

GoodHomes

MEDIA
PACK 2025





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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.

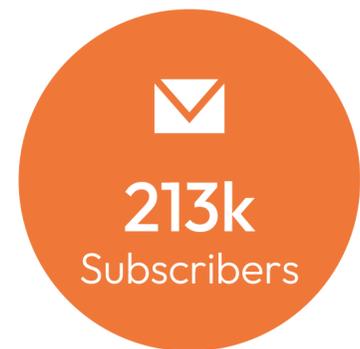
Now, as we look forward to expand our digital offering, we're pleased to offer a variety of promotional opportunities - across all of our platforms - to help increase your brand's reach and awareness.

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.

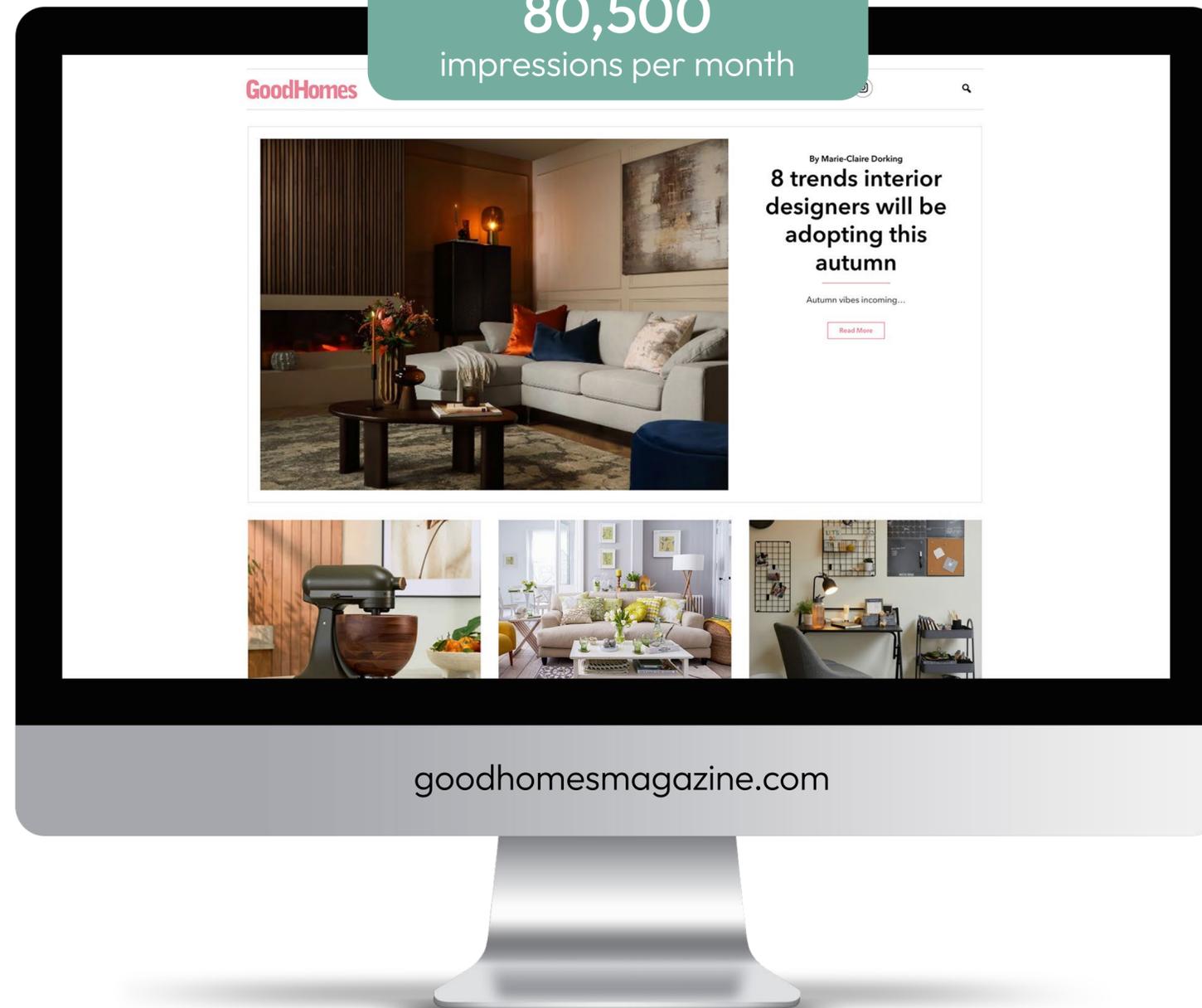
Data

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 [goodhomesmagazine.com](https://www.goodhomesmagazine.com)

