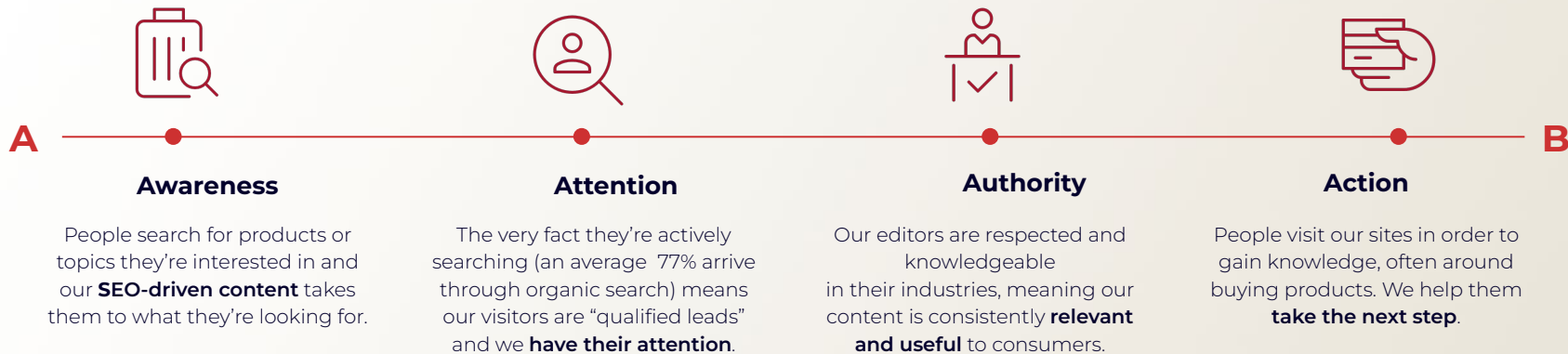
1 in 3

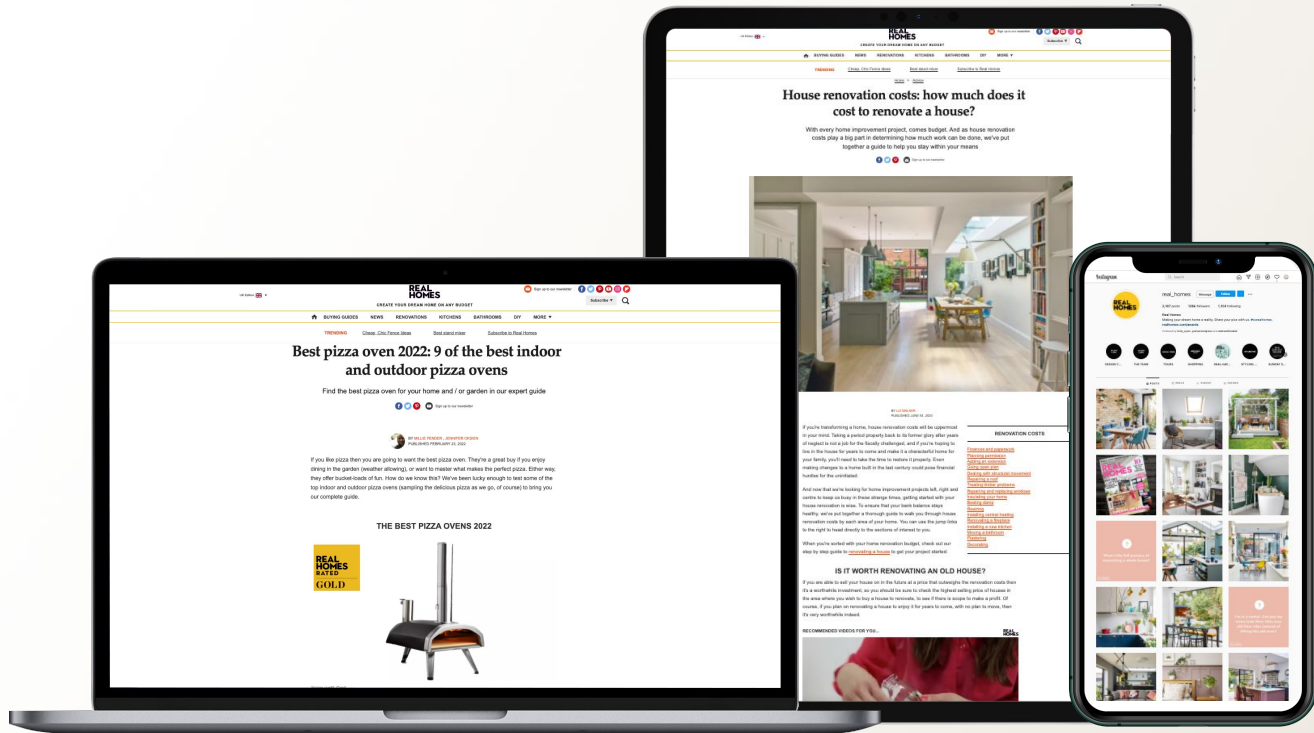
State magazines give them the perfect ideas on home improvement



