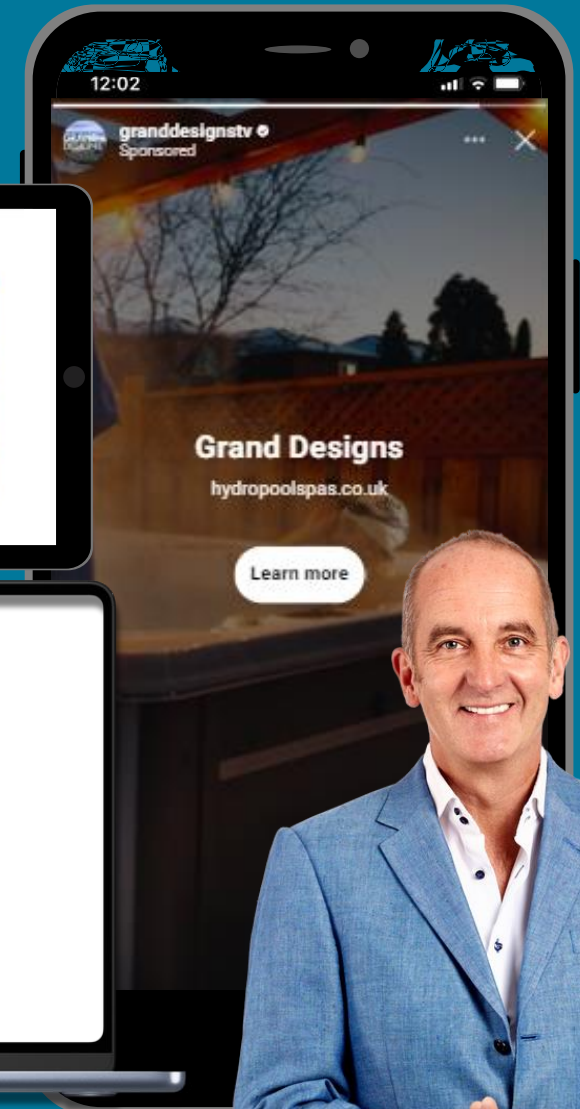
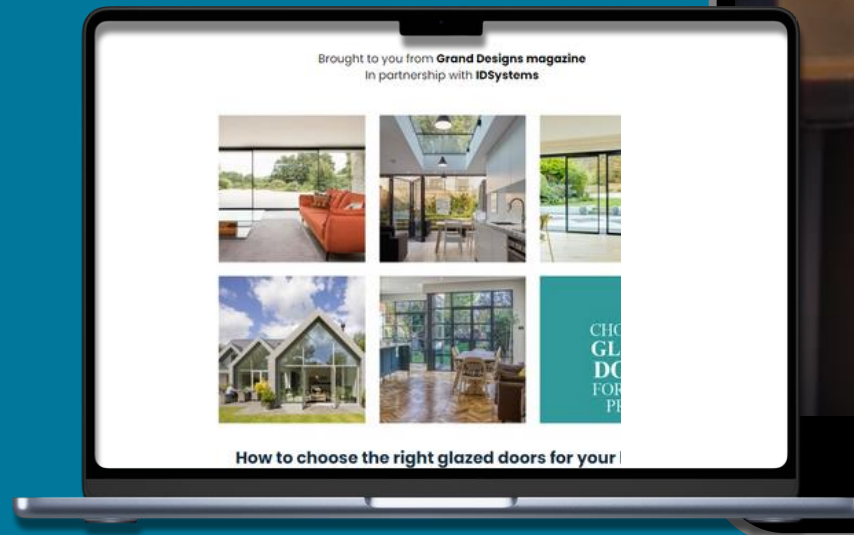
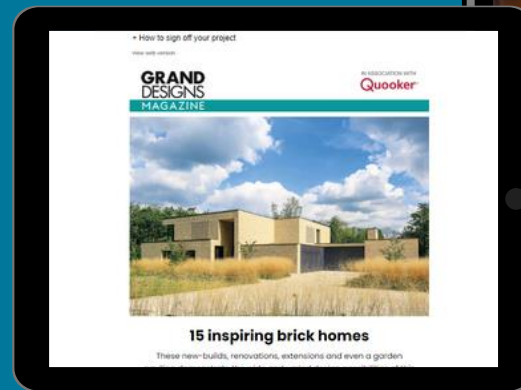


