

**GRAND  
DESIGNS  
MAGAZINE**

# 2026 DIGITAL MEDIA PACK



## SUMMARY

- BRAND OVERVIEW
- DIGITAL AUDIENCE
- ONLINE FEATURE ARTICLE
- TARGETED SOLUS EMAILS
- SOCIAL MEDIA
- LEAD GEN
- DISPLAY ADVERTISING
- NEWSLETTER SPOTLIGHT
- COMPETITIONS
- PREMIUM PARTNER



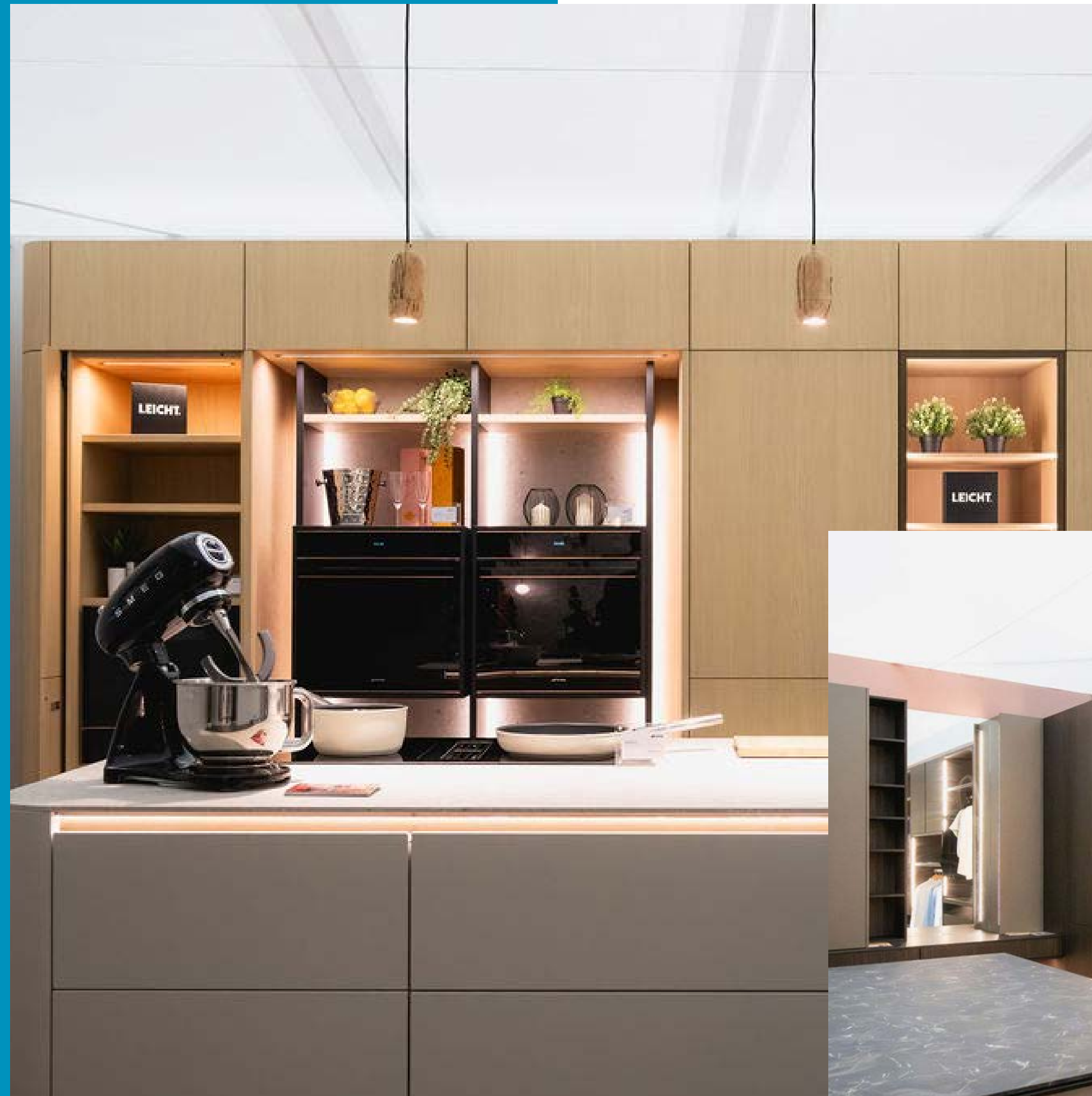
# BRAND OVERVIEW

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

 644,000

 273,000

## TOTAL

917,000+

## NEWSLETTER

134,000

subscribers

## WEBSITE

116,000  
impressions  
