Goochomes MEDIA PACK 2025









Summary

Data

Online feature

Solus emails

Social media

Competitions

Display

Approved partner



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.

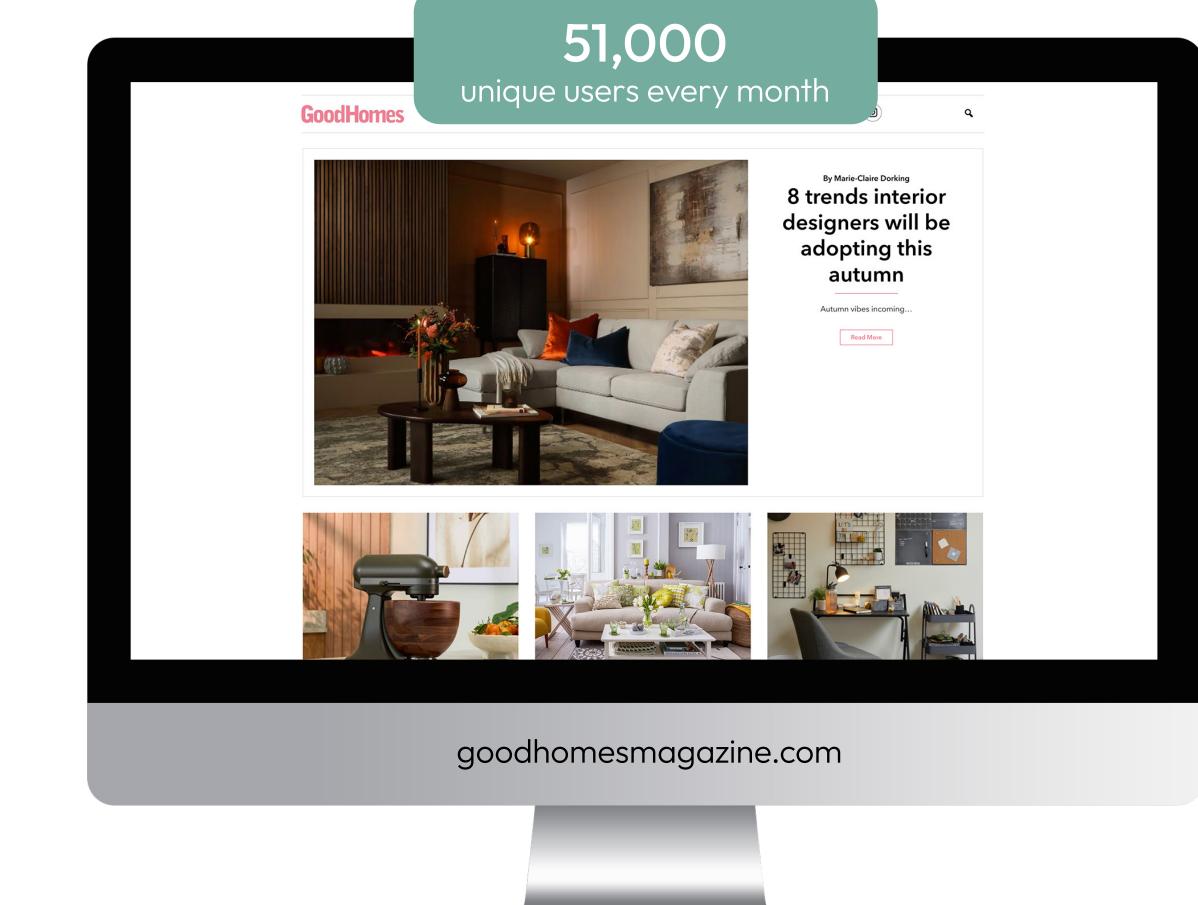
Whether you're looking to be part of our exclusive Good Homes Approved scheme, collaborate on a social campaign or explore display options, get in touch with us - we'd love to chat about which solutions could benefit your brand best.

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



Social Media

 \bigcirc 43k Instagram f 17k Facebook \bigvee 290k Subscribers



Website

Demographics

62% social grade AB

90% aged between 45-65

> 90% Female

53% have 50-75k income

Competitions

Data surrounding product interests is gathered when people take part in regular online competitions



OPF (+x2 newsletter inclusion)

Bespoke advertorial features, that can be run across goodhomesmagazine.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
- The article visibility lasts for 12-months

Plus, including **x2 newsletter inclusions** to boost traffic to your content.

The **Good Homes** subscriber's database includes a total of **290,000 contacts**

with an average open rate of 39%





Solus emails

Sent to the Good Homes database of 56,000 contacts, that have specifically asked to hear more from us. These are all contacts that have engaged with us in the last 12- months.