# GRAND DESIGNS

DIGITAL

## MEDIA PACK

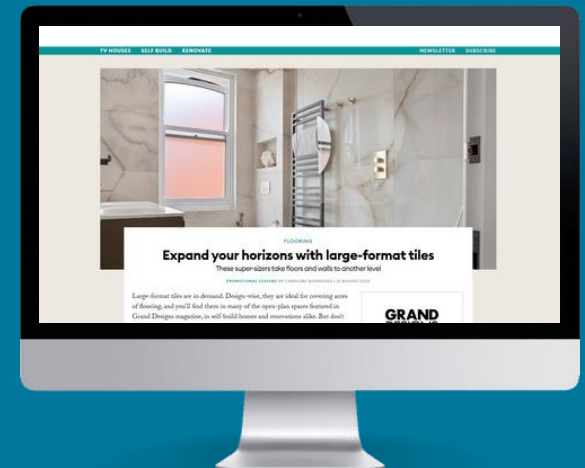
### 2024



# Summary

- Brand overview
- Digital data
- Online feature
- Targeted solus newsletter
- Re-targeting and geo-targeting
- Social media
- Lead gen
- Display advertising
- Premium partner

**GRAND**  
**DESIGNS**  
DIGITAL



# Brand overview

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The Grand Designs portfolio, run by Media 10 includes a biannual live event and the monthly publication, based on the hit television show hosted by Kevin McCloud and broadcast on Channel 4 and All 4. The show includes a series of inspirational, self-build and renovation projects that span a wide range of styles, periods, locations and budgets

Grand Designs' digital presence offers fully responsive, multi-platform inspiration and includes architecture, design, construction and interiors ideas, as well as advice to empower the audience to create their own Grand Design. The website provides the user with a stream of exclusive articles, expert advice and home-related news keeping viewers engaged and up-to-date with the latest developments.



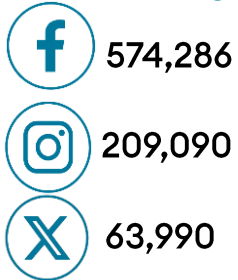
**GRAND  
DESIGNS**  
DIGITAL

# How is the data gathered?

Newsletter subscribers are regularly asked to update their product interests to keep the audience engaged

## DIGITAL

### SOCIAL



847,000  
FOLLOWERS

### NEWSLETTER

170,000  
SUBSCRIBERS

### WEBSITE




granddesignsmagazine.com

76,000

UNIQUE USERS PER MONTH

## PRINT

36,000 PRINT AND DIGITAL  
COMBINED SUBSCRIBERS




-  Regular reader surveys
-  QR codes in both print and digital issues
-  Giveaways

## COMPETITIONS

Regular competitions feature across both print and digital platforms - this helps to create a targeted audience with specific interests

## LIVE

### DEMOGRAPHIC

-  72% social grade A-B
-  88% have a mortgage or own a house outright
-  £76k average household income

### QR CODES

 Data is sourced from QR codes spread throughout the shows, allowing customers to be targeted based on their interests

### PRE-SHOW FORM



When signing up to visit the live event all attendees are required to provide their:

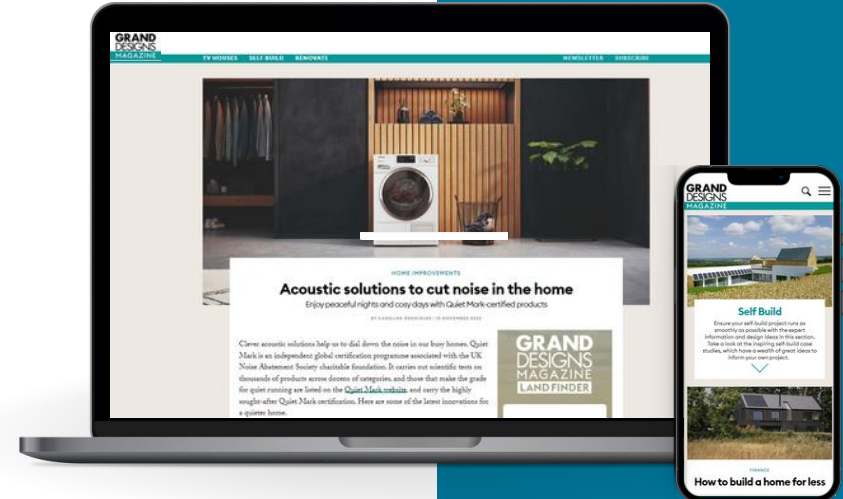
- Interests
- Reason for visiting
- Personal details