per month

**GRAND  
DESIGNS  
MAGAZINE**

[granddesignsmagazine.com](http://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

**Additional marketing available to link to article on request.**

## PLUS, BOOST TRAFFIC TO YOUR CONTENT

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

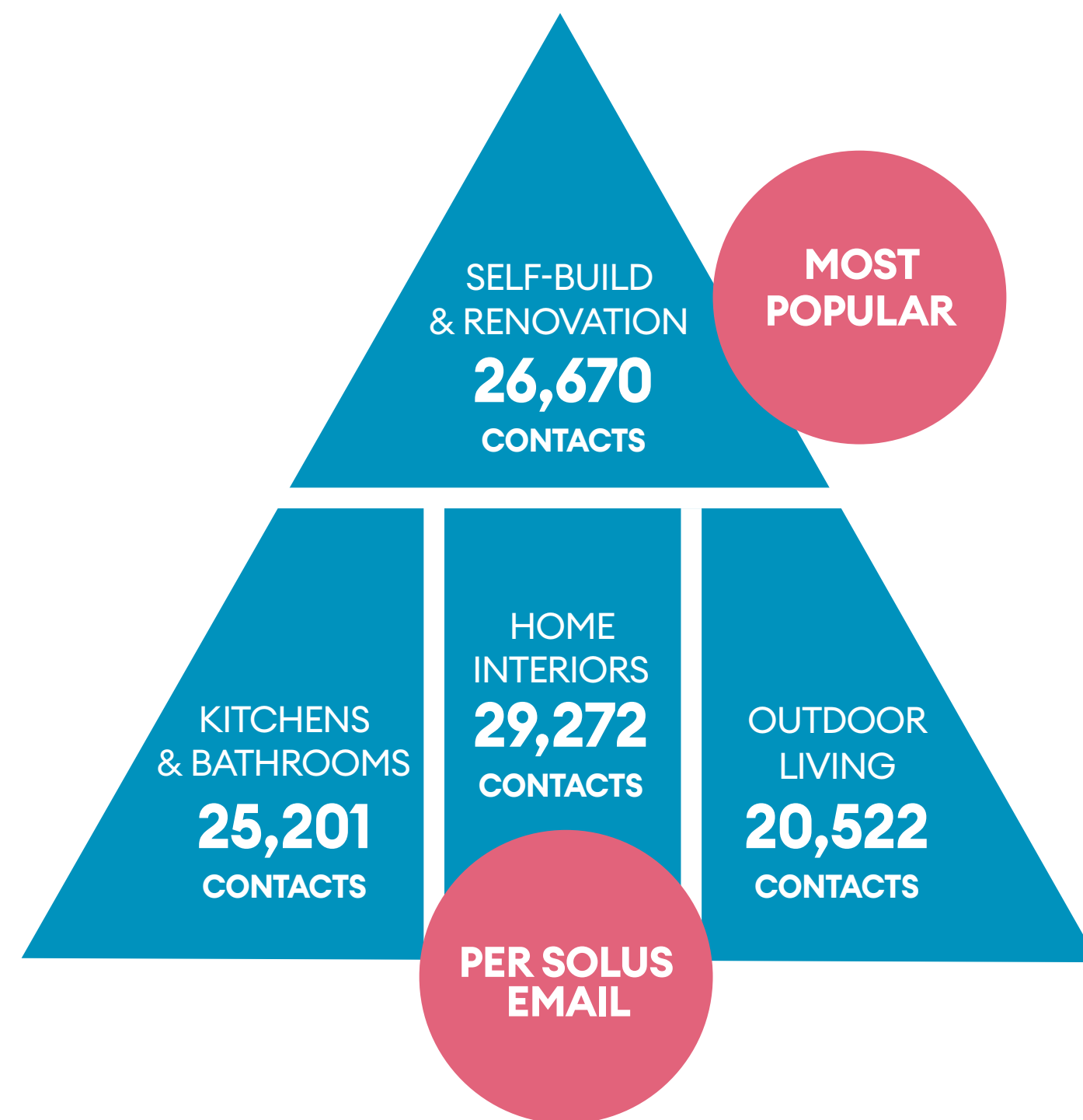
- The grand designs subscribers database includes a total subscriber base of **134,000**
- Average open rate of **46%**
- Links directly to your article