Receives an average of

30% open rate

with an average open rate of 1.63% click through





WORKTOP SPACE

Tired of balancing your makeup on the edge of your sink? Opt for a compact basin that gives you plenty of worktop space for daily essentials



GoodHomes

In partnership with Roper Rhodes

Design Masterclass **BATHROOM STORAGE**

Maximise space and manage clutter in your bathroom with our Bathroom Storage Guide. Discover six storage-savvy bathroom layouts, as well as clever tips and tricks to update your existing bathroom. Click below to discover more.



£2500 WORTH OF BATHROOM FURNITURE

We're offering you the chance to win £2500 worth of Roper Rhodes lucts to create the perfect bathroom oasis, complete with oodle of storage space! Simply order a copy of our fitted furniture brochure to Competition closes July 19th 2024, please click below for full

ENTER HERE

COUNTERTOP CABINETS

Storage tips:

Our new tall countertop cabinets with internal shelves can be used on your furniture worktop or nveniently above a WC unit.





TALL DRAWERS

Tall drawers These pull out tall drawers provide a much-needed home for larger bottles that won't fit standard vanity cupboards.

DISCOVER MORE STORAGE IDEAS









Promoted Social

With a combined reach of 60,000 individuals, the **Good Homes** social presence puts your brand from and centre with guaranteed impressions and clicks.

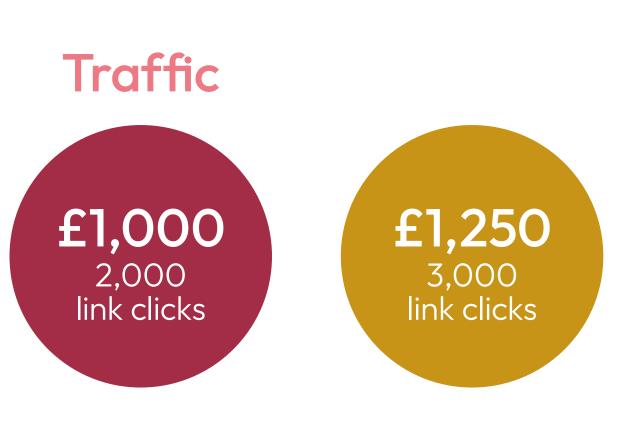
Can link to an existing article on our website or your own website/ URL.

£500 25,000 impressions

- Access the Grand Designs engaged audience across Facebook and Instagram
- Guaranteed minimum number of impressions
- Click through going through to your article/ website
- Report of social performance provided