# Online feature

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Bespoke advertorial features, that can be run across granddesignsmagazine.com, in print or social media

- CONTENT TAILORED TO YOUR PRODUCT OR SERVICE
- EDITORIAL-STYLE FORMAT TO INSPIRE AND INFORM
- BESPOKE CREATIVE SOLUTIONS
- OPTION TO INCLUDE VIDEO



## Example of an online feature



## Boost traffic to your content

Enhance the number of impressions reaching your native article with a newsletter inclusion. The Grand Designs subscribers database includes a total subscriber base of 170,000 with an average open rate of 26%

# Targeted newsletters

Engaging information on your product or service delivered to the inbox of Grand Designs subscribers, with data lists split into interest categories.

Choose from one of the below data pots, or take an even more targeted approach from one of the sections listed on the right.



**Self-build and renovation**  
35,643 contacts



**Kitchens and bathrooms**  
41,457 contacts



**Home interiors**  
44,398 contacts



**Outdoor Living**  
28,719 contacts



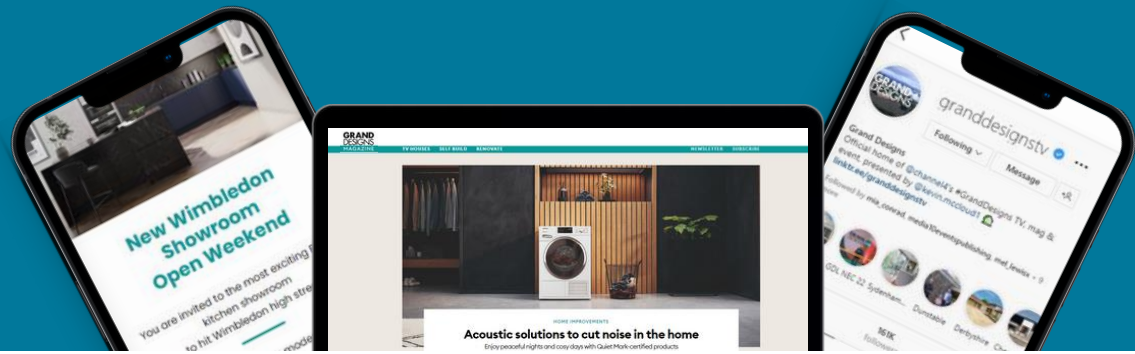
**Living sustainably**  
10,889 contacts



**Smart home technology**  
26,496 contacts

Interest	Database
Holidays	22,954
Kitchens	22,017
Furniture	19,774
Bathrooms	18,444
Gardens/Leisure	11,599
Doors/Windows	11,453
Internal Decór Paint	10,838
Lighting/ Electrical	10,391
Heating	9,602
Home Tech Security	9,231
Soft Furnishings	8,887
Flooring	8,808
Lighting	8,580
Landscaping	8,002
Renewables	6,577

Example of a targeted solus email



## Retargeting and audience extension

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Expand your adverts reach by re-targeting interest-based data from across those who have opened a Grand Designs targeted newsletter or the audience who have read an article on the Grand Designs magazine website.

Your potential clients will see your advert on social media and Google, with a guaranteed agreed number of impressions to expand its reach.

- **GRANULAR TARGETING**
- **CONSUMERS HAVE PURCHASING INTENT**
- **GOALS CAN BE VARIED - TRAFFIC, ENGAGEMENT, SIGN-UPS ETC.**
- **ACCESS THE GRAND DESIGNS DATA**
- **OPTION TO TARGET GEOGRAPHICALLY, BY JOB TITLE OR INTEREST**

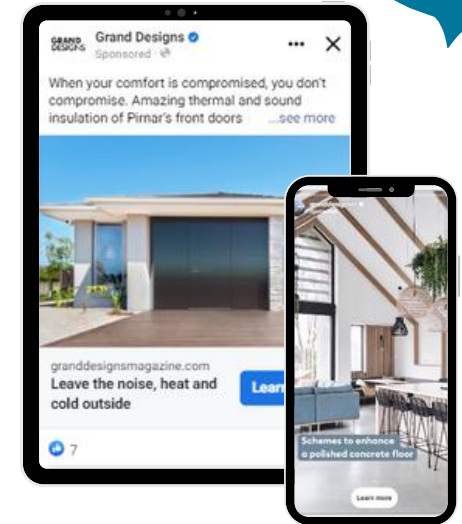
[Grand Designs- Retargeting and audience extension examples](#)



# Promoted social media content



With a combined reach of **847,000** individuals, the Grand Designs social media ecosystem puts your brand front and centre with impressions guaranteed.



