

**GRAND
DESIGNS
MAGAZINE**

DIGITAL MEDIA PACK 2025



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- DIGITAL AUDIENCE
- ONLINE FEATURE ARTICLE
- TARGETED SOLUS EMAILS
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BRAND OVERVIEW

Grand Designs' digital presence offers fully responsive, multiplatform inspiration.

It combines engaging content, digital innovation and social media reach to connect with an affluent audience on multiple levels.

Our magazine website offers users up-to-date news, expert advice features, and exclusive TV house tours.

With a loyal, highly engaged audience, Grand Designs Live and Grand Designs Magazine Online provides show visitors, TV show fans and avid self-builders with all the information and inspiration they need to successfully complete their own Grand Design.



DIGITAL AUDIENCE

SOCIAL

 600,000+

 230,000+

TOTAL

830,000+

NEWSLETTER

121,000
subscribers

WEBSITE

125,400
impressions
per month

**GRAND
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MAGAZINE**

granddesignsmagazine.com

DEMOGRAPHIC

72% social grade AB

88% have a
mortgage or own
a house outright

£76K average
household income

Average age of 45

ONLINE FEATURE ARTICLE

Bespoke advertorial features, that is hosted on the **granddesignsmagazine.com**

- Content tailored to your product or service
- Editorial-style format to inspire and inform
- Stays exclusive to your brand as an advertorial on our site for 12-months
- Bespoke creative solutions
- Includes 5 images / 2 videos

PLUS, BOOST TRAFFIC TO YOUR CONTENT

Enhance the number of impressions reaching your native article with x2 newsletter inclusions.

Additional marketing available to link to article on request.

- The grand designs subscribers database includes a total subscriber base of **121,000**
- Average open rate of **46%**
- Links directly to your article



Example of an Online feature

Example of a Newsletter Inclusion

TARGETED SOLUS EMAILS

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:

SELF-BUILD
AND
RENOVATION
27,684
CONTACTS

KITCHENS
AND
BATHROOMS
25,997
CONTACTS


HOME
INTERIORS
28,749
CONTACTS

OUTDOOR
LIVING
19,193
CONTACTS

Example of a Solus Email

GRAND
DESIGNS
MAGAZINE

Brought to you from Grand Designs magazine
In partnership with IDSystems




More than just doors – a guide to complex glazing solutions

Whether it's a large extension, a stunning renovation, or a completely new residential build, certain designs demand a more complex or expansive glazing solution than just a straightforward set of doors.

For over 25 years, IDSystems has worked closely with homeowners across the UK, delivering exceptional doors, windows, and glass roofs. Their expertise, however, lies in creating complex, custom-designed glazing packages where technical precision and experience are paramount.

Supported by skilled product designers, an expert technical team, and in-house manufacturing capabilities, IDSystems ensures that every solution is tailored to achieve the perfect balance of aesthetics, functionality, and performance.

