

# GoodHomes

## 2026 DIGITAL MEDIA PACK





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## Brand overview

With a history spanning over 25 years, Good Homes is a brand that celebrates all things home and interiors offering homeowners inspiration for every room.

From decorating and styling, to interiors shopping and home must-haves, Good Homes always aspires to inspire creativity and fun.

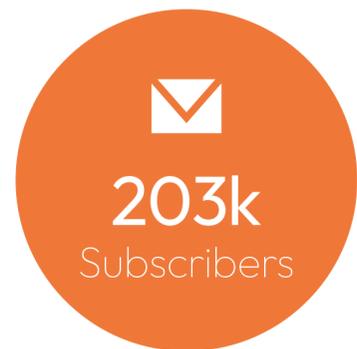
Now, as we look forward to expand our digital offering, we're pleased to offer a variety of promotional opportunities - across all of our platforms - to help increase your brand's reach and awareness.

Whether you're looking to be part of our exclusive Good Homes Approved scheme, collaborate on a social campaign or explore display options, get in touch with us - we'd love to chat about which solutions could benefit your brand best.

Take a look at our Media Pack for contact details and more information.

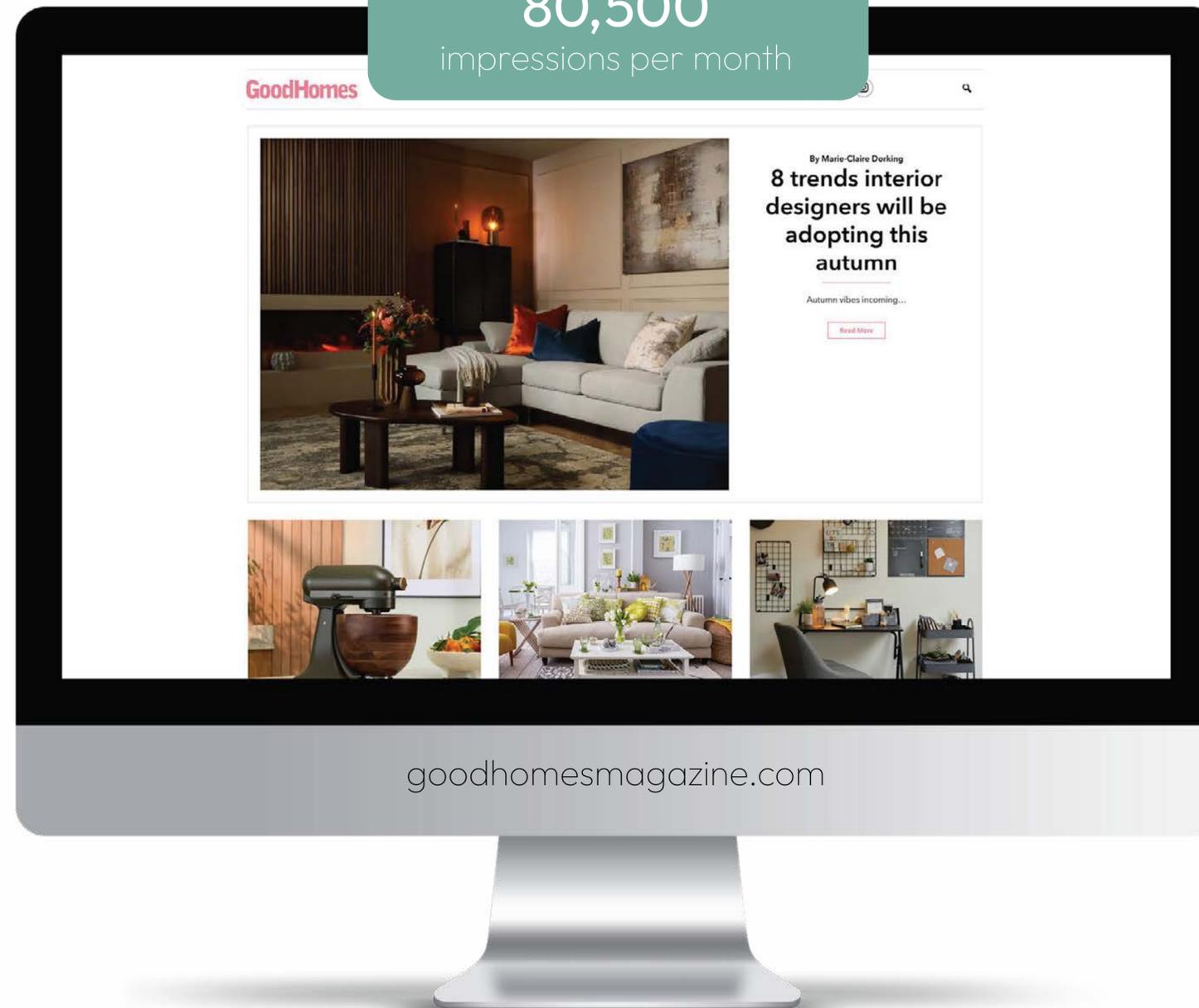
# Data

## Social Media



## Website

80,500  
impressions per month



## Demographics

62%  
Social grade AB

90%  
Aged between 45-65

90%  
Female

53%  
Have 50-75k income

# Online Feature Article (+ x2 newsletter inclusion)

Bespoke advertorial features, that can be run across [goodhomemagazine.com](https://www.goodhomemagazine.com)

- Content tailored to your product
- Editorial-style format to inspire and inform
- Bespoke creative solutions
- Showcase your products
- Option to include video
- Hyperlinks to your website
- Stays exclusive to your brand as an advertorial on our site for 12-months

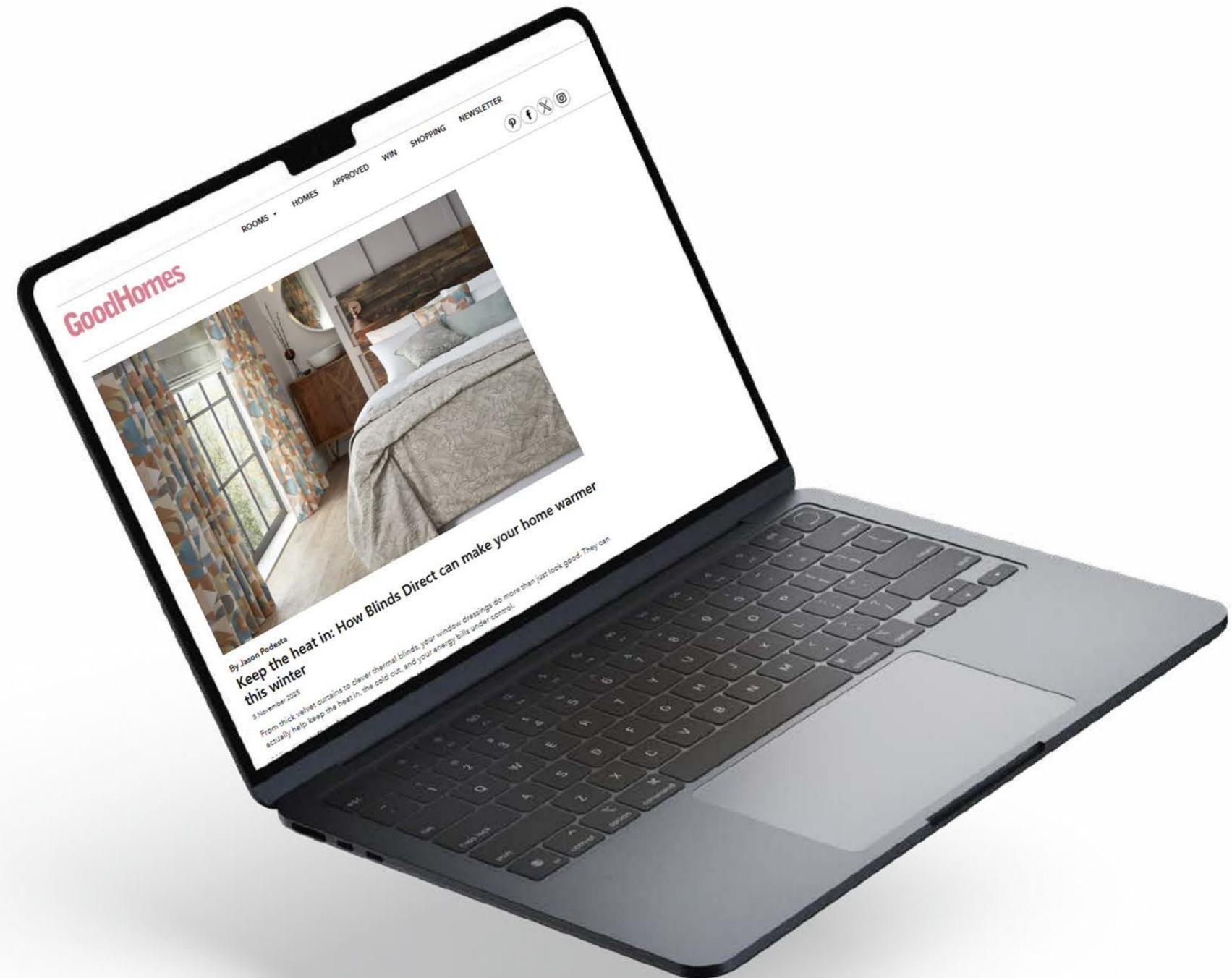
**+ 2 Newsletter Inclusions** to boost traffic to your content.

