

MEDIA PACK 2023



GRAND
DESIGNS **LIVE**

GRAND
DESIGNS
MAGAZINE

GRAND
DESIGNS
DIGITAL

Brand overview

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; all united by their aesthetic appeal showcasing both architecture, and construction.

The brand celebrates innovation; it values design and build ideas that work to enhance our homes' aesthetics and functionality. It also promotes an ethos centred on lessening a building's negative impact on the environment.

The Grand Designs portfolio gives you the tools to upgrade your home whatever your budget.

You dream it - and we'll help you do it.



Multi-platform reach

EVENTS

GRAND DESIGNS LIVE LONDON

GRAND DESIGNS LIVE BIRMINGHAM

116,000 VISITORS PER ANNUM

MAGAZINE

30,000 DIGITAL EDITION READERS PER ISSUE

43 minute AVERAGE READ TIME

GRAND DESIGNS MAGAZINE

YOUR BRAND

DIGITAL

SOCIAL

f 379,328

i 170,884

t 63,359

614,000 FOLLOWERS

NEWSLETTERS

170,000 SUBSCRIBERS

WEBSITES

granddesignsmagazine.com

76,000 UNIQUE USERS PER MONTH

The award-winning home event for ideas, inspiration and expert advice

The Grand Designs Live biannual events bring consumers over 400 exhibitors, as well as expert self-build and renovation advice, access to the latest innovative products and a host of eco-friendly solutions for their homes.

The events offer a brilliant range of exciting and engaging features in key project zones. It's a collection that's been created to provide visitors with all the information and inspiration they need to successfully complete their own amazing Grand Design.

The events will take place
on 4-12 May 2024 at London's ExCeL
and 2-6 October 2024 at Birmingham's NEC



**GRAND
DESIGNS
LONDON** **LIVE**



71,534
CONSUMERS



£84,558
AVERAGE HOUSEHOLD
INCOME

AB DEMOGRAPHIC



CAME TO SOURCE NEW
PRODUCTS AND SUPPLIERS



HAVE A MORTGAGE OR OWN
THEIR HOME OUTRIGHT



**GRAND
DESIGNS
BIRMINGHAM** **LIVE**



46,217
CONSUMERS



£75,797
AVERAGE HOUSEHOLD
INCOME

AB DEMOGRAPHIC



CAME TO SOURCE NEW
PRODUCTS AND SUPPLIERS



HAVE A MORTGAGE OR OWN
THEIR HOME OUTRIGHT



Audience profile

72%

are social
grade AB

88%

have a mortgage or
own a home outright

55%

are female with an
average age of 50 years

£76k

is the average
household income

67%

are currently involved or
planning a home project

AVERAGE BUDGETED SPEND BY PROJECT:

Self-build

£279,247

Kitchens and bathrooms

£22,121

Gardens

£4,467

Renovation/restoration

£48,169

Glazing

£15,456

Interiors

£5,732

Extension

£72,729

Energy/heating

£13,327



Michael and Sarah

Local SMB Director and art and design teacher in their mid-40s. Looking to plan a loft conversion for their modern town house in Notting Hill, therefore in need of some expert advice.



Rebecca

A project manager in her late-30s. Looking to move out of London into a new-build home, but is in need of some expert interior design advice for a modern but timeless look.



Jason and Alice

A couple in their late-20s who run a bar in Kentish Town, London. They have been searching for an infill site for four years and recently bought an old workshop that they plan to convert into a two-bedroom home.

Audience profile

72%

are social
grade AB

88%

have a mortgage or
own a home outright

52%

are female with an
average age of 50 years

£80k

is the average
household income

71%

are currently involved or
planning a home project

AVERAGE BUDGETED SPEND BY PROJECT:

Self-build
£341,760

Kitchens and bathrooms
£24,033

Gardens
£5,941

Renovation/restoration
£63,215

Glazing
£15,000

Interiors
£5,715

Extension
£76,175

Energy/heating
£18,173



Charles and Julie

Account manager and business owner in their 40s. First-time self-builders, the couple are looking for the perfect glazing solution as well as flooring solutions.



Rose

A GP in her mid-30s who is renovating a big Victorian villa close to Manchester city centre. Rose needs advice on converting the loft and installing a new staircase.



Molly and Isaac

A couple in their late-20s who run a bar in Edgbaston, Birmingham. They have been searching for an infill site for four years and recently bought an old workshop that they plan to convert into a two-bedroom home.



Testimonials

"We came to Grand Designs Live to build brand awareness, as a new launch to the UK. The response has been fabulous, we have spoken to over 250 interested customers, and given our information to hundreds more, we will be back next year."

Darren Galway, Knotwood

"It is always worth being here, there is a return on your investment in terms of money and time. Visitors to Grand Designs Live are interested and serious about build and renovation. We have generated lots of leads that will be great for our business and rebooked for next time."

Daniel Baldock, Life Kitchens

"This is our first time at Grand Designs Live, it has been a great show for us, generating a lot of genuine leads with serious customers, it has also been an enjoyable experience."

