

ideal
HOME SHOW
SCOTLAND
24-27 MAY 2024
SEC • GLASGOW

**DREAM
HOME**

MEDIA PACK



THE DREAM HOME

New! Dream Home - our biggest, most extravagant and innovative property to ever feature at the Ideal Home Show Scotland. Following in the footsteps of a successful launch of The Dream Home at the Spring Show in London, for the first time in the Scotland Show's history, all featured products in this life-sized Home designed specifically for Scotland, will be available to buy at the Show.

Visitors will be able to explore full-scale rooms created and designed in collaboration with incredible designers, brands and suppliers. The Dream Home will provide participating brands a massive retail opportunity.

THE ULTIMATE SHOWCASE

Hand-selected brands are being invited to participate in The Dream Home – does your product meet the criteria?

- A cutting-edge home product, interior, furniture, or technology
- Suitable for modern day living
- Designed with customers in mind
- Carry a full guarantee
- Have the ability to retail at the Show





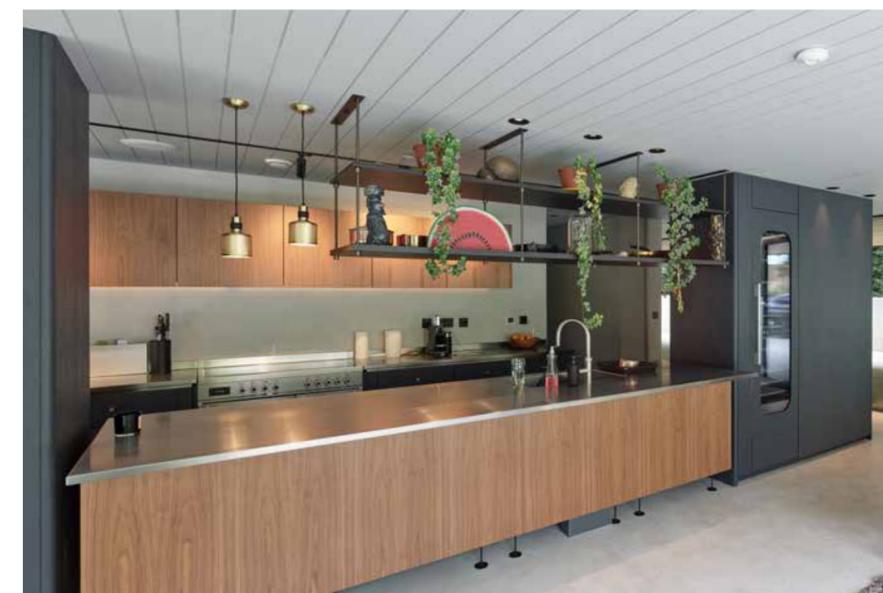


PARTNERSHIP BENEFITS

- > Exclusive product placement within The Dream Home - the most visited attraction
- > Inclusion in multi-channel marketing & PR campaign (4 months)
- > Editorial coverage with Good Homes - magazine, website and social channel
- > Enhanced visibility through stage talks and the Expert Advice Hub participation
- > QR Codes for visitors to explore your product/s in more detail
- > Have a representative within the Dream Home to help promote, demonstrate, inform and direct visitors to your retail location within the event
- > Full access to our design team to help showcase your products
- > Strong brand alignment with the multi-award-winning Ideal Home Show

