

Good Homes Approved Scheme

Give your product the Good Homes Seal of Approval

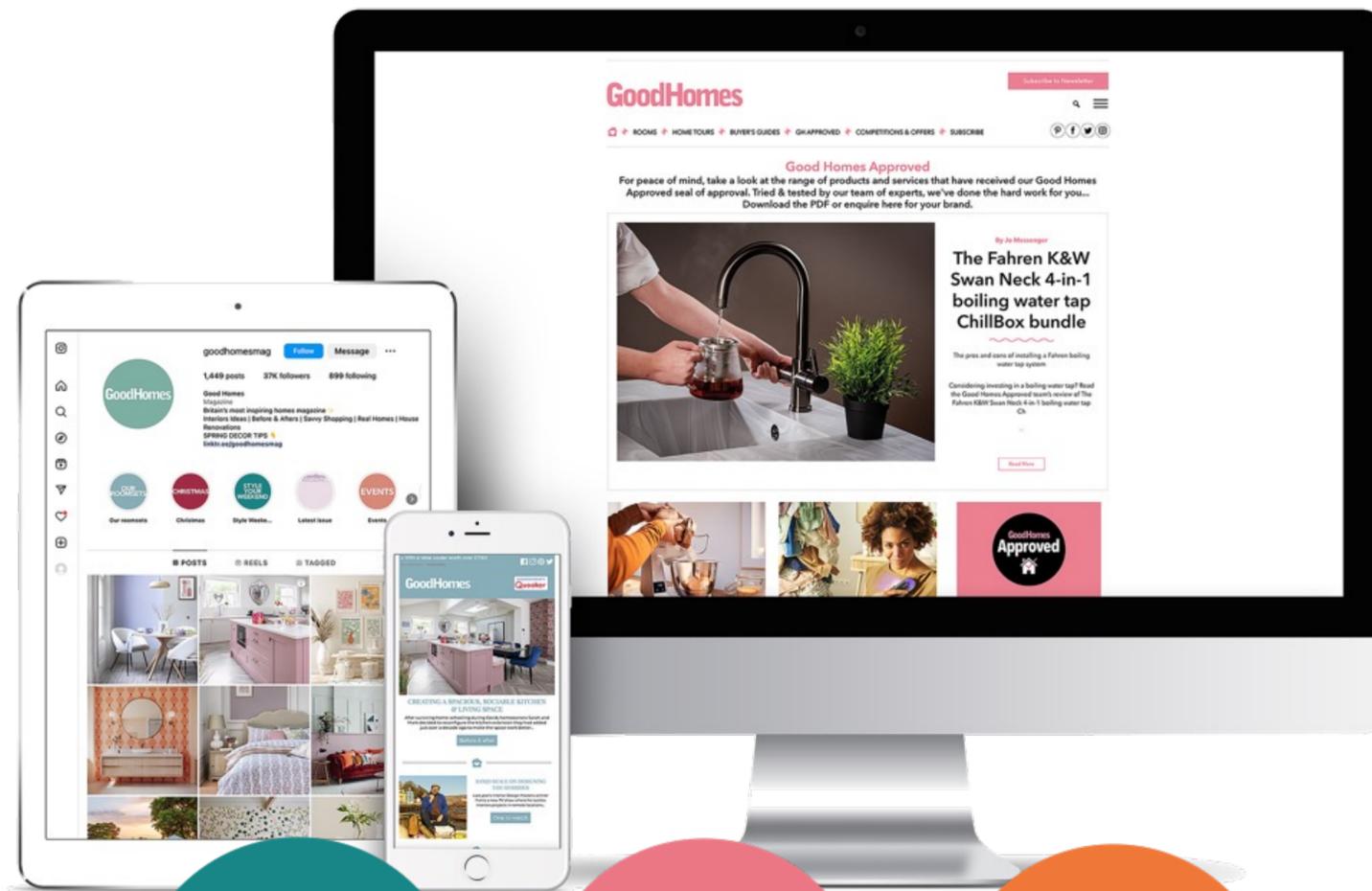
Make your product stand out from the rest with a trusted seal of approval from Good Homes Magazine.

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This premium endorsement of your product tells our readers that buying your product is the smart choice and offers the peace of mind that it has been tried and tested for them by our team of experts.