£750 1,000 link clicks









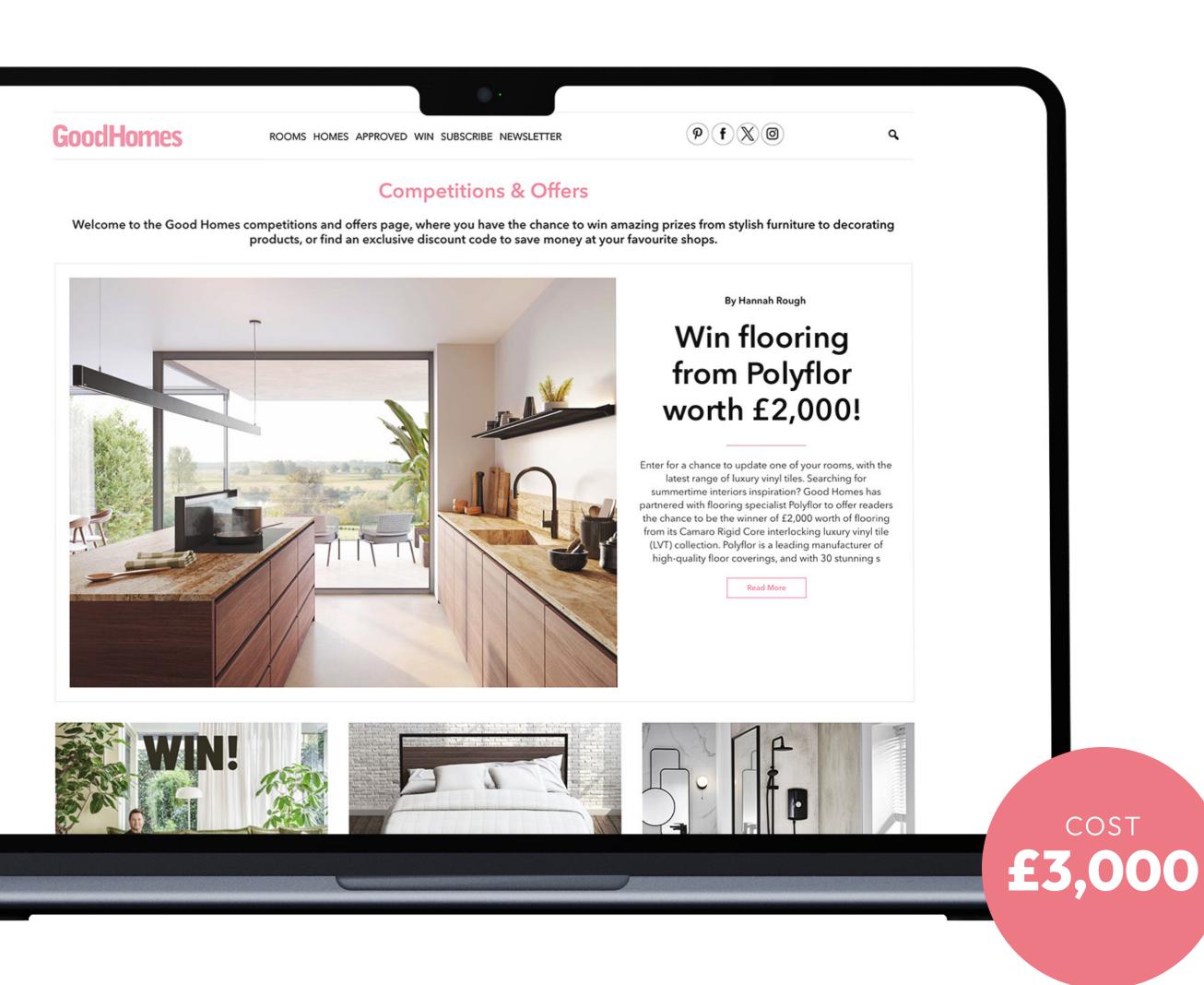
Competition

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

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

Includes:

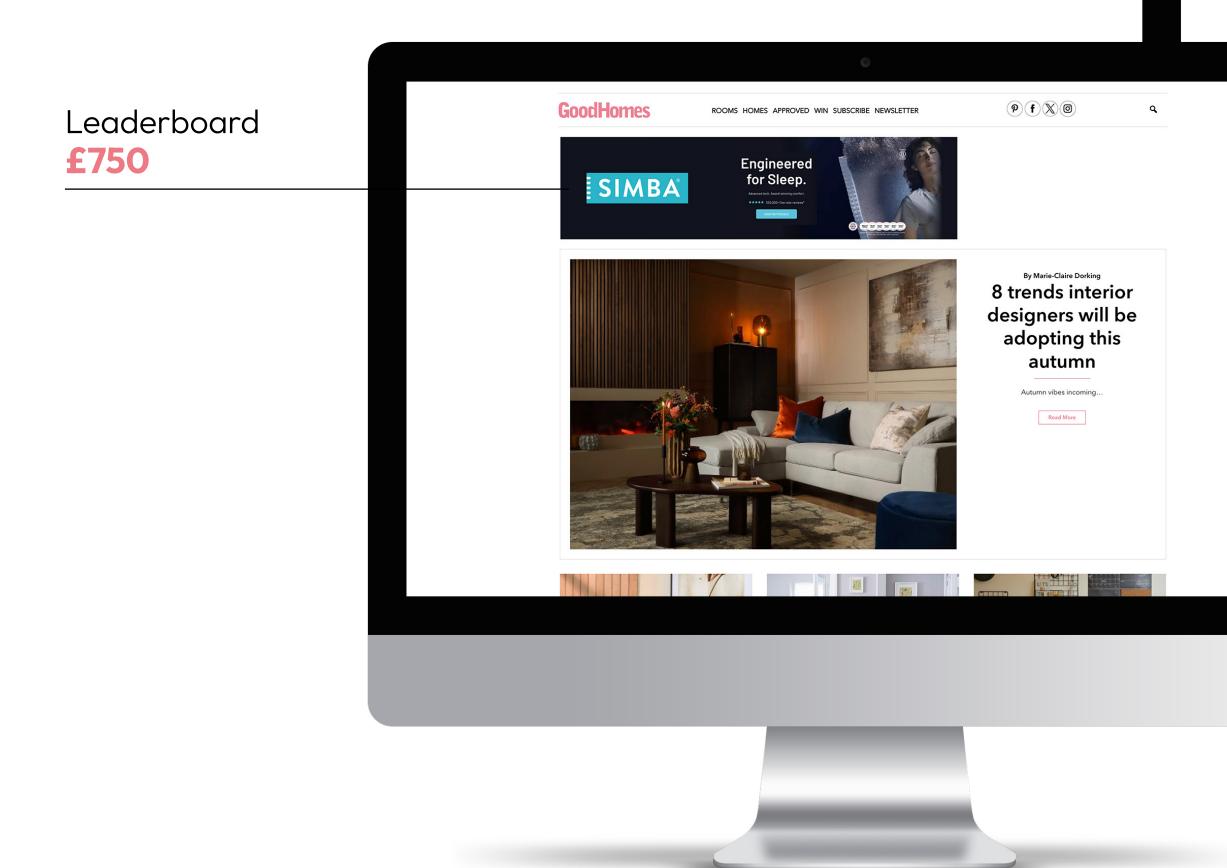
- X1 Competition page hosted on the Good Homes Magazine website
- x2 Weekly newsletter inclusions (each sent out to full database of 290k contacts)
- All leads that have opted in