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

The **Good Homes** subscriber's database includes a total of

**203,000 contacts**

with an average open rate of 44%

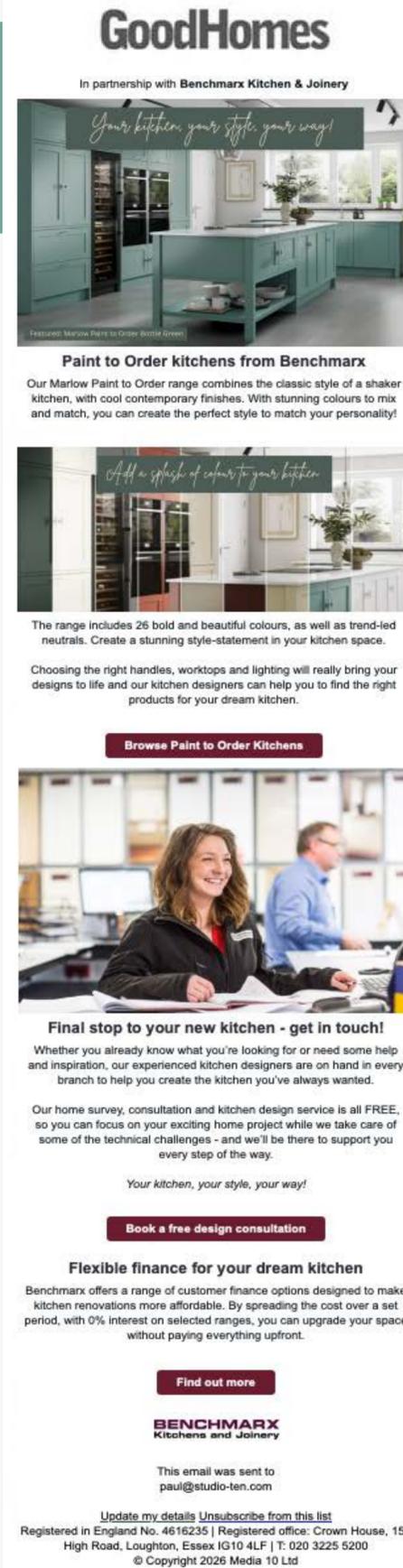


# Solus Emails

Sent to the **Good Homes** database of 52,701 contacts, that have specifically asked to hear more from us.

These are all contacts that have engaged with us in the last 12- months.

- Exclusive to your brand
- Multiple images/videos of your choice
- You provide the content, we create the email
- Multiple links through to your site/URL of your choice



**GoodHomes**  
In partnership with **Benchmark Kitchen & Joinery**

*Your kitchen, your style, your way!*

Featured: Marlow Paint to Order Bristol Green

**Paint to Order kitchens from Benchmark**  
Our Marlow Paint to Order range combines the classic style of a shaker kitchen, with cool contemporary finishes. With stunning colours to mix and match, you can create the perfect style to match your personality!

*Add a splash of colour to your kitchen*

The range includes 26 bold and beautiful colours, as well as trend-led neutrals. Create a stunning style-statement in your kitchen space.

Choosing the right handles, worktops and lighting will really bring your designs to life and our kitchen designers can help you to find the right products for your dream kitchen.

[Browse Paint to Order Kitchens](#)

**Final stop to your new kitchen - get in touch!**  
Whether you already know what you're looking for or need some help and inspiration, our experienced kitchen designers are on hand in every branch to help you create the kitchen you've always wanted.

Our home survey, consultation and kitchen design service is all FREE, so you can focus on your exciting home project while we take care of some of the technical challenges - and we'll be there to support you every step of the way.

*Your kitchen, your style, your way!*

[Book a free design consultation](#)

**Flexible finance for your dream kitchen**  
Benchmark offers a range of customer finance options designed to make kitchen renovations more affordable. By spreading the cost over a set period, with 0% interest on selected ranges, you can upgrade your space without paying everything upfront.

[Find out more](#)

**BENCHMARK**  
Kitchens and Joinery

This email was sent to  
paul@studio-ten.com

[Update my details](#) [Unsubscribe from this list](#)

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# Social Media

With a combined reach of 68,000 individuals, the **Good Homes** social presence puts your brand front and centre with guaranteed impressions or clicks.

Can link to your own website/ URL.