# TARGETED SOLUS EMAILS

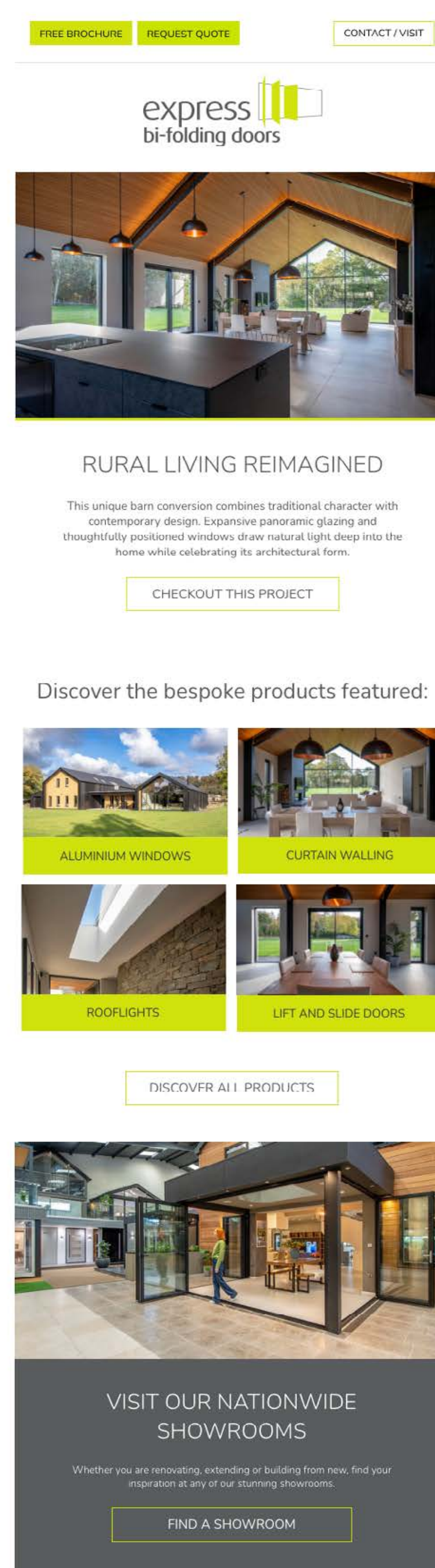
Engaging information on your product or service delivered to the inbox of Grand Designs subscribers, with data lists split into interest categories.

Choose from one of the below data pots:



**BESPOKE SERIES PACKAGES AVAILABLE UPON REQUEST**

Other targeted pots available upon request (smart home technology, living sustainably, soft furnishing)



# SOCIAL MEDIA

With a combined reach of 917,000 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