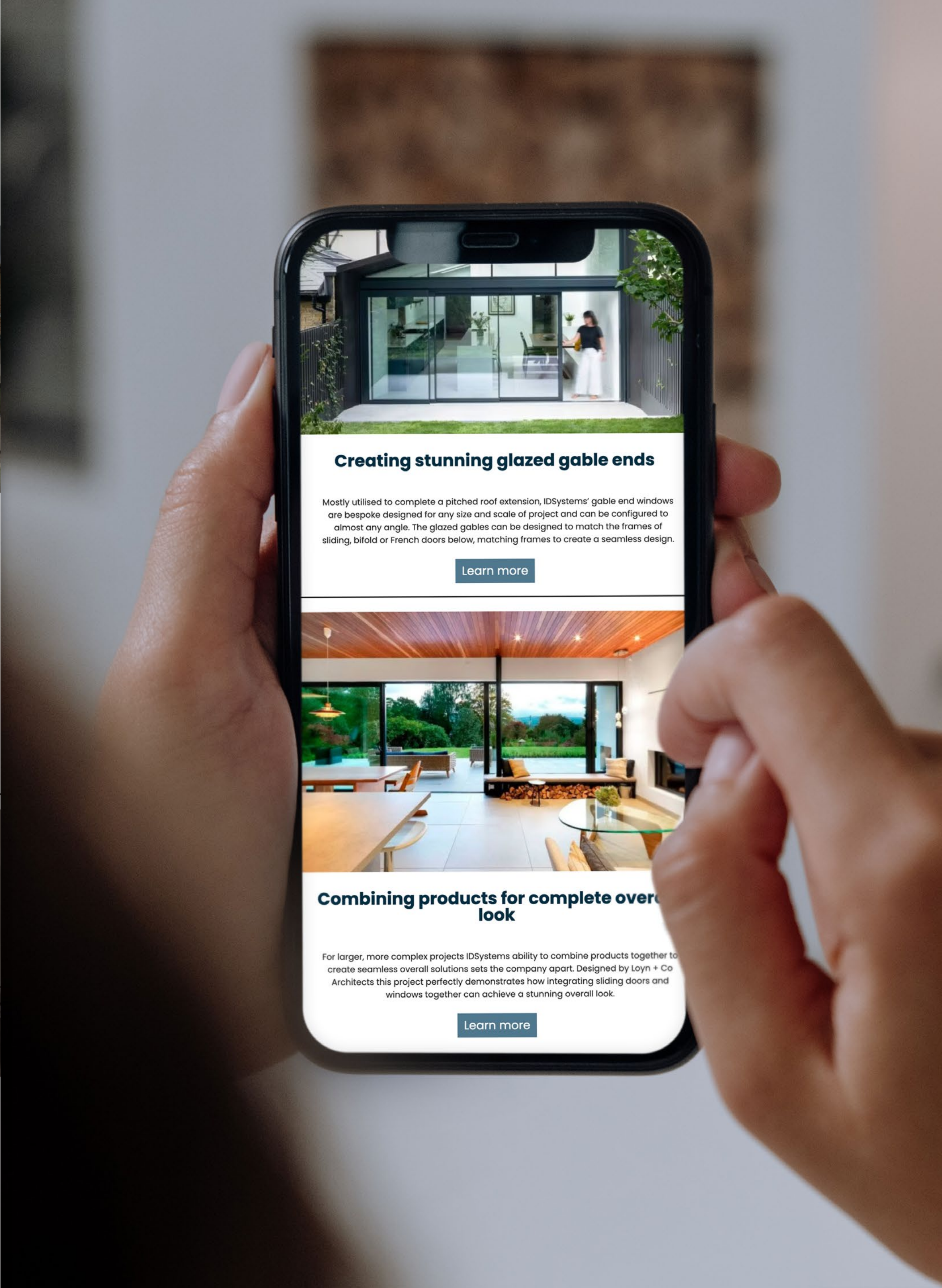
Learn more



Residential glass curtain walling

Curtain walling is no longer reserved for commercial projects—it has become a sought-after feature in modern residential architecture. With the ability to incorporate double (or even triple) height glazed screens that flood interiors with natural light, custom designed curtain walling solutions are ideal for adding a real wow-factor and can even be manufactured to incorporate windows or doors.

Learn more



TARGETED SOLUS EMAILS

Take an even more targeted approach from one of the sections listed below:

INTEREST	DATABASE
APPLIANCES	3,917
ARCHITECTS	5,533
BATHROOMS	25,895
LIVING SUSTAINABLY	7,710
FURNITURE	37,215
SMART HOME TECHNOLOGY	16,219
INSURANCE	1,168
KITCHENS	45,405
LIGHTING/ LIGHTING CONTROL	29,113
SOFT FURNISHINGS	5,785
WALLS/FLOORING	20,995
WINDOWS/DOORS	11,725

Example of a Solus Email



PROMOTED SOCIAL MEDIA CONTENT

With a combined reach of 830,000 individuals, the Grand Designs social media eco-system puts your brand front and centre with impressions/ clicks guaranteed.



Access the **Grand Designs** engaged audience across Facebook and Instagram



Guaranteed minimum number of impressions or clicks



Click-through goes to your **own website**



Report of **social performance** provided

AWARENESS CAMPAIGN

25,000 IMPRESSIONS
50,000 IMPRESSIONS
75,000 IMPRESSIONS

TRAFFIC CAMPAIGN

1,000 LINK CLICKS
2,000 LINK CLICKS
3,000 LINK CLICKS

STORIES PACKAGE

SERIES OF 3 ORGANIC STORIES SHARED ON OUR
INSTAGRAM AND FACEBOOK

Example of a Social Campaigns

LEAD GEN

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.



4. Multiple targeted emails and social media campaigns with a reach of over 100,000 impressions, plus an editorial newsletter with 121,000 engaged subscribers

2. Marketing assets are created

CAMPAIGN RUNS OVER 3 MONTHS

1. Client sends the campaign content

3. A bespoke landing page is created on the Grand Designs website where your potential customers fill in their details and consent for your company to follow up with them