## Traffic



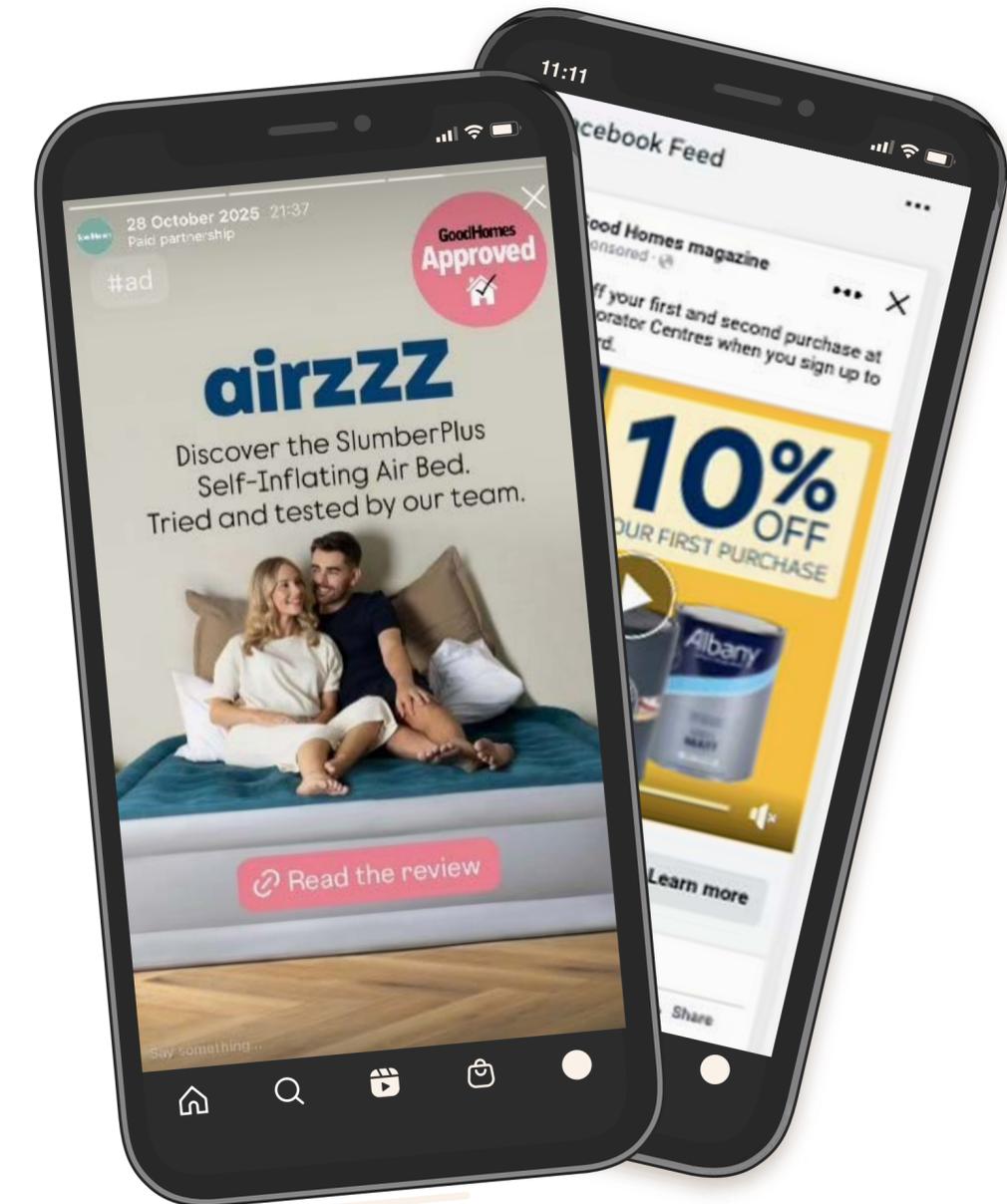
## Awareness



## Stories Package



## Collab Post



# Competition

## TIER 1

- 1x Competition page hosted on the Good Homes Magazine website
- 2x Weekly Newsletter Inclusions (each sent out to our full database of 203k contacts)
- All leads that have opted in

