

GoodHomes

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.

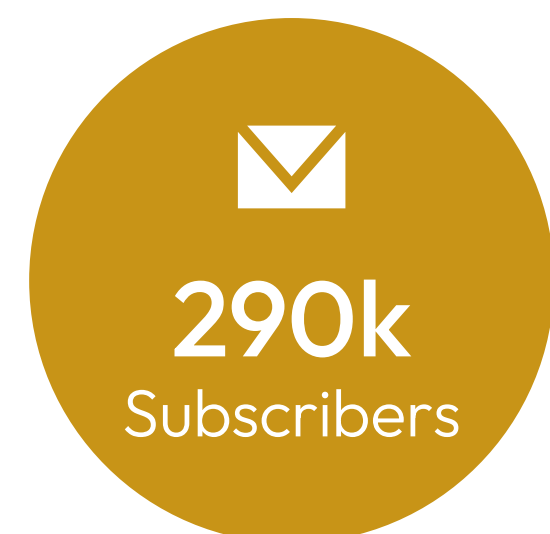
Now, as we look forward to expand our digital offering, we're pleased to offer a variety of promotional opportunities - across all of our platforms - to help increase your brand's reach and awareness.

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.

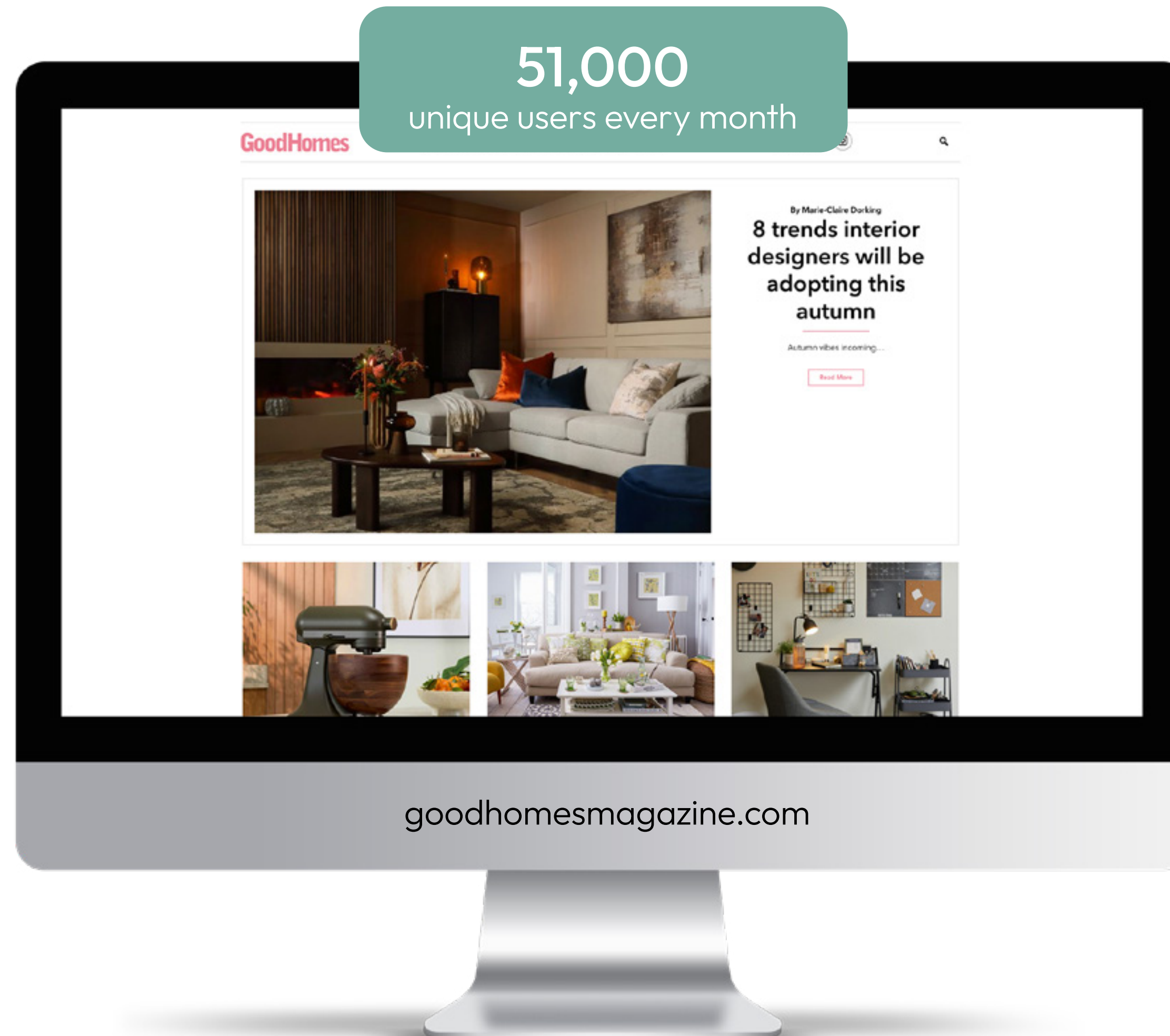
Take a look at our Media Pack for contact details and more information.