Demographics



213k+
GH newsletter
Subscribers

80,500
Unique users
per month

62%
Social grade
A - B



The process

(1-month turnaround time)

Step 1 ✓

You let us know what product your brand is looking to approve and what tier you're looking to pursue, we then arrange for you to send the product to one of our in-house testing team

Step 2 ✓

Your product will go through an authentic testing and review process in a home environment that includes key points on quality, price and functionality

Step 3 ✓

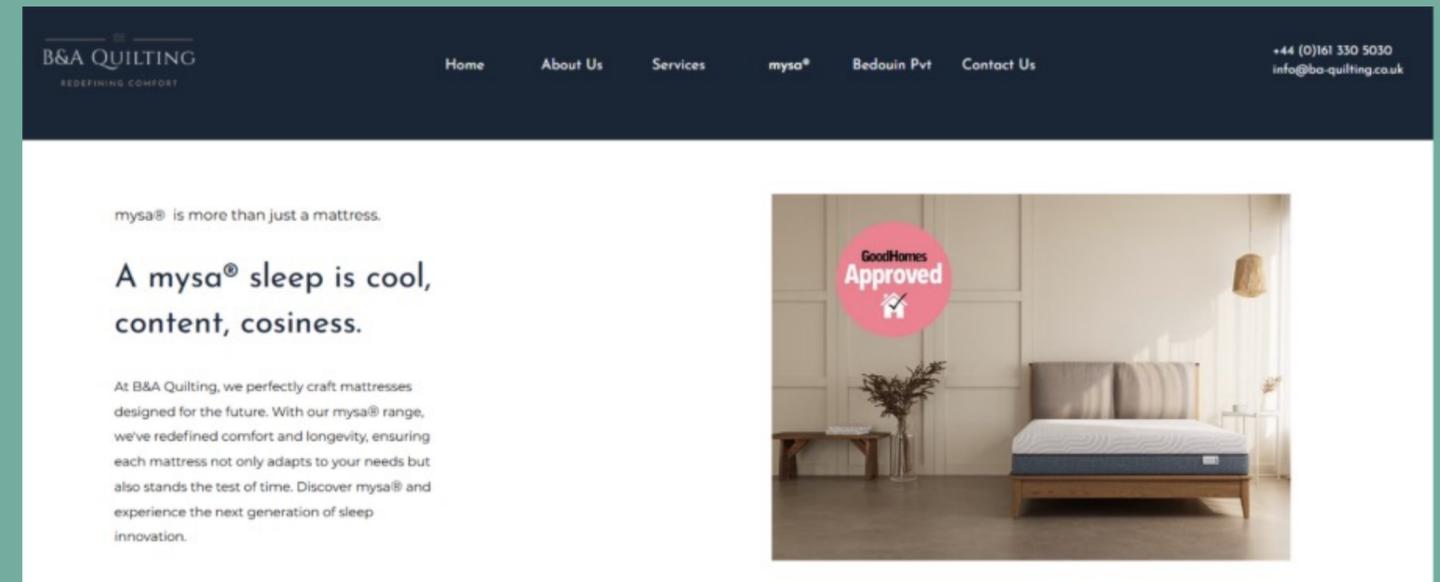
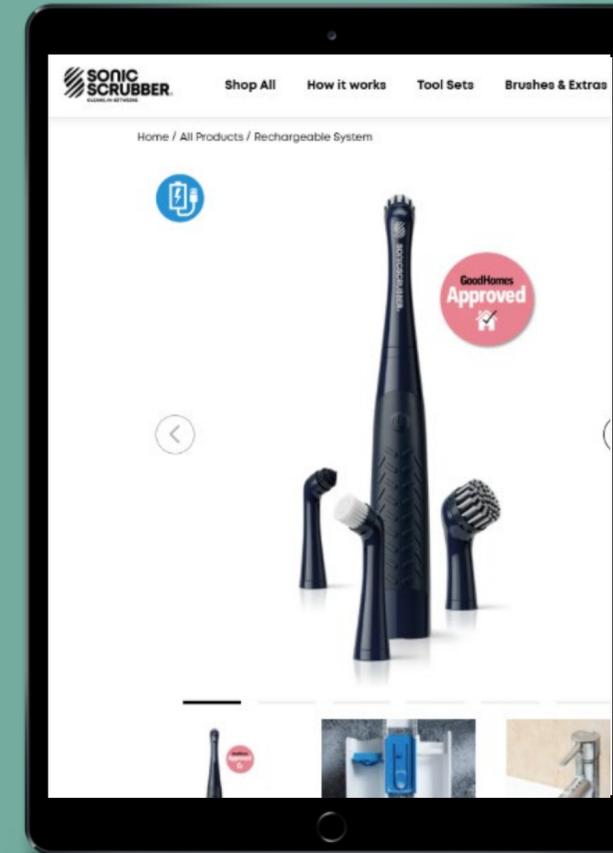
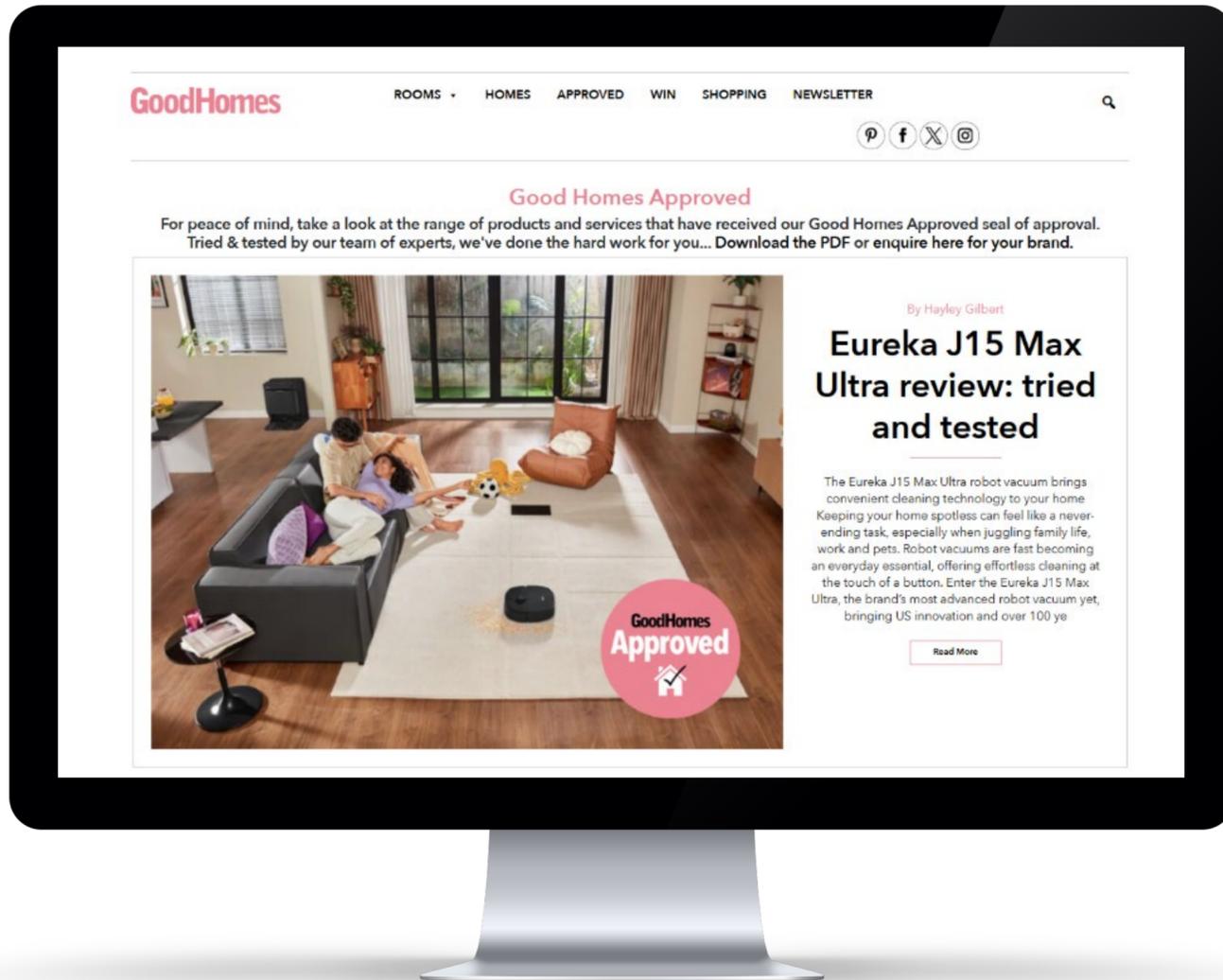
If your product passes, you'll receive the Good Homes Approved badge that acts as an endorsement for your product. This can be shared on all your marketing material across all platforms for 12-months