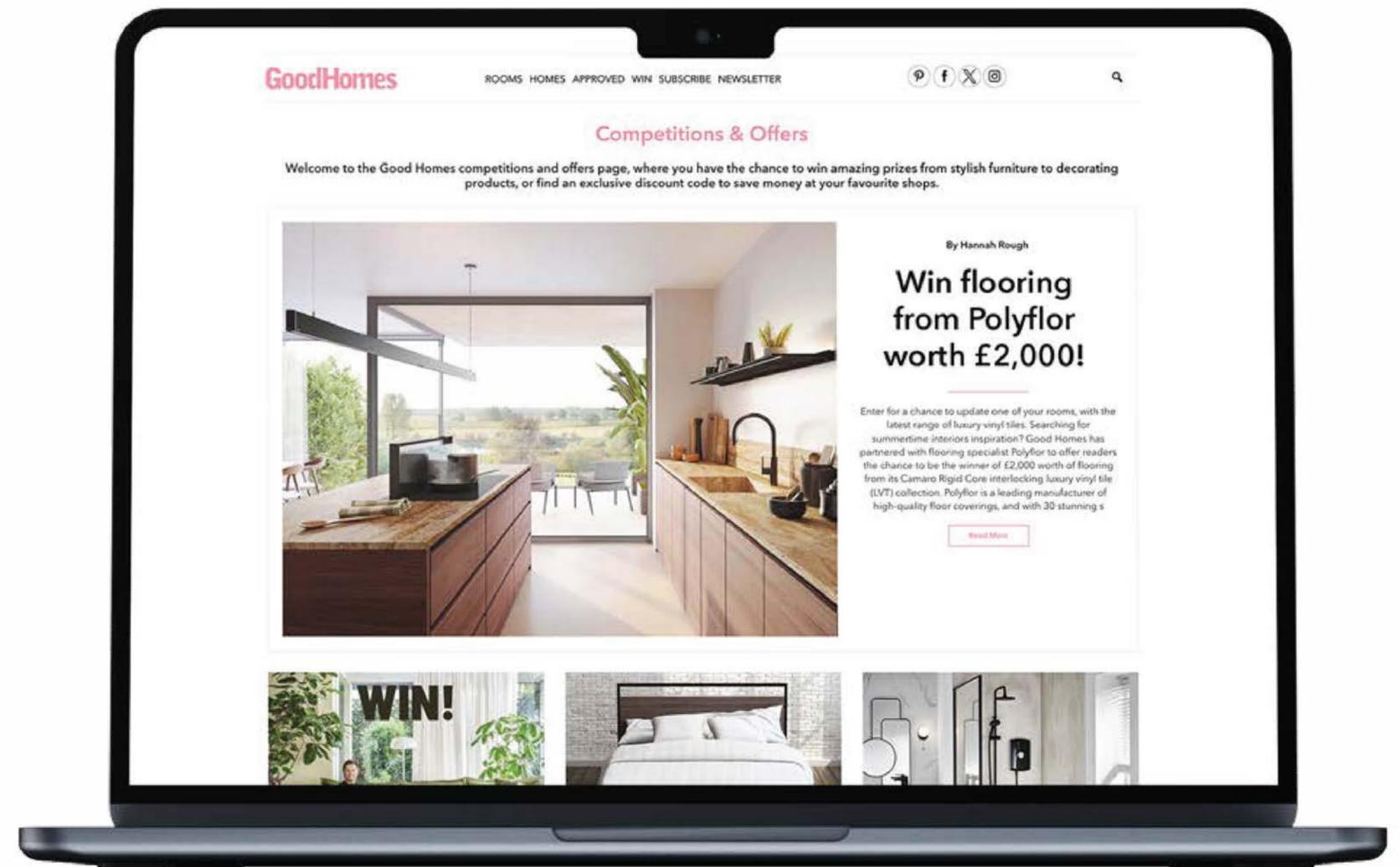
## TIER 2

- 1x Competition page hosted on the Good Homes Magazine website
- 1x Collaborative post on our organic Instagram feed
- 1x Story panel including 3 stories
- 2x Weekly Newsletter Inclusions (each sent out to our full database of 203k contacts)
- All leads that have opted in

Engage your brand using our audience using the incentive of a competition.