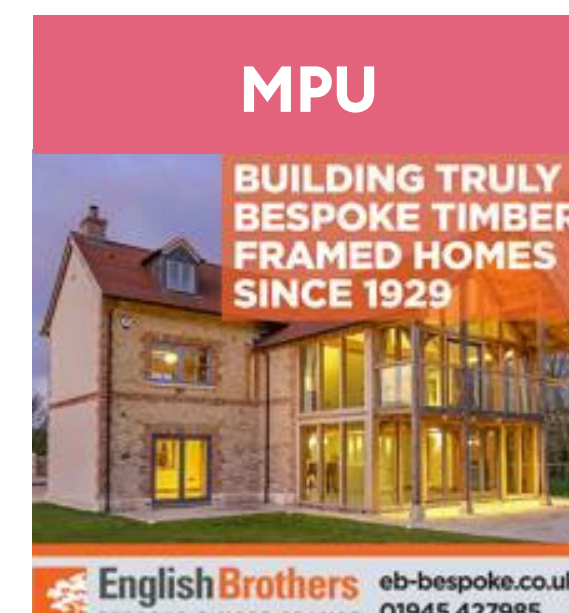
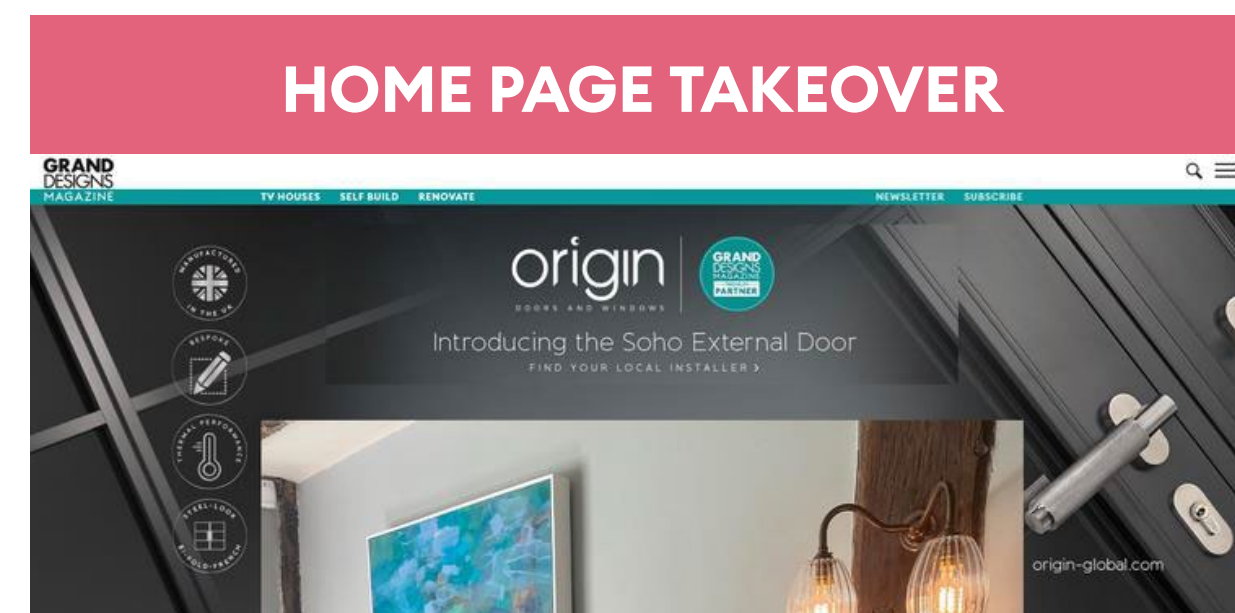
5. Leads are collected and securely delivered to you in a format of your choice

DISPLAY ADVERTISING

WEBSITE

Reach a high-income, highly motivated audience of self-builders, renovators and home improvers.