Andy Tymkow from kitchen designers and manufacturers, Unit Eight

"It has been an extraordinary show; we've seen an overwhelming demand for information from visitors looking to start their journey to zero carbon living, and a genuine interest from people keen to not only explore money-and-energy-saving solutions but also environmentally friendly smart-tech options for their homes and lifestyles from wall and loft insulation to EV chargers and solar installation."

Alex Thwaites, OVO Energy

The UK's best-loved self-build, renovation and home improvement magazine

Knowledgeable and influential, Grand Designs magazine is a design-led source of the latest architecture and construction ideas to enthuse and inform anyone embarking on a home project. The title has been inspiring self-builders, renovators and home improvers since 2004. Published 13 times a year, it is the official magazine of the award-winning Grand Designs TV series that has been essential viewing since 1999.

It's an aspirational and informative must-read covering the latest innovative, stylish and eco-friendly products and services to propel readers towards their project goals. Whether the challenge is an awkward plot, a lack of light or a tight budget, solutions are to be found inside. From the moment a design is scribbled on a scrap of paper to the day the furniture goes in, Grand Designs magazine has it covered with a mix of expert advice and inspiration.

13 ISSUES

..... ACROSS THE YEAR

3 SUPPLEMENTS

29,000

DIGITAL EDITION
READERS PER ISSUE

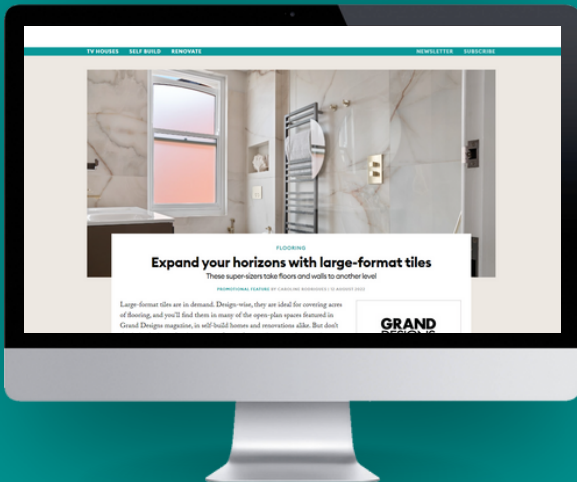
43min

READ TIME

PRINT AND DIGITAL EDITION ADVERTISING OPPORTUNITIES

- DPS ADVERT
- FULL PAGE ADVERT
- HALF PAGE ADVERT
- SPONSORSHIP
- ADVERTORIALS
- INSERTS
- SMART LINKS
(DIGITAL EDITION ONLY)
- VIDEO
(DIGITAL EDITION ONLY)



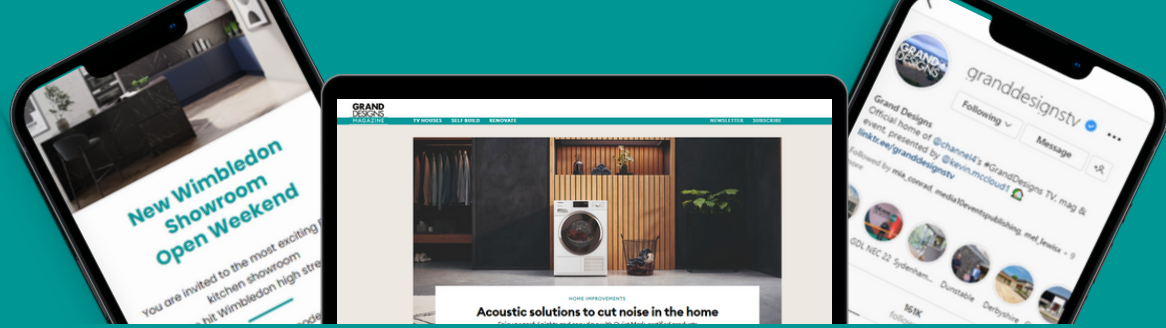


GRAND DESIGNS DIGITAL

A unique and powerful brand with an extensive online eco-system

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 connects with a highly motivated audience on multiple levels by combining digital innovation and social media reach.



Digital opportunities

WEBSITE ADVERTISING

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

- LEADERBOARDS (728 X 90) →
- MPUS (300 X 250) →
- PAGE TAKEOVERS →

SOCIAL

With a combined reach of 680,000 individuals, the Grand Designs social media eco-system puts your brand front and centre with impressions guaranteed.

- FACEBOOK →
- INSTAGRAM →

PROMOTIONAL CONTENT →

Bespoke advertorial features, that can be run across our website, in print or social media and can include video creation.

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

LEAD GEN

Using the Grand Designs database, we will promote your brand and generate leads for you to convert into sales. Our database of affluent engaged customers trust our brand and therefore vouch for all companies that we work with.

We use your content to create promotions, create a unique landing page, and promote to our audience then generate leads from your existing target audience.

NEWSLETTERS

Engaging information on your product or service delivered to the inbox of Grand Designs subscribers. Total subscriber base of 162,000 with average open rate of 26%.

- TARGETED SOLUS EMAILS →
- NEWSLETTER INCLUSIONS →

Let the Grand Designs Portfolio make your advertising and marketing campaign work harder,
whatever your budget.



CONTACT US

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