Must have a prize value of **£1,000 as a minimum.**

## Competition runs for 1-month

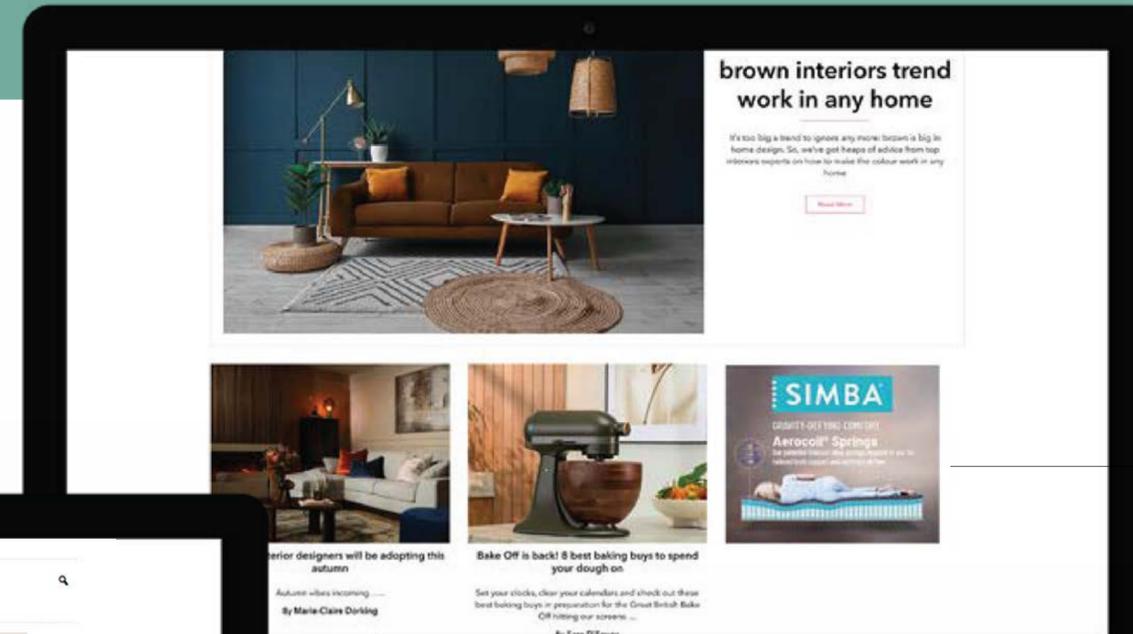
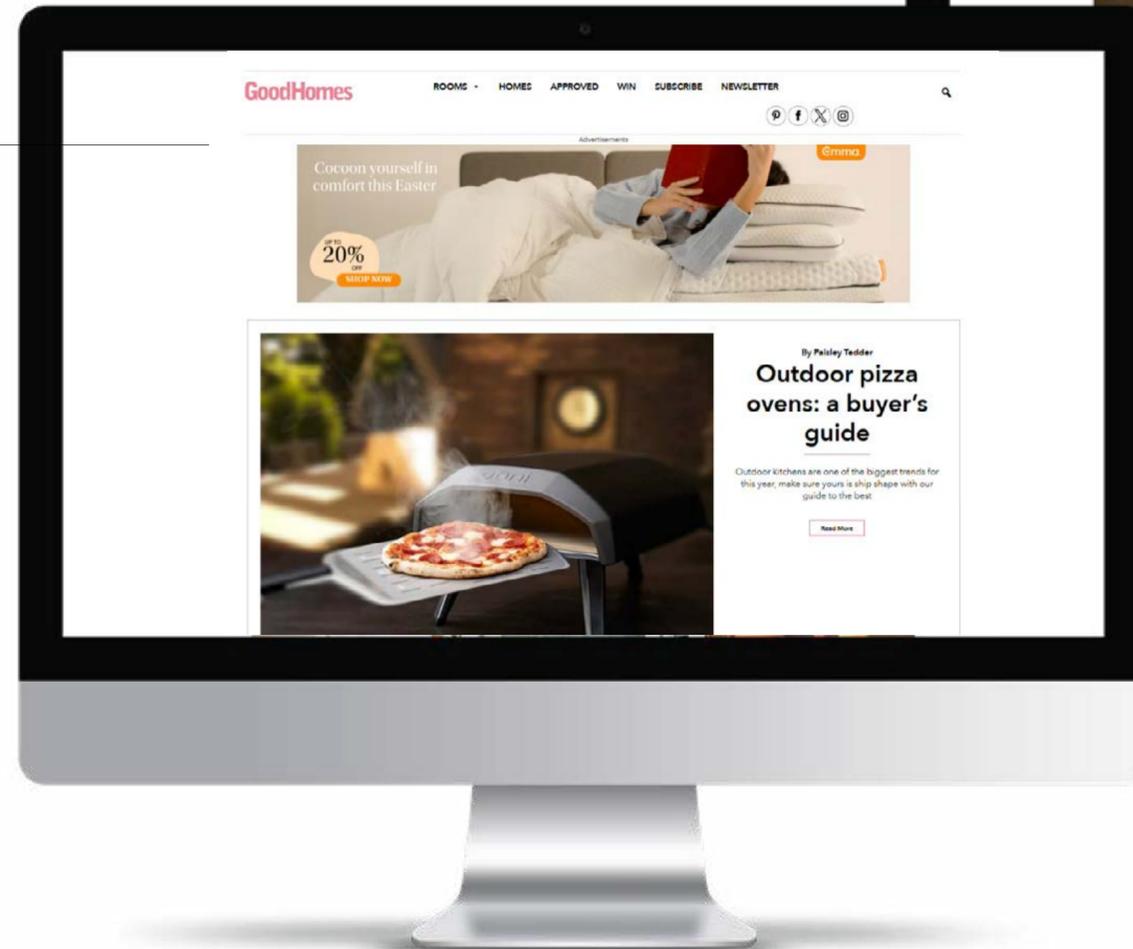