## TRAFFIC CAMPAIGN

1,000 LINK CLICKS

2,000 LINK CLICKS

3,000 LINK CLICKS

## AWARENESS CAMPAIGN

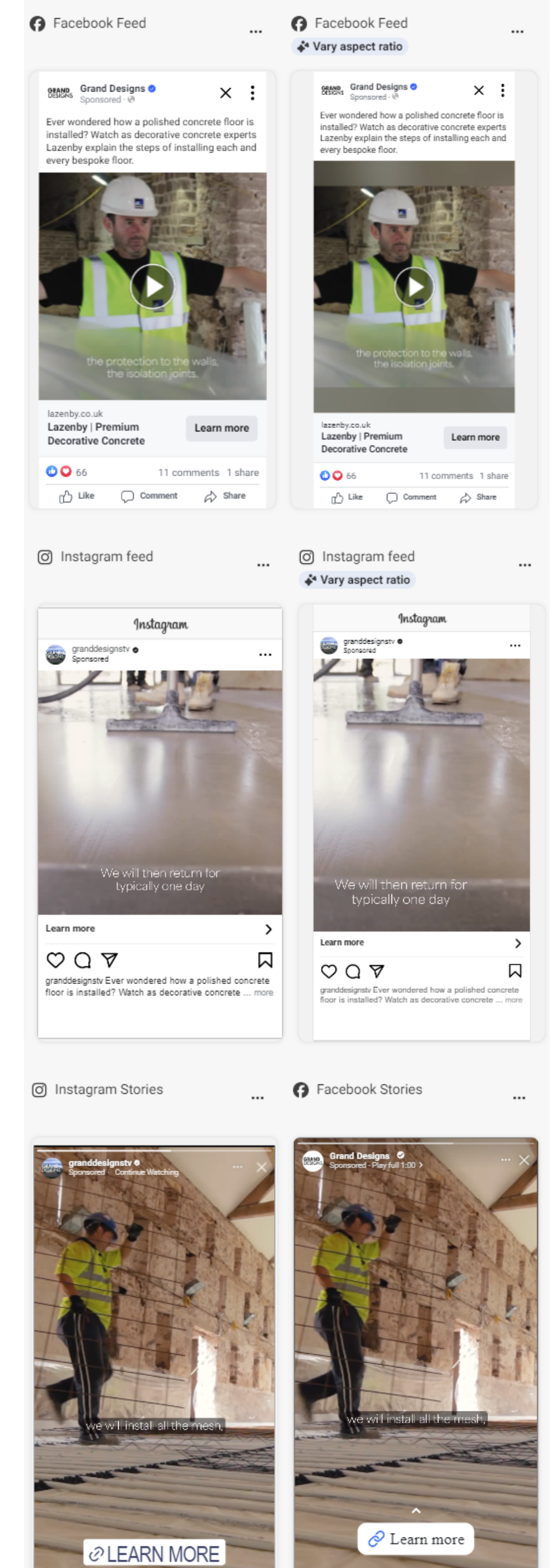
25,000 IMPRESSIONS

50,000 IMPRESSIONS

75,000 IMPRESSIONS

## STORIES PACKAGE

SERIES OF 3 ORGANIC STORIES SHARED ON OUR INSTAGRAM AND FACEBOOK



# 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.



**2. Marketing assets are created**

**4. Social media campaigns with a reach of over 100,000 impressions, plus an editorial newsletter with 134,000 engaged subscribers.**