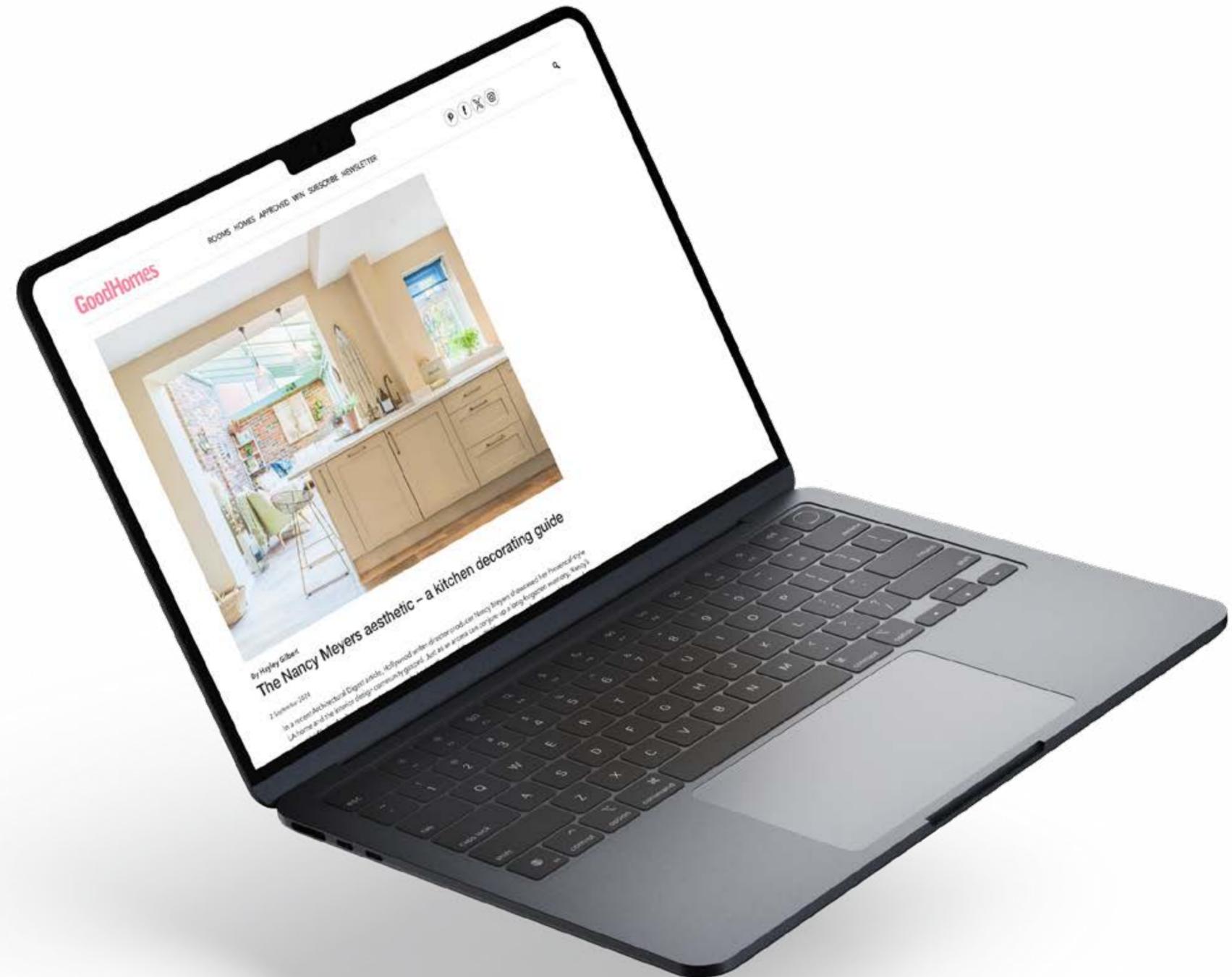
- Content tailored to your product
- Editorial-style format to inspire and inform
- Bespoke creative solutions
- Showcase your products
- Option to include Video
- Hyperlinks to your website
- Stays exclusive to your brand as an advertorial on our site for 12-months
- + Plus, including **x2 newsletter 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