**ACCESS THE GRAND DESIGNS ENGAGED AUDIENCE  
ACROSS FACEBOOK AND INSTAGRAM**



**GUARANTEED MINIMUM NUMBER OF IMPRESSIONS**



**CLICK-THROUGH GOES TO YOUR OWN WEBSITE**



**REPORT OF SOCIAL PERFORMANCE PROVIDED**

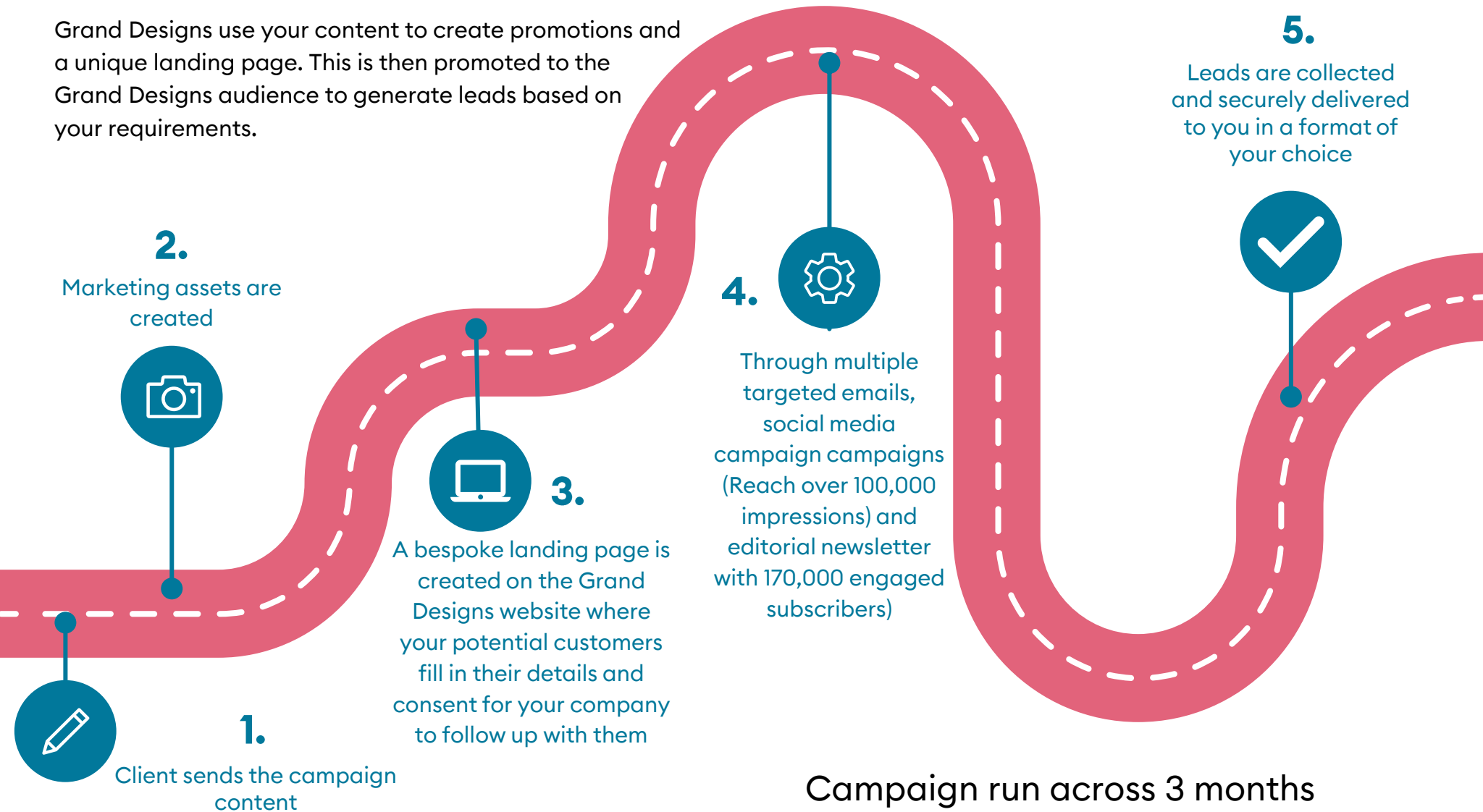
<b>AWARENESS CAMPAIGN</b>	<b>TRAFFIC CAMPAIGN</b>
25,000 impressions	25,000 impressions
50,000 impressions	50,000 impressions
75,000 impressions	75,000 impressions