# Display - Website

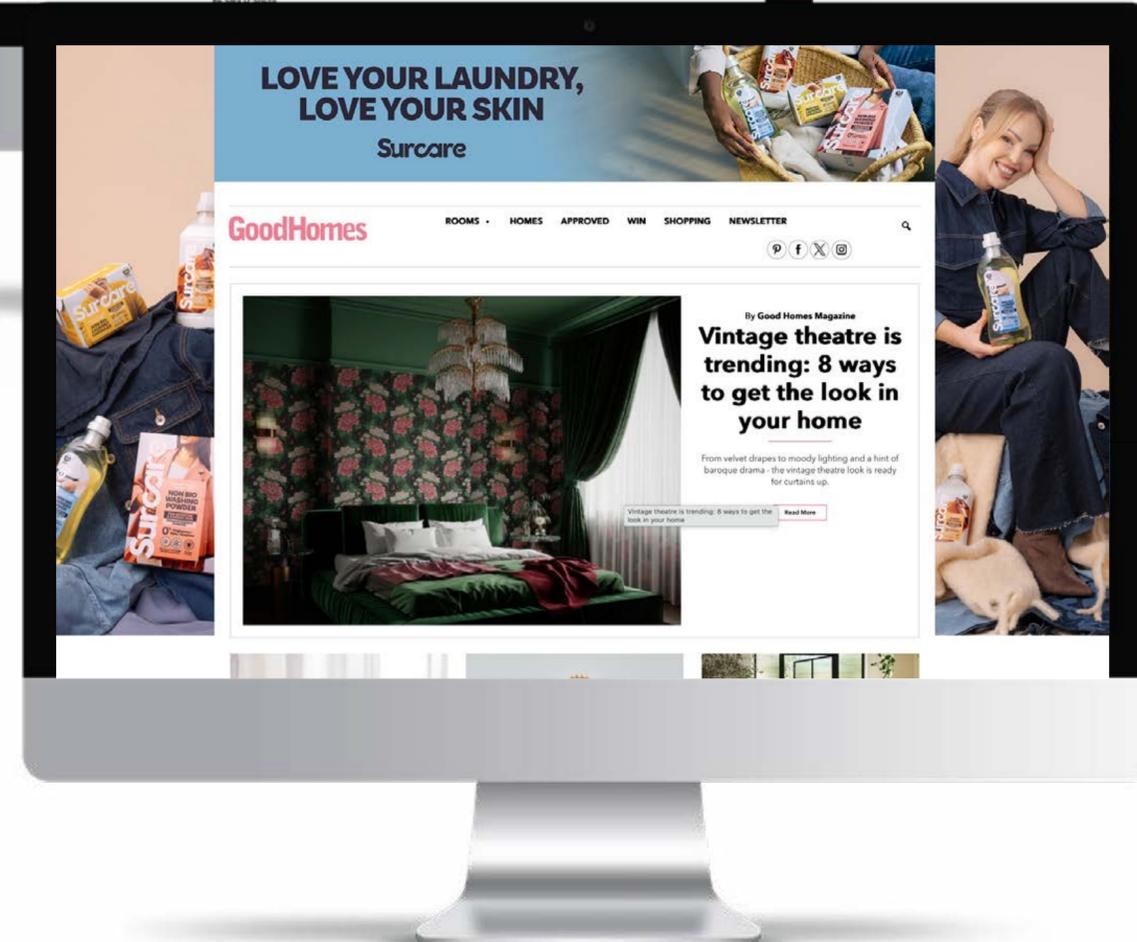
Reach an audience looking for inspiration and engaging in all things home. **80,500 impressions per month.**

Prices based on a one month tenancy.