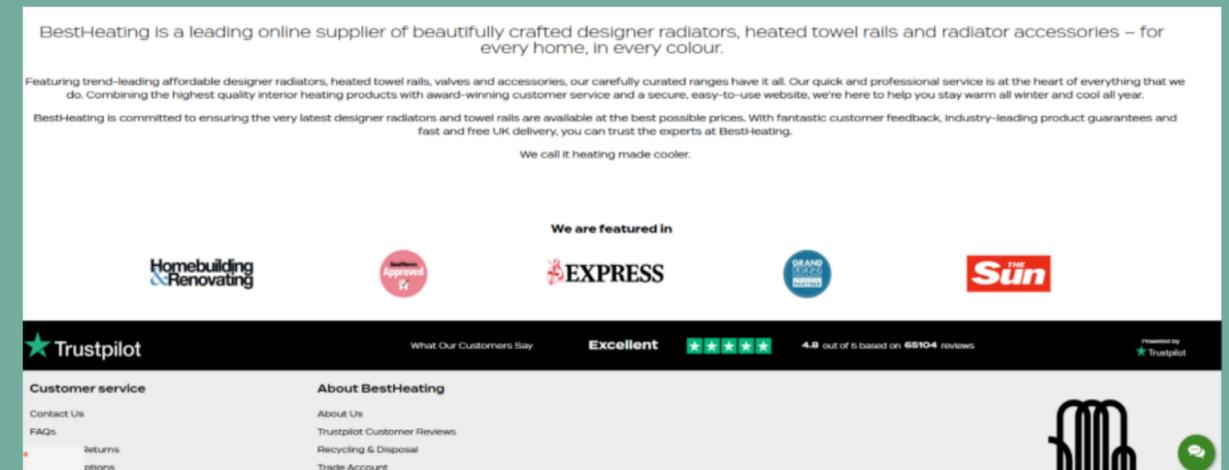
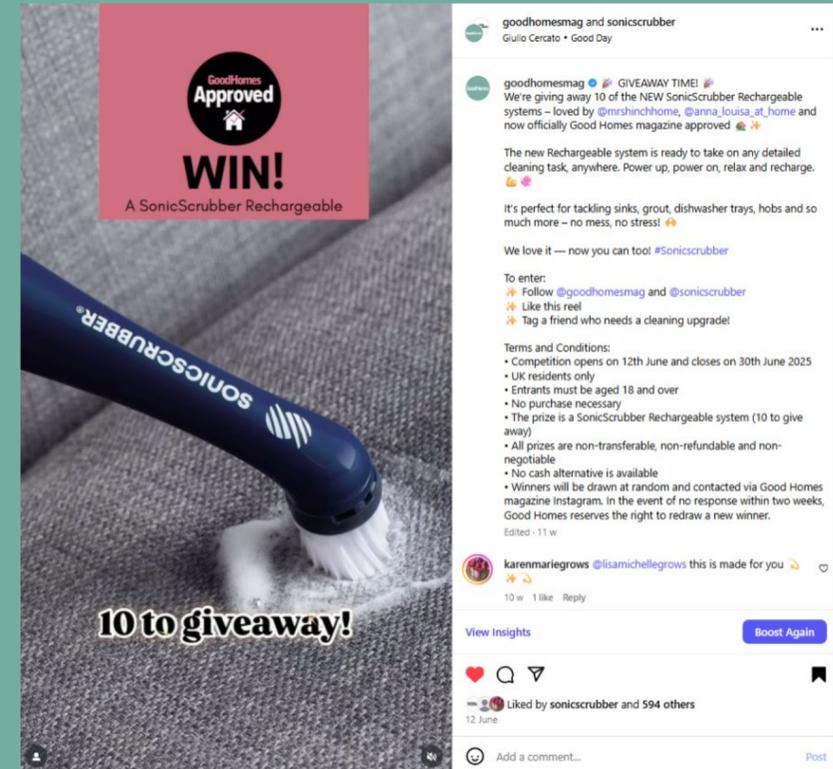
Choose from the following tiers:

Tier 1	Tier 2	Tier 3
<p>1 x Online feature article review (hosted on the Good Homes Magazine website which will remain online for the remainder of the approval partnership)</p> <p>1 x MPU Banner (hosted on the Good Homes Magazine website for 2-months)</p> <p>1 x Newsletter inclusion, linking to product review (sent out to our full database of 290k)</p> <p>1 x Good Homes approved logo to use for the duration of the partnership (which can be renewed on an annual basis)</p>	<p>1 x Online feature article review (hosted on the Good Homes Magazine website which will remain online for the remainder of the approval partnership)</p> <p>1 x MPU Banner (hosted on the Good Homes Magazine website for 2-months)</p> <p>2 x Newsletter inclusions, linking to product review (sent out to our full database of 290k)</p> <p>1x Good Homes approved logo to use for the duration of the partnership (which can be renewed on an annual basis)</p> <p>1 x Instagram story sent out through Good Homes Instagram, linking to article</p> <p>1 x Promoted social campaign, sponsored through our Instagram and Facebook accounts(25k guaranteed impressions)</p>	<p>1x online feature article (hosted on the Good Homes website for 12-months highlighted under our approved section)</p> <p>1x MPU banner (hosted on Good Homes website for 2-months)</p> <p>1x traffic social campaign (1,000 guaranteed clicks)</p> <p>1x Instagram story (through Good Homes Instagram linking to article)</p> <p>1x newsletter article spotlight</p> <p>1x solus email</p> <p>4x newsletter inclusions (each sent out to full database of 213k)</p> <p>logo to use for 1 year across the approved product</p>

Creative examples



Creative examples



Getting started



If you'd like your product to be considered for approval,
please email: media@goodhomesmagazine.com

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