125,400 impressions per month on our website



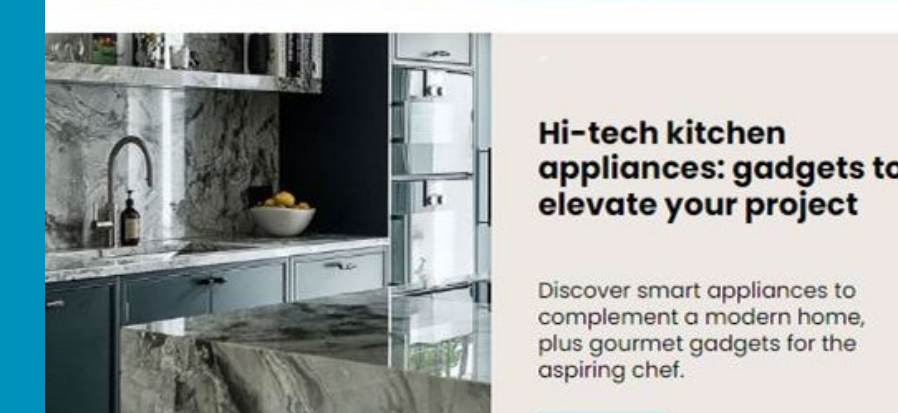
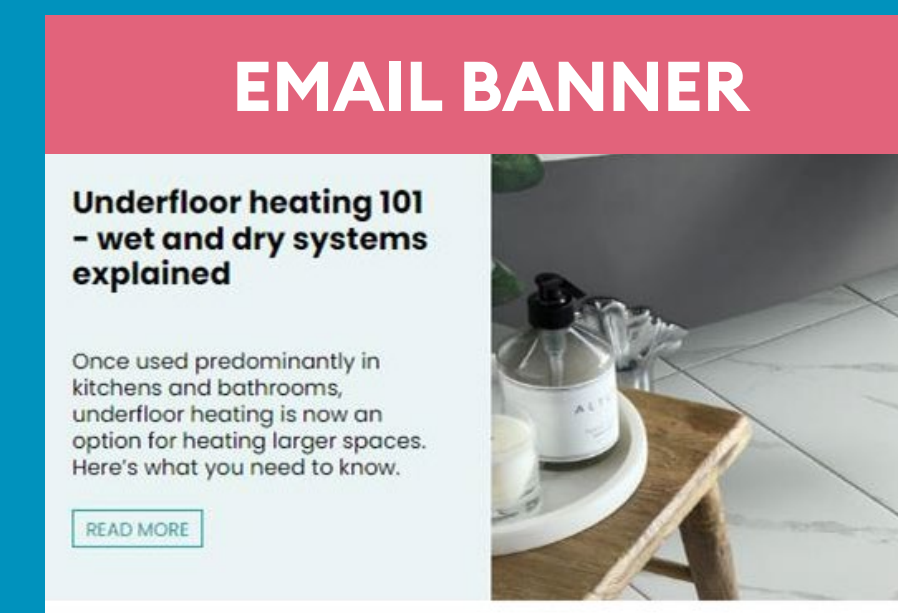
ENTRY LEVEL
BASED
ON A ONE
MONTH
TENANCY
MINIMUM

DISPLAY ADVERTISING

WEEKLY NEWSLETTER

Feature yourself in our weekly newsletter that gets sent out every week to our full database of **121,000** contacts.







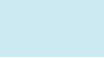

Drive traffic directly to your site.



COMPETITIONS

Host a competition on **granddesignsmagazine.com** for one month with a minimum prize value of **£1,000**.

WHAT'S INCLUDED?

TIER 1	TIER 2
<div><div></div><div>Competition page hosted on granddesignsmagazine.com</div></div>	<div><div></div><div>Competition page hosted on granddesignsmagazine.com</div></div>
<div><div></div><div>2 weekly newsletter inclusions</div></div>	<div><div></div><div>Story panel including 3 stories</div></div>
<div><div></div><div>Sent to our full database of 121,000 contacts</div></div>	<div><div></div><div>2 weekly newsletter inclusions</div></div>
<div><div></div><div>Sent to our full database of 121,000 contacts</div></div>	<div><div></div><div>Sent to our full database of 121,000 contacts</div></div>
<div>All leads that have opted in.</div>	<div>All leads that have opted in.</div>

Example of a Competition





Premium Partners

Menu of Opportunities	Tier 4	Tier 3	Tier 2	Tier 1
LEAD GENERATION Data capture form hosted on the Grand Designs website, with drivers from: 3 solus newsletters, 2 promoted social media campaigns, 3 newsletter inclusions.				•
NEWSLETTER INCLUSION Section within the Grand Designs Magazine weekly newsletter.			X2	X2
WEBSITE LEADERBOARD Website leaderboard to stay live on the granddesignsmagazine.com website for 1-month.			X1	X1
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.		X1	X2	X2
MARKETING COLLATERAL The Grand Designs Approved Partner endorsement can be included within your business message on PPC marketing, branded content and display ads, when promoting your company on YouTube, Facebook, Instagram, Vimeo and X plus all printed marketing material including, leaflets, brochures & magazines, relating to your business.	•	•	•	•
WEBSITE LOGO The Grand Designs Approved Partner endorsement can be incorporated across the website pages of your business.	•	•	•	•
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.	•	•	•	•
ONLINE FEATURE ARTICLE The advertorial will remain on the website highlighted under our Premium Partner section on our website for 12-months incorporating the Grand Designs Magazine Approved Premium Partner logo	X1	X1	X1	X1
PROMOTED COMPANY SOCIAL MEDIA POSTS 50k impressions-awareness campaign. Sent directly to Grand Designs followers and look alike audience who match your relevant target audience. Sent out across our verified social media accounts.	X4	X7	X7	X7

[Examples and Case Studies](#)

**BESPOKE CAMPAIGNS AVAILABLE ON REQUEST
GET IN TOUCH TO DISCUSS**

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