Future's Path of least resistance

Because 77% of our traffic is from organic search, we have pre-qualified leads to our sites. For consumers, it feels like the path of least resistance to getting what they need.





Driving Purchase Intent

eCommerce Expertise

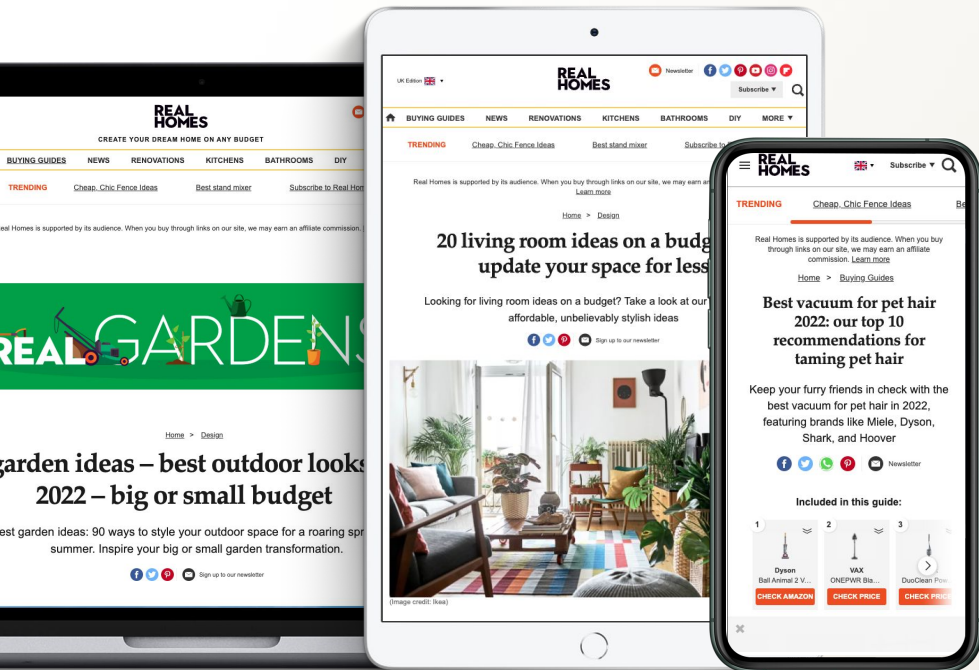
└ Purchase Expertise

Our buying guide best buys are carefully chosen by our journalists based on a combination of our own experience, rigorous in-house testing and research into user reviews and ratings. In other words, it is as important to us to know not only how impressive a product is out of the box, but how it endures in a busy household over time. We use a mix of qualitative and quantitative data – translated into personable reviews our audience can relate to – to help our readers make confident purchase decisions.

Our reviewers test every product for at least two weeks (or over 30 days for a mattress) to put them through the paces of day-to-day life. We have a few standardized tests to allow like-for-like comparison, but the main question we aim to answer is whether the product is worth the money. We believe this mix of a scientific and real-life testing process, sets us apart from many of our competitors.

The best products are awarded a *Real Homes* rated badge.