Leaderboard



MPU



Homepage take over

# Display - Weekly Newsletter

Feature yourself in our weekly newsletter that gets sent out every week to our full database of **203,000 contacts**

MPU

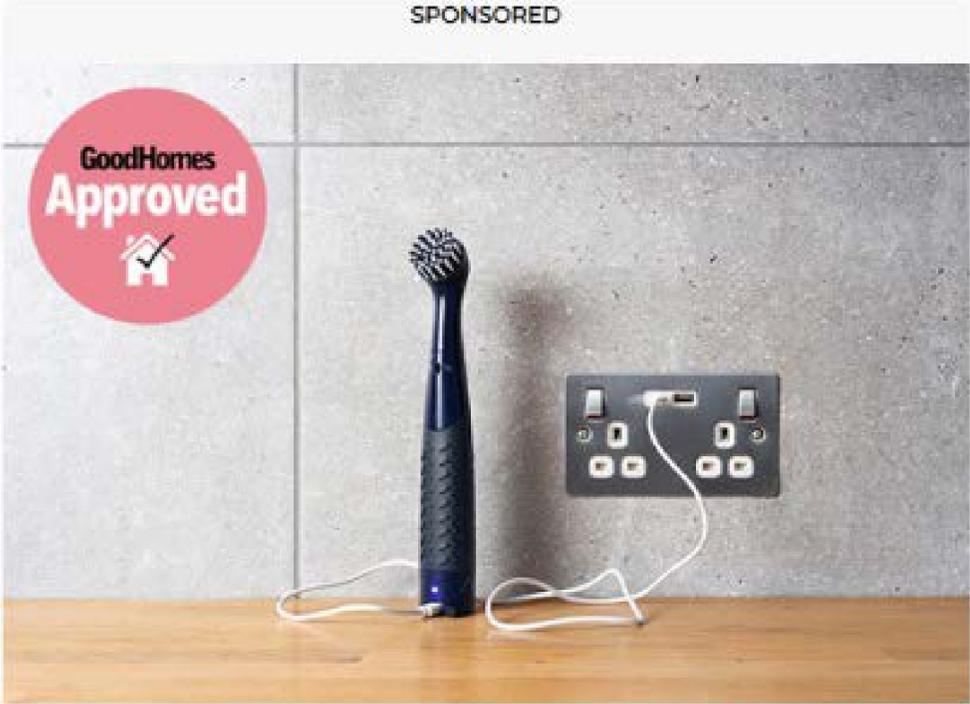
Email Banner



# Weekly Newsletter Spotlight

Reach our audience through a 150-word branded message embedded in our editorial weekly newsletter, sent to **203,000 subscribers**

- Guaranteed minimum number of impressions or clicks
- Click through to URL/website
- Report of social performance provided



SPONSORED

**SONICSCRUBBER IS THE TIK-TOK APPROVED CLEANING TOOL YOU NEED**

Spring is here and with it, the urge to get our clean on. Transform your cleaning routine and give your home a fresh look for the new season with the upgraded, rechargeable, SonicScrubber.

The older, battery-powered version, is already a TikTok favourite – hailed as a cleaning essential by hundreds of CleanTok fans.

The SonicScrubber is an electric scrubbing brush that that is hailed as a must-have cleaning gadget by cleaning influencers including Mrs Hinch, Stacey Solomon and Anna Louisa.

The SonicScrubber Rechargeable System is available online at Amazon, or you can order it directly at the official store, [sonicscrubber.com](https://sonicscrubber.com). It retails for £34.95.

[Buy here](#)

# Product Approval Scheme

## What is Good Homes approved?

Every product or service that passes Good Homes strict testing process will receive an independent stamp of approval. This trusted endorsement helps your customers make smarter choices when buying purchases for the home they love. Give your products a head start with Good Homes approved.

Good Homes Approved are also eligible for **20% discount** on additional specific marketing during the 12-month partnership.



# Product Approval Scheme

## TIER 1

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- 1x Online Feature Article (hosted on the Good Homes website for 12-months highlighted under our approved section)
- 1x MPU banner (hosted on goodhomes website for 2-months)
- 1x Newsletter Inclusion (sent out to full database of 203k)
- Logo to use for 1 year across the approved product

## TIER 2

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- 1x Online Feature Article (hosted on the Good Homes website for 12-months highlighted under our approved section)
- 1x MPU banner (hosted on Good Homes website for 2-months)
- 1x Traffic Social Campaign (1,000 guaranteed clicks)
- 1x Instagram story (through Good Homes Instagram linking to article)
- 2x Newsletter Inclusions (each sent out to full database of 203k)
- Logo to use for 1 year across the approved product

## TIER 3

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- 1x Online Feature article (hosted on the Good Homes website for 12-months highlighted under our approved section)
- 1x MPU banner (hosted on Good Homes website for 2-months)
- 1x Traffic Social Campaign (1,000 guaranteed clicks)
- 1x Instagram story (through Good Homes Instagram linking to article)
- 1x Newsletter article spotlight
- 1x Solus Email
- 4x Newsletter Inclusions (each sent out to full database of 203k)
- Logo to use for 1 year across the approved product

Bespoke campaigns available on request,  
get in touch to discuss

# GoodHomes

CONTACT

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