213,000 contacts

with an average open rate of 44%

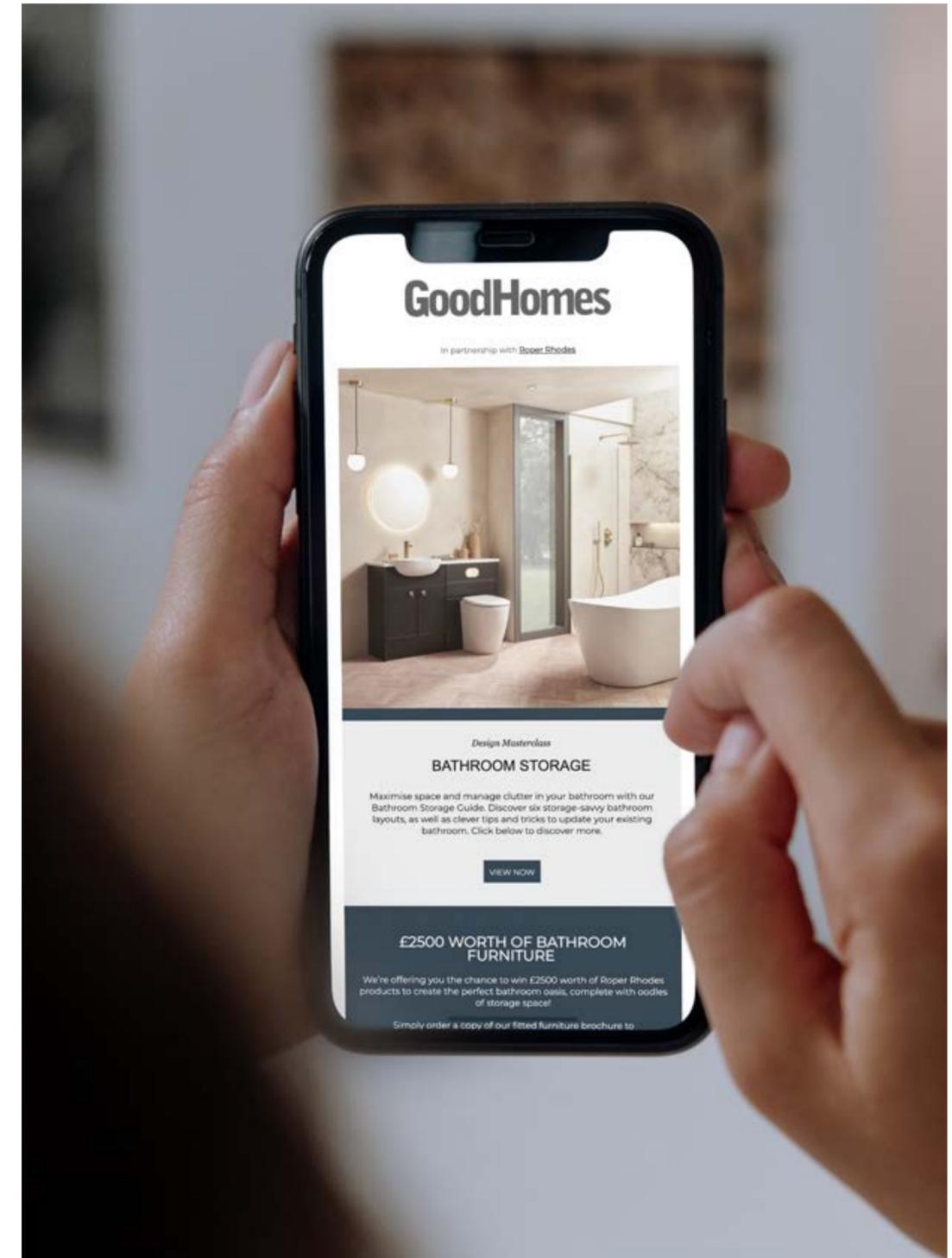
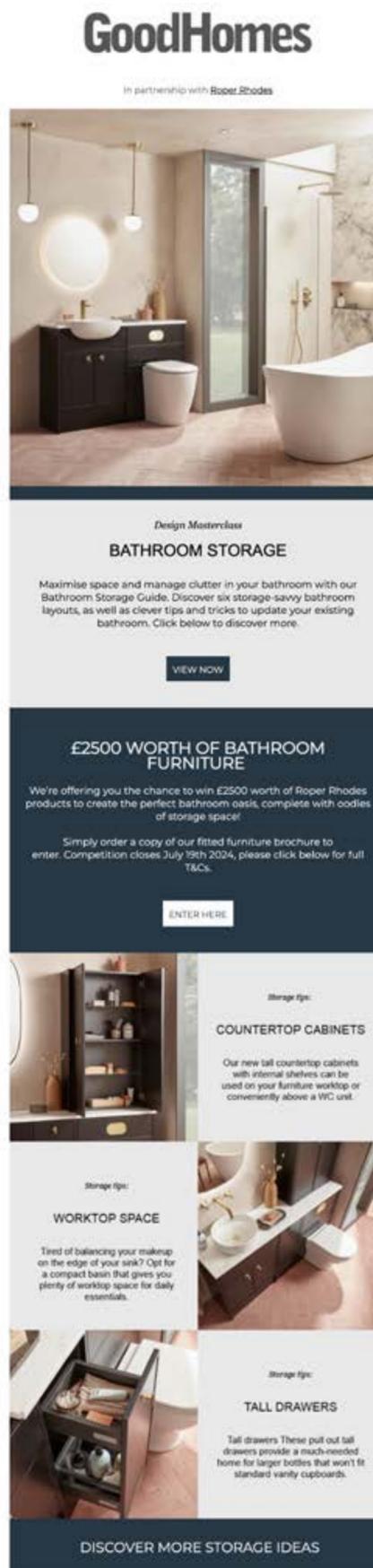