Data

Social Media



Website



Demographics



Competitions

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

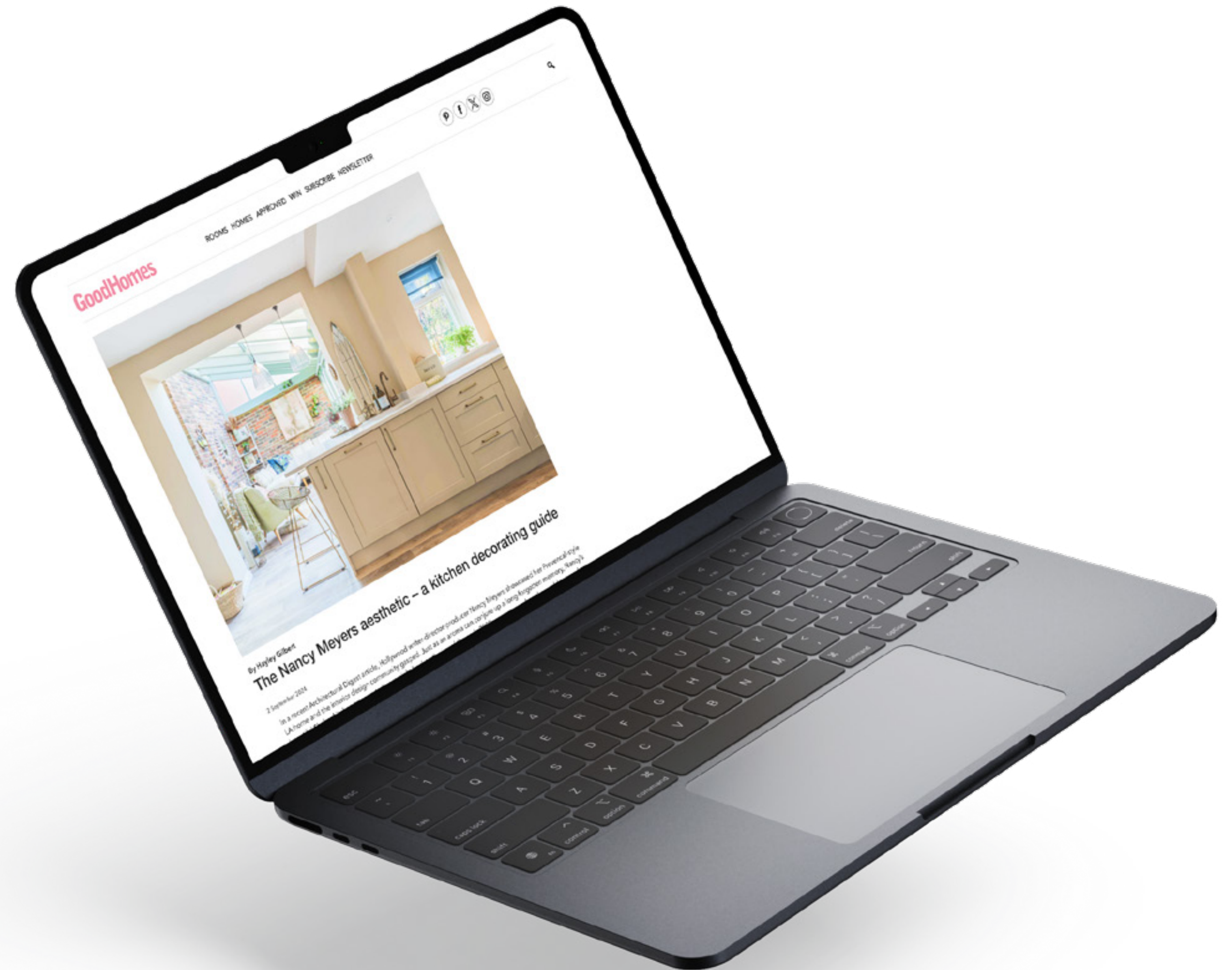
OPF (+x2 newsletter inclusion)

