

How to become a Grand Designs approved partner

Engage with an audience who are passionate about creating a dream home.

What is the Grand Designs Premium Partner scheme?

It's a coveted Grand Designs brand endorsement. Being a Premium Partner will send a strong signal to a wider audience that an approved brand represents excellence in its industry, offering products and services of the best quality.

The approvals team will identify, assess and select brands suitable for Premium Partner status. Companies which meet the criteria will need to demonstrate exemplary customer service, product innovation and sustainable business practices.

A circular logo with a blue background and a white border. The text inside is white and reads "GRAND DESIGNS MAGAZINE" in a bold, sans-serif font. Below this, the words "APPROVED PREMIUM PARTNER" are written in a smaller, bold, sans-serif font, with "APPROVED PREMIUM" on one line and "PARTNER" on the line below.

**GRAND
DESIGNS
MAGAZINE**
APPROVED PREMIUM
PARTNER

How being a Grand Designs partner can benefit your brand

Grand Designs is a multi-platform global brand. It has the power to enhance a partner brand's reach and influence with a highly motivated, high-income audience. The brand represents 25 years of authority in the arena of self-build, renovation and home-improvement inspiration and ideas.

How it works

The approvals team will pre-select brands that align with the Grand Designs ethos.

We will be looking for trustworthy expertise, quality products and an eco-conscious track record.

Selected companies will be expected to provide customer testimonials, along with evidence of their sustainability and business ethics policies.

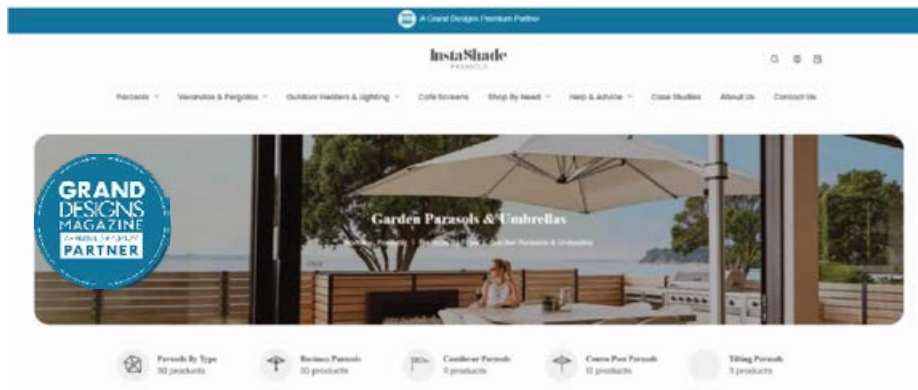
If a brand passes the screening process, it will be able to select from a range of Grand Designs Premium Partner endorsement opportunities.



Premium Partners



How brands are using the logo:

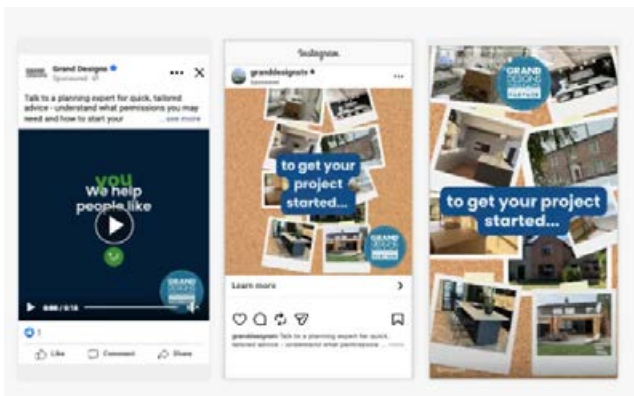
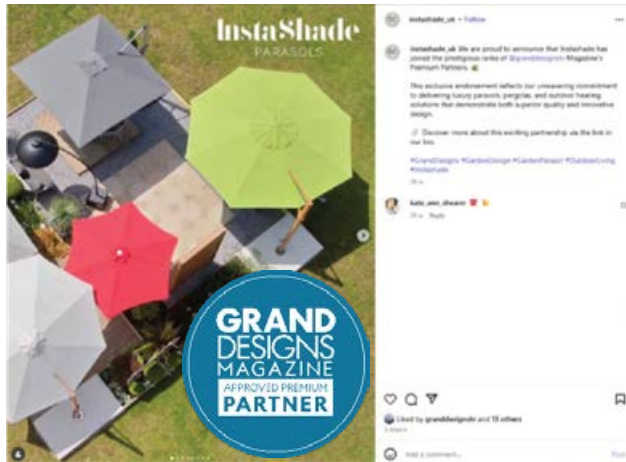




Creative Examples



Social Posts



Solus Emails



Websites



Marketing stats case studies

BestHeating

Targeted Solus email
Sent to Interiors database
49% Open rate
1.8% CTR

Gruff Architects

Online Feature Article
Views: 513
Average reader engagement time: 17 sec

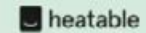
Appliance City

Targeted Solus email
Sent to Kitchens database
51% Open rate
1.4% CTR

Terraquest

Social campaign
Impressions put in: 50,000
Impressions received: 63,984

Brought to you from Grand Designs magazine
in partnership with Heatable



Get **3 months**
energy, for free.



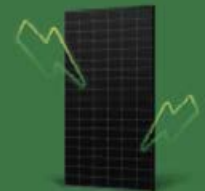
Offer ends 10th Nov

To celebrate our partnership with Grand Designs, and to top-off what's been an unbelievable show, if you buy any solar or battery system, you'll get 3 months of energy bills paid for, by us.

[Learn more](#)

Get a fixed price, fast

We quote online, to save you money and time.





Premium Partners Testimonials 1



'Partnering with Grand Designs Magazine as a premium partner has been a great fit for our brand. The association with such a trusted and respected name in garden design, premium furniture, and outdoor living has helped enhance our brand presence and reinforce the high-end quality of our products and services.

We've seen a noticeable boost in brand credibility and engagement across all channels, from online exposure to trade shows. The partnership has connected us with a highly relevant audience, and we're proud to display the Grand Designs Premium Partner logo as a mark of excellence that reflects the quality, craftsmanship, and design values at the core of the InstaShade Parasols brand' - **InstaShade**





Premium Partners Testimonials 2

“

‘Our Premium Partnership with Grand Designs has allowed us to align our brand with an established trusted media channel. The activations within the partnership have given us a good presence across the Grand Designs platforms and also enabled us to use the logo across our marketing collateral’ **Elite Garden Rooms**

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‘The Grand Designs Magazine Premium Partner Scheme has enabled Grabex to secure new customers as the association with the Grand Designs brand emphasises the fact that the business offers a service of the highest quality’ **Grabex Windows**

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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
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

Getting started

If you'd like your company to be considered for the Premium Partner scheme, please email:

media@granddesigns.com

A member of the team will be in touch as soon as possible.