Solus emails

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



Social Media

Awareness

25,000
impressions

50,000
impressions

75,000
impressions

With a combined reach of 67,000 individuals, the **Good Homes** social presence puts your brand from and centre with guaranteed impressions or clicks.

Can link to your own website/ URL.

Traffic

1,000
link clicks

2,000
link clicks

3,000
link clicks

Stories Package

Series of 3 organic stories shared on our Instagram and Facebook

Collab Post

Collab Post on our organic feed available



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 213k contacts)
- All leads that have opted in

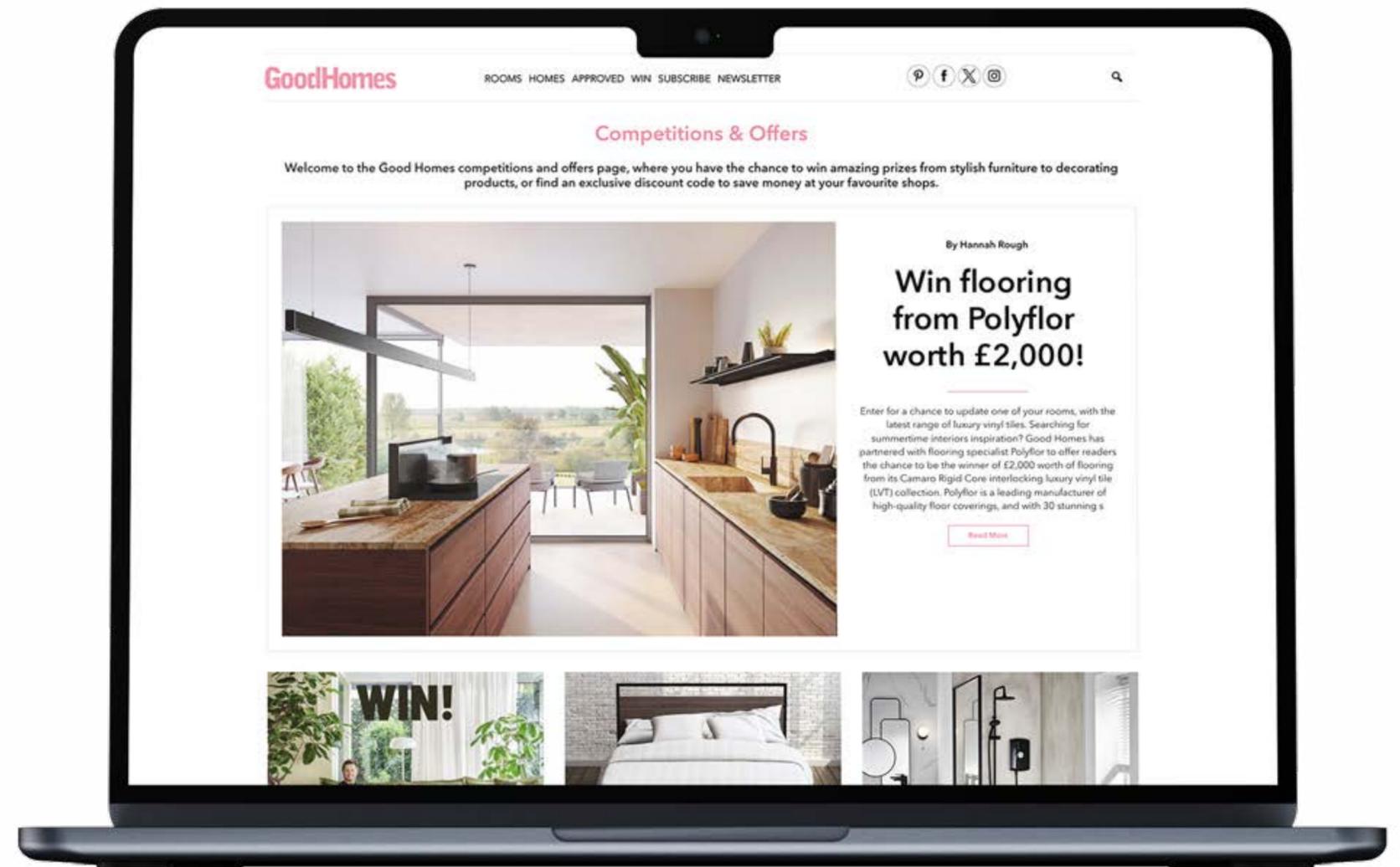
TIER 2

- 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 213k 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.**

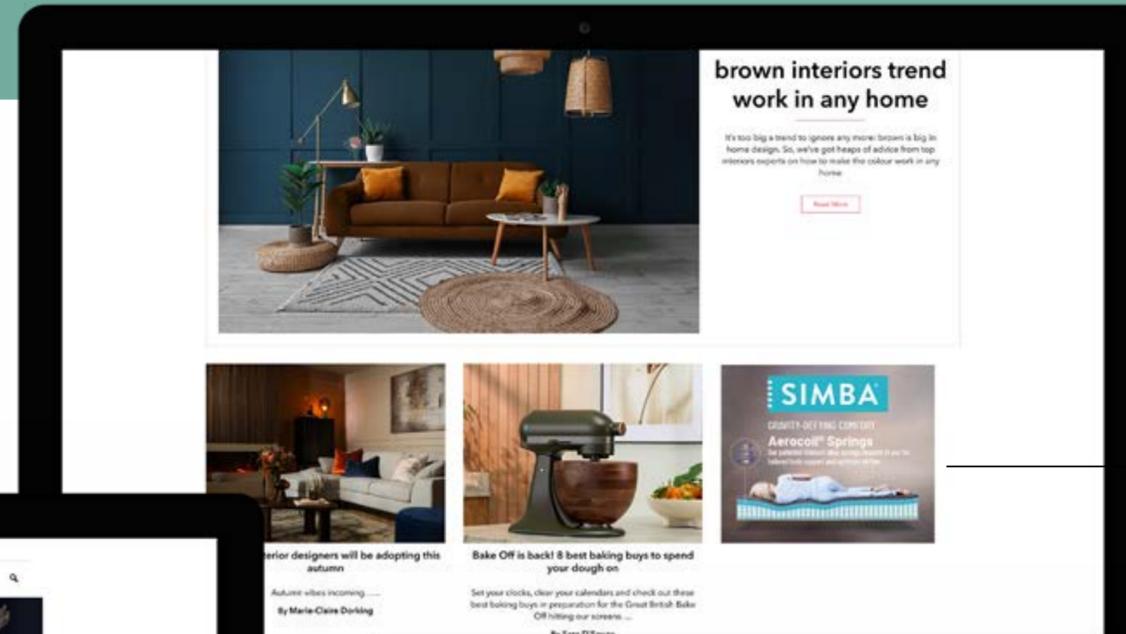