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.

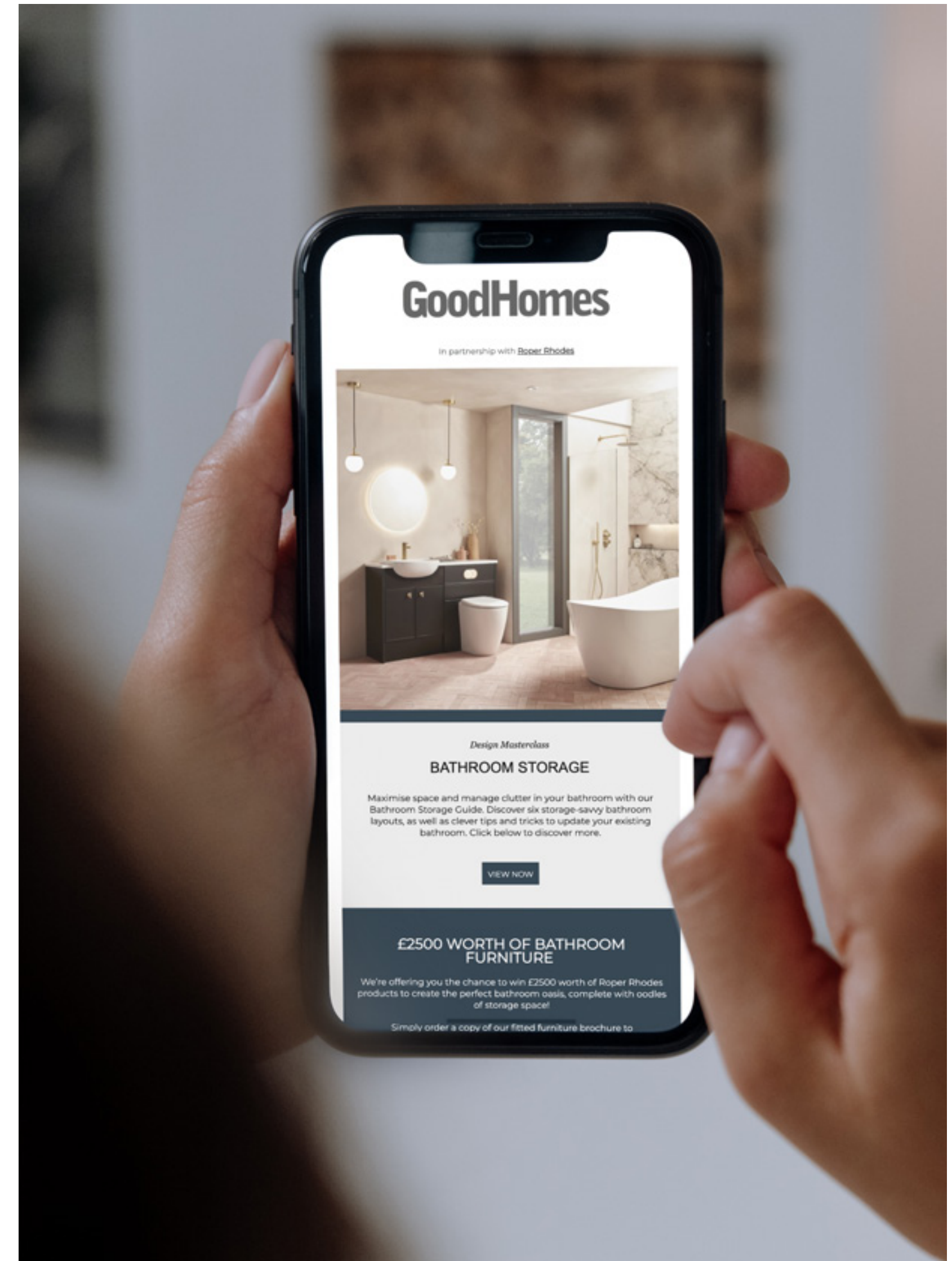
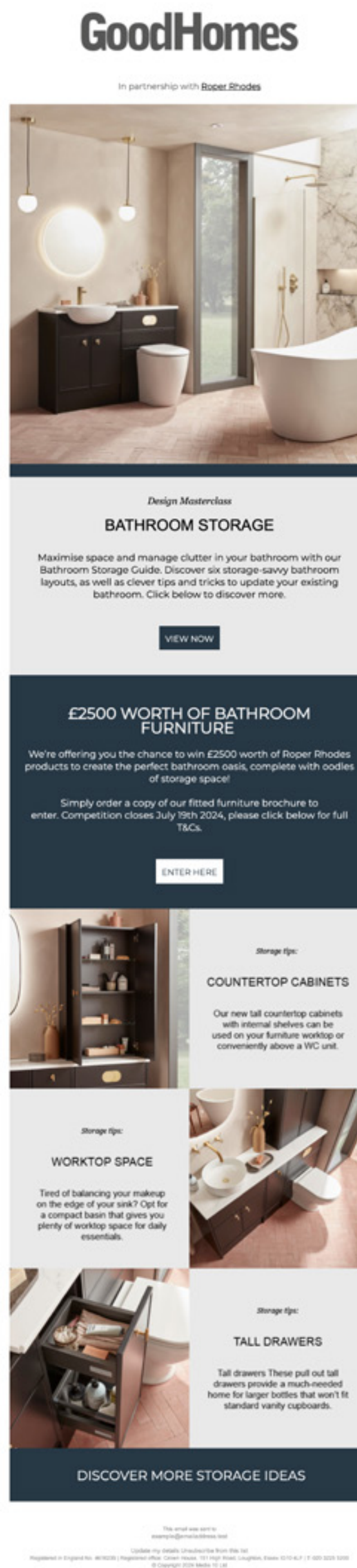
The **Good Homes** subscriber's database includes a total of **290,000 contacts** with an average open rate of 39%



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



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.