Example social campaigns



Using the Grand Designs database, your brand will be promoted by the in-house team to generate leads for you to convert into sales. The database of affluent engaged customers trust the Grand Designs brand and therefore vouch for all companies that are worked with.

Grand Designs use your content to create promotions and a unique landing page. This is then promoted to the Grand Designs audience to generate leads based on your requirements.



# Display advertising

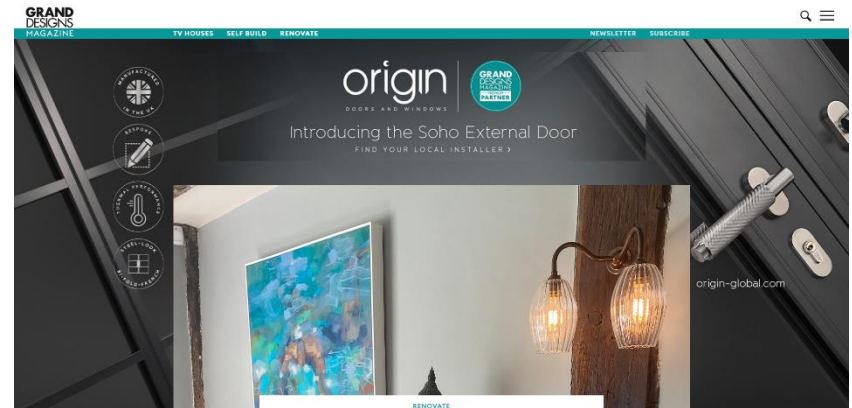
Reach a high-income, highly motivated audience of self-builders, renovators and home improvers. 76,000 average unique visitors each month.

**HOMEPAGE TAKEOVER**

**LEADERBOARD (728 X 90)**

**MPU (300 X 250)**

Entry level based on a one-month  
tenancy **minimum**





# Grand Designs magazine Approved Premium Partner

GRAND DESIGNS MAGAZINE - APPROVED PREMIUM PARTNER - MENU OF OPPORTUNITIES	TIER 1	TIER 2	TIER 3	TIER 4
Print Advertising - Full page adverts within Grand Designs magazine.	• X2			
TV & Radio - The Grand Designs Approved Partner branding can be included as an endorsement applicable to your business incorporating TV & Radio advertising campaigns.	•	•		
Promoted targeted solus emails - The solus emails are sent to subscribers who have requested information on a particular product/service and will incorporate the Grand Designs Approved Partner endorsement.	• X4	• X3		
Paid media - The Grand Designs Approved Partner endorsement can be included within your business message on PPC marketing, branded content and display ads.	•	•	•	
Website logo - The Grand Designs Approved Partner endorsement can be incorporated across the website pages of your business.	•	•	•	•
Social video marketing - The Grand Designs Approved Partner endorsement can be incorporated when promoting your company on YouTube, Facebook, Instagram, Vimeo and X.	•	•	•	•
Fleet vehicles & company clothing branding - The Grand Designs Approved Partner endorsement can be incorporated on fleet vehicles and clothing along with the opportunity to include the branding at shows & exhibitions.	•	•	•	•
Marketing collateral - The Grand Designs Approved Partner endorsement can be incorporated on the printed marketing material including, leaflets, brochures & magazines, relating to your business.	•	•	•	•
Premium Partner company advertorial on the Grand Designs magazine website. <u>12 month</u> tenancy - The advertorial will remain on the website for 12 months incorporating the Grand Designs Approved Partner logo. 25k social media impressions, included one week after the advertorial live date, to drive traffic to the advertorial.	•	•	•	•
Promoted company social media posts - 25k impressions relevant to each post sent directly to Grand Designs followers who match a target audience across Facebook, and Instagram. Each social post will incorporate the Grand Designs Approved Partner endorsement.	• X6	• X6	• X4	• X2

[Example Premium Partner creative content](#)

[Example Premium Partner creative content - 2](#)