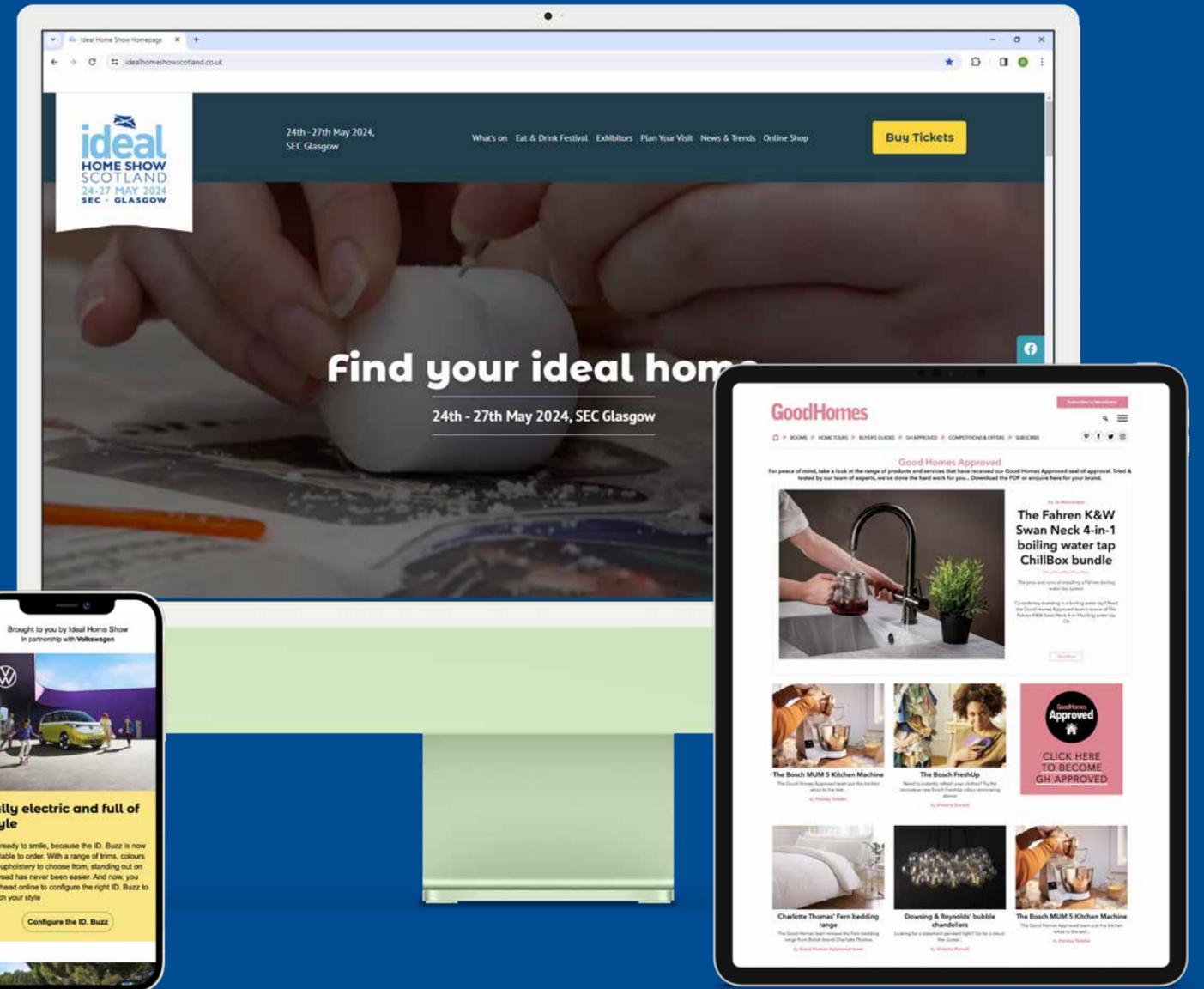
Exclusive to Digital package holders

Opportunity to be included in our 'Special Guests' VIP afternoon within the Dream Home. Where VIP customers will be invited to have a private show home experience, with drinks and nibbles. You can also have your brand experts a part of our live Q&As. Content will be videoed and shared with you post show.



DIGITAL PACKAGE

- > Audience extension program – **500,000 impressions** – getting your brand in front of a targeted audience through location or interests.
- > **3x solus campaign** to whole database across Ideal Home Show and Good Homes Magazine.
- > **Ideal Home Show Approved**
Your products or services reviewed by our experts. Once approved a full review will go on our website and sent to the database. You will also receive a roundel which you can use on your own website, packaging and marketing.
- > Receive **3x full page advertisement** in editions sold preshow, at show and post Ideal Home Show Spring.



VISITOR PROFILE

PROJECT PLANNER

These visitors are always on the lookout for the next big idea, renovation or makeover to change the way their home flows. The project-by-project visitor is planning a new kitchen or bathroom.

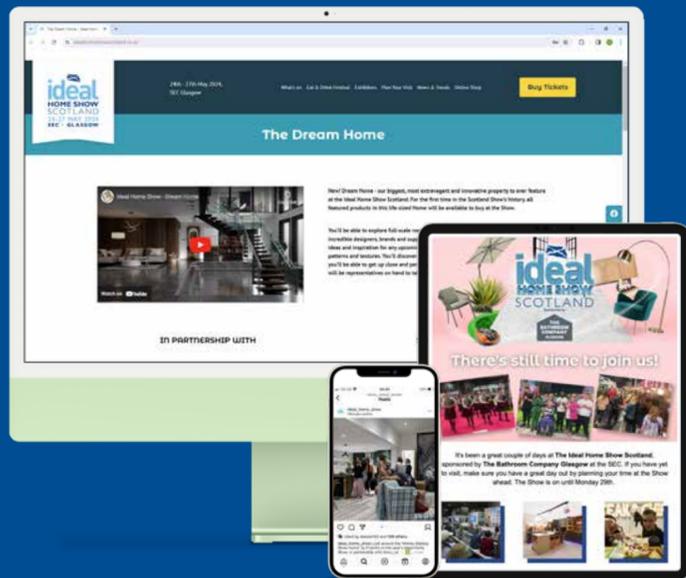
HOME STYLER

Proud to show off their interior design skills and gorgeous room schemes, this visitor has their own sense of style and is keen to seek out the latest colour palettes, newest decorating trends and must-have accessories for a unique edge.

HOME MAKER

Practical and homely, this visitor is family orientated and loves to sew, garden and craft – they are certainly no stranger to an upcycling project or new paint effect.

OUR DIGITAL REACH



WEBSITE
110k unique website users

E-NEWSLETTER
90k engaged email database

SOCIAL
86k followers

29,373 visitors



74%

will be undertaking a home renovation project in the next 6-18 months



£16,769

average project spend



75%

attend to see new products and services



77%

planning/undertaking a home or garden project



87%

own their own home



57%

renovating kitchens and bathrooms



61%

renovating rooms/interiors



4 hours

average dwell time at show



55 years
average age



59% Female
41% Male



63%

renovating gardens



67%

visit with partner to make buying decisions

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CONTACT

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