- 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

Awareness

25,000
impressions

50,000
impressions

75,000
impressions

Traffic

1,000
link clicks

2,000
link clicks

3,000
link clicks



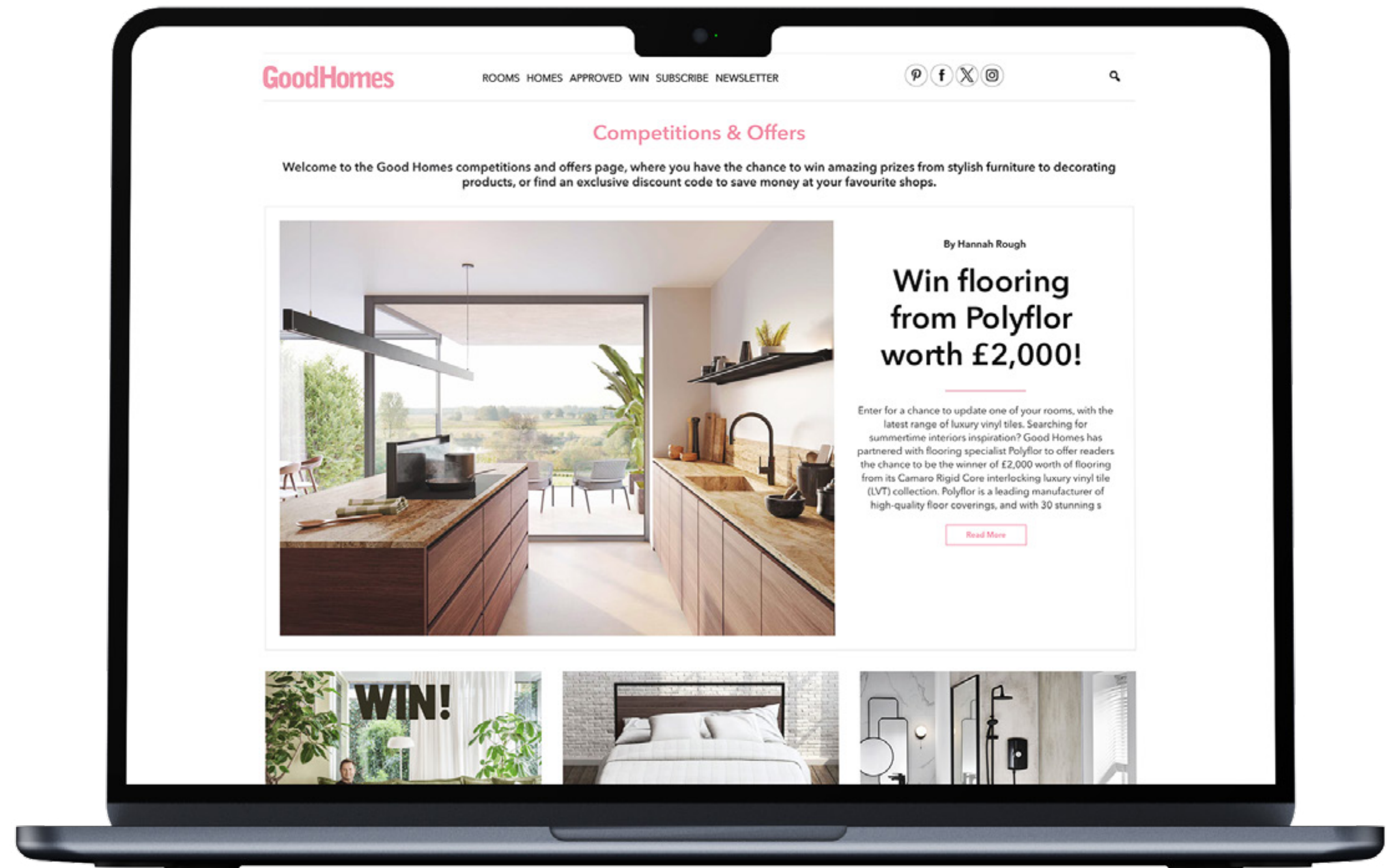
Competition

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



Display

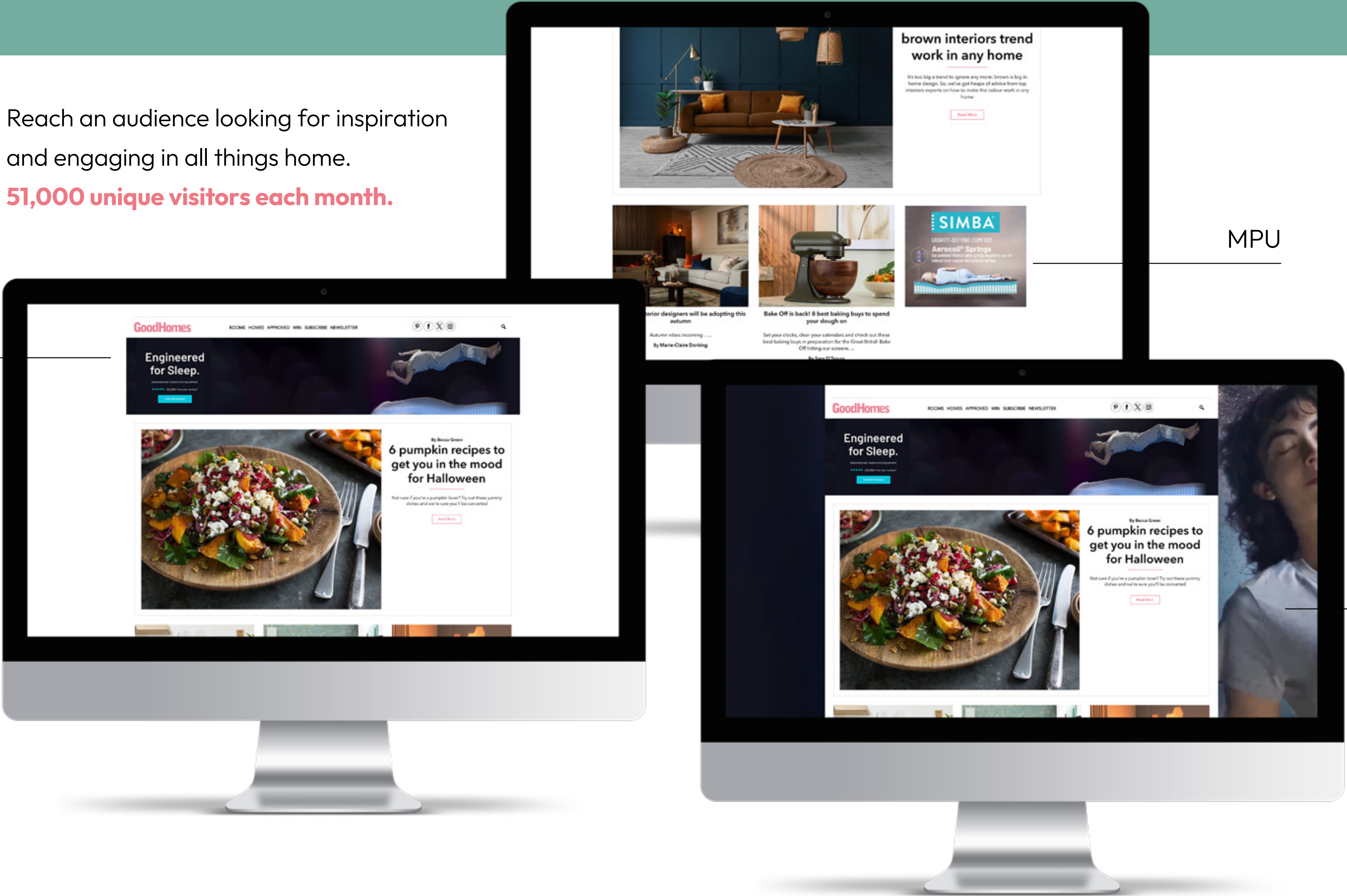
Reach an audience looking for inspiration
and engaging in all things home.

51,000 unique visitors each month.

Leaderboard

MPU

Homepage
take over



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

- 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)
- logo to use for 1 year across the approved product

TIER 2

- 1x online feature article (hosted on goodhomes website for 2-months)
- 1x mpu banner (hosted on Good Homes website for 2-months)
- 1x 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)
- logo to use for 1 year across the approved product

GoodHomes

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