**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**

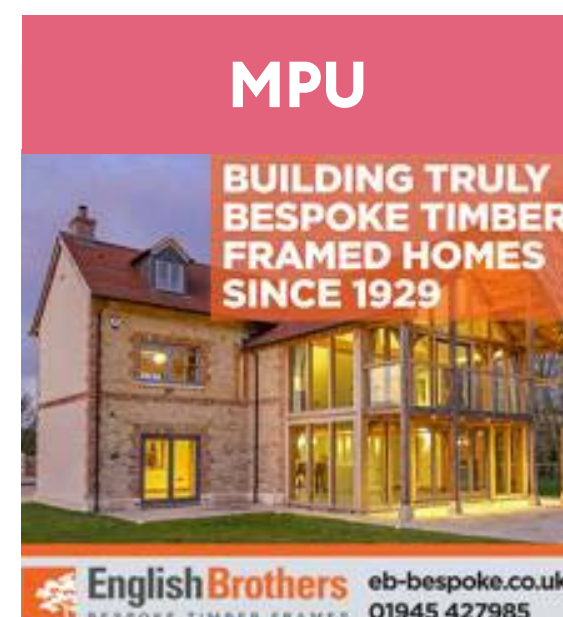
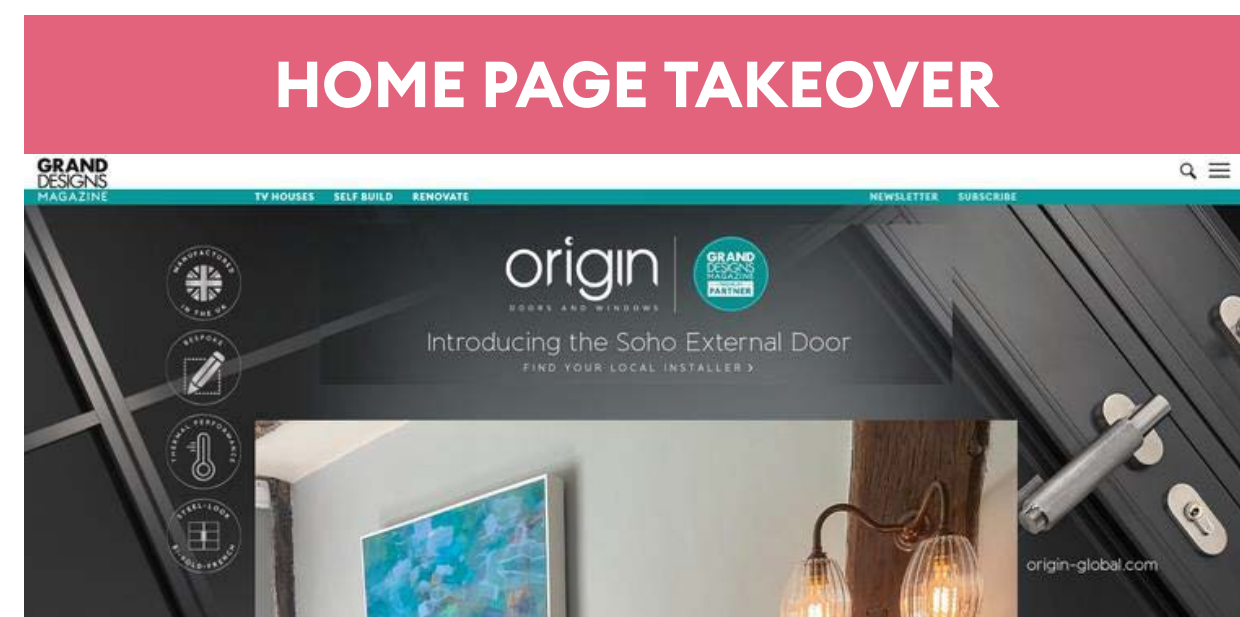
**5. Leads are collected and securely delivered to you in a format of your choice**