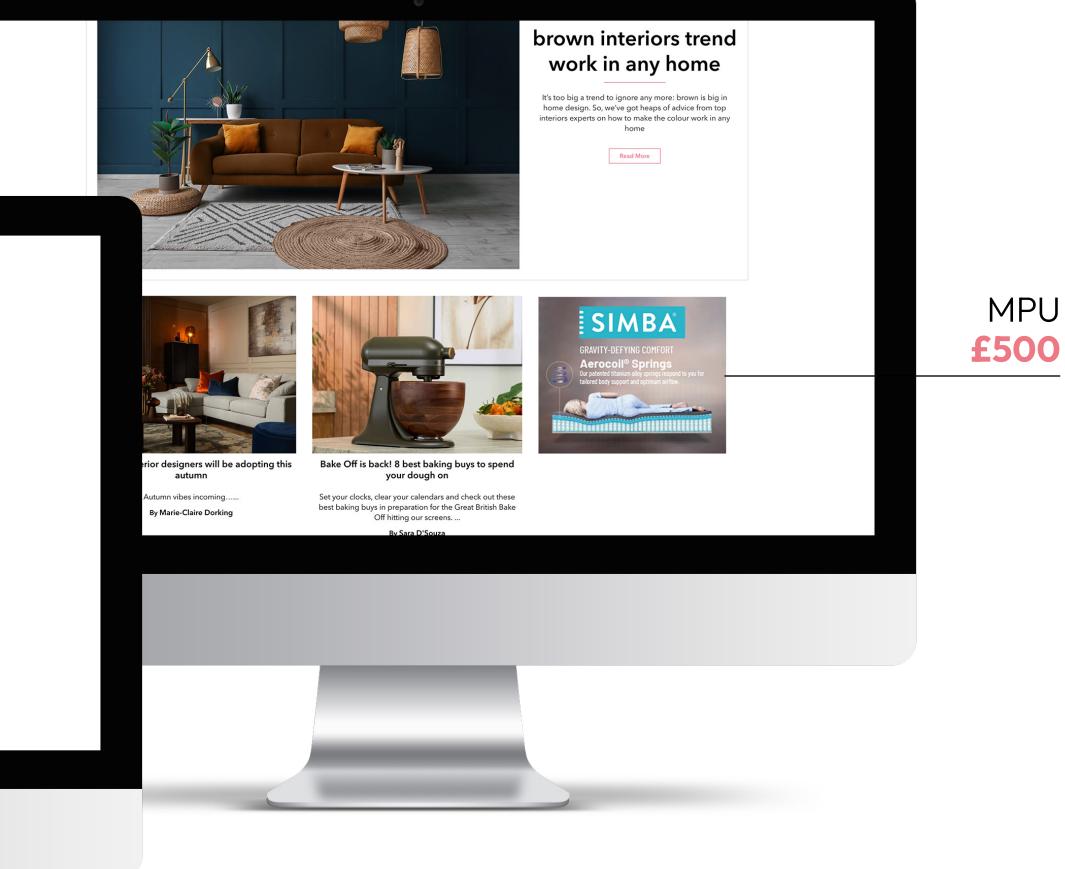






Reach an audience looking for inspirationand engaging in all things home.51,000 unique visitors each month.







Good Homes approved 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.

TIER 1

COST **£3,500**

- 1x online feature article (hosted on goodhomes website for 2-months)
- 1x mpu banner (hosted on goodhomes website for 2-months)
- 1x newsletter inclusion (sent out to full database of 290k)
- Iogo to use for 1 year across the approved product

TIER 2

COST **£5,000**

- 1x online feature article (hosted on goodhomes website for 2-months)
- 1x mpu banner (hosted on Good Homes website for 2-months)
- Ix awareness social campaign (25k impressions)
- 1x Instagram story (through Good Homes Instagram linking to article)
- 2x newsletter inclusions (each sent out to full database of 290k)
- Iogo to use for 1 year across the approved product













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Goochomes

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