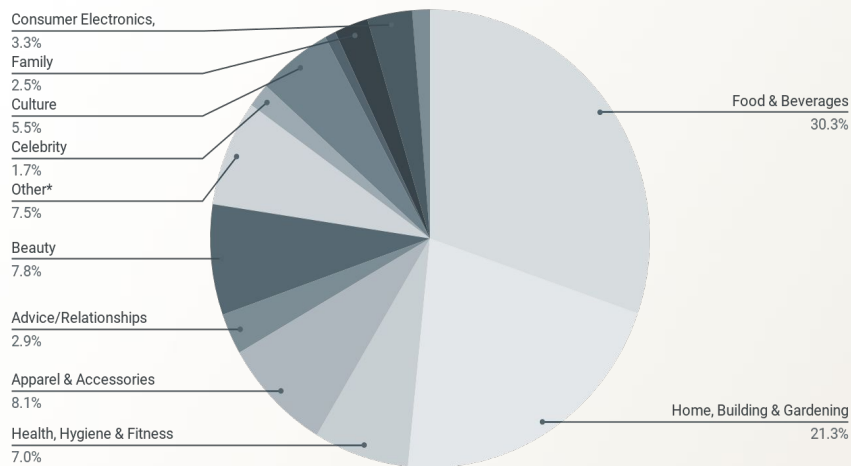
We rank Top 5 in SEO

For search terms including:

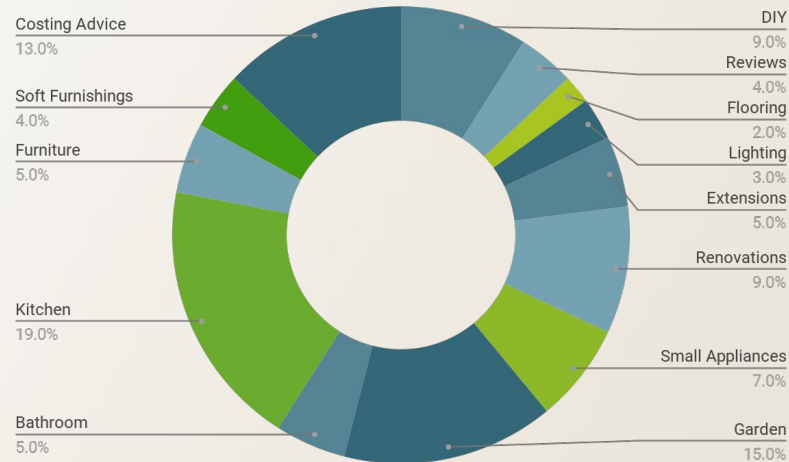
- Garden ideas
- Budget living rooms ideas
- Best Shark vacuum
- Best vacuum for pet hair
- Best home fragrance
- Gallery wall ideas
- Bedroom ideas
- Best hot tubs
- Best paint for furniture
- How to clean a washing machine

┌ The editorial differentiation

Modern, stylish, trendy, savvy - *Real Homes* is the modern and achievable solution to everyday home interest needs.



**GOOD
HOUSEKEEPING**



**REAL
HOMES**



Realhomes.com

Rate Card



Digital Rate Card

Single Formats	Standard CPM Rates
MPU (300x250)	£12
Half Page (300x600)	£12
Mobile Banner (320x50)	£12
Billboard (970x250)	£19
Mixed Single Formats (All devices)	£15

High Impact Single Formats	Standard CPM Rates
Miniscroller (All Devices)	£33
Desktop Big Top	£41
Desktop Skin	£28

High Impact / Master & Companion ads	Standard CPM Rates
Standard Display + Desktop Big Top	£60
Standard Display + Big Top + Miniscroller	£63
All Device Standard Display + Miniscroller	£50
Desktop Standard Display + Miniscroller	£55

Master & Companion ads	Standard CPM Rates
Skins + Billboard	£27
Standard Display	£45
Mobile Display (With no Miniscroller)	£30
All Device Standard Display	£40

Video	Standard CPM Rates
Pre-Roll (Skippable)	£27
Pre-Roll Non-Skippable	£35
Out-Stream (Teads)	£25

Build Costs under £10k Digital Spend	Rates
Miniscroller	£1000
Desktop Big Top	£1500
Standard Display	£1500

Extra	
1st Party Targeting - Audience or Contextual	+£2
3rd Party Data	Depends on Data, Usually £4CPM



Thank You