# DISPLAY ADVERTISING

## WEBSITE

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

**116,000 impressions per month on our website**



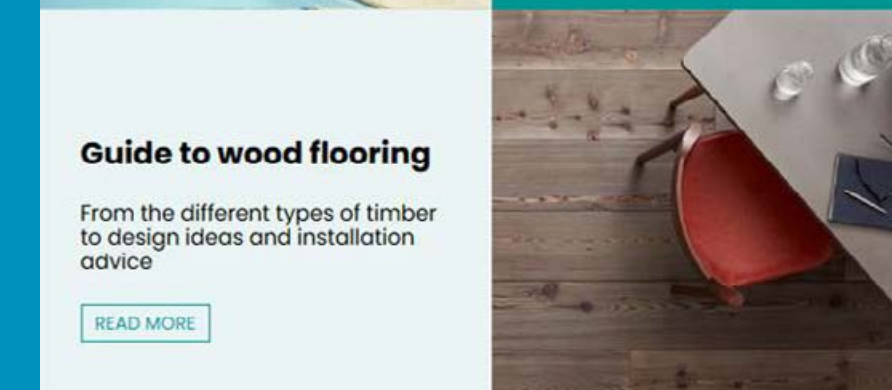
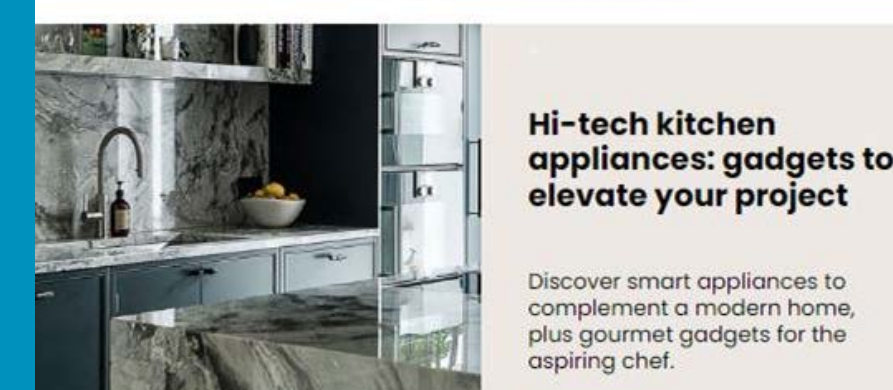
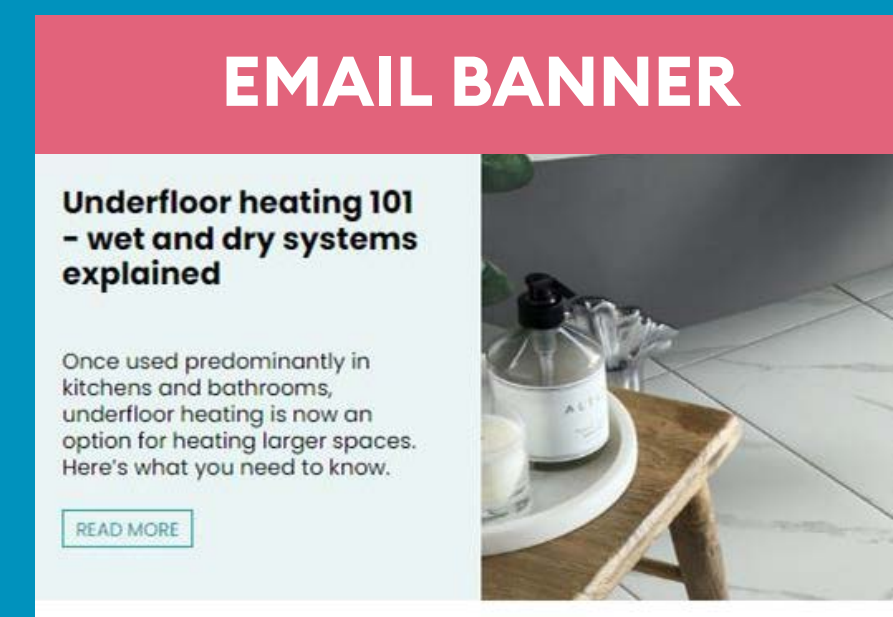
**ENTRY LEVEL  
BASED  
ON A ONE  
MONTH  
TENANCY  
MINIMUM**

# DISPLAY ADVERTISING

## WEEKLY NEWSLETTER

Feature yourself in our weekly newsletter that gets sent out every week to our full database of **134,000** contacts.

**Drive traffic directly to your site.**



# WEEKLY NEWSLETTER SPOTLIGHT

Reach our audience through a 150-word branded message embedded in our editorial weekly newsletter, sent to **134,000** subscribers

## WHAT'S INCLUDED?

- 150 words of your choice
- Image of your choice
- Highlighted as sponsored
- Links directly through to your website/URL of your choice

READ MORE

SPONSORED



## WeberHaus: Why prefabrication works

When Claire built her dream home in Cardiff with WeberHaus, she committed to an stress-free project, a streamlined design process and a timely assembly.

"I'd go to work and come back to find two or three more rooms finished," she recalls.

"I remember thinking at that stage, why do people have nervous breakdowns building houses? This is so easy."

WeberHaus specialises in luxury timber-frame houses, delivering a comprehensive turnkey service that manages every detail - from concept to completion.

See Claire's build here.

LEARN MORE



## How to save water in the kitchen

The average person in the UK uses 146 litres of water a day – so cutting back in the kitchen is one of

# COMPETITIONS

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

## WHAT'S INCLUDED?

### TIER 1

 Competition page hosted on granddesignsmagazine.com

 2 weekly newsletter inclusions

 Sent to our full database of 134,000 contacts

All leads that have opted in.

### TIER 2

 Competition page hosted on granddesignsmagazine.com


 Story panel including 3 stories

 2 weekly newsletter inclusions

 Sent to our full database of 134,000 contacts

All leads that have opted in.

TV HOUSES SELF BUILD RENOVATE NEWSLETTER SUBSCRIBE PREMIUM PARTNERS



WIN

## CLOSED | WIN a Wiser Smart Heating Kit worth over £300!

Warm up your home and save on energy bills.

BY HANNAH ROUGH | 28 NOVEMBER 2025

Advertisements


Wiser, the award-winning smart heating system, is giving **four lucky readers** the chance to win a smart heating kit including **Room Thermostat, Heat Hub and a Radiator Thermostat, worth £309**.

Quick and simple to install, Wiser works seamlessly with your heating system, providing room-to-room control, allowing you to heat up only the rooms you need, when you need them – all controlled through the user-friendly Wiser Home app.

Through the Wiser Home app you can schedule heating, adjust temperatures and monitor energy consumption through the Insights and Heat Report, which highlights changes you could make to further reduce energy usage – saving you up to 30% off your energy bills.

Advertisements

Features like Away Mode help reduce energy use when the house is empty, while Eco Mode turns the heating off a little earlier, keeping your home cosy while using less energy. By using these smart energy-saving modes, you could save an additional 16% off your annual energy bills.



Advertisements

Get a Free Quote now

Get a quote SB Simply Business



# PREMIUM PARTNERS

TIER 1 & 2 PREMIUM PARTNERS ARE ALSO ELIGIBLE FOR 20% DISCOUNT ON ADDITIONAL SPECIFIC MARKETING SHOULD THIS BE WANTED DURING THE 12-MONTH PARTNERSHIP

MENU OF OPPORTUNITIES	TIER 4	TIER 3	TIER 2	TIER 1
<b>LEAD GENERATION</b> Data capture form hosted on the Grand Designs website, with drivers from: 3 solus newsletters, 2 promoted social media campaigns, 3 newsletter inclusions.				•
<b>NEWSLETTER INCLUSION</b> Section within the Grand Designs Magazine weekly newsletter.			X2	X2
<b>WEBSITE LEADERBOARD</b> Website leaderboard to stay live on the granddesignsmagazine.com website for 1-month.			X1	X1
<b>TV &amp; RADIO</b> The Grand Designs Approved Partner branding can be included as an endorsement applicable to your business incorporating TV & Radio advertising campaigns.		•	•	•
<b>PROMOTED TARGETED SOLUS EMAILS</b> 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
<b>MARKETING COLLATERAL</b> 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.	•	•	•	•
<b>WEBSITE LOGO</b> The Grand Designs Approved Partner endorsement can be incorporated across the website pages of your business.	•	•	•	•
<b>FLEET VEHICLES &amp; COMPANY CLOTHING BRANDING</b> 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.	•	•	•	•
<b>ONLINE FEATURE ARTICLE</b> 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
<b>PROMOTED COMPANY SOCIAL MEDIA POSTS</b> 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

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

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**CONTACT**

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All costs displayed will be +VAT

Media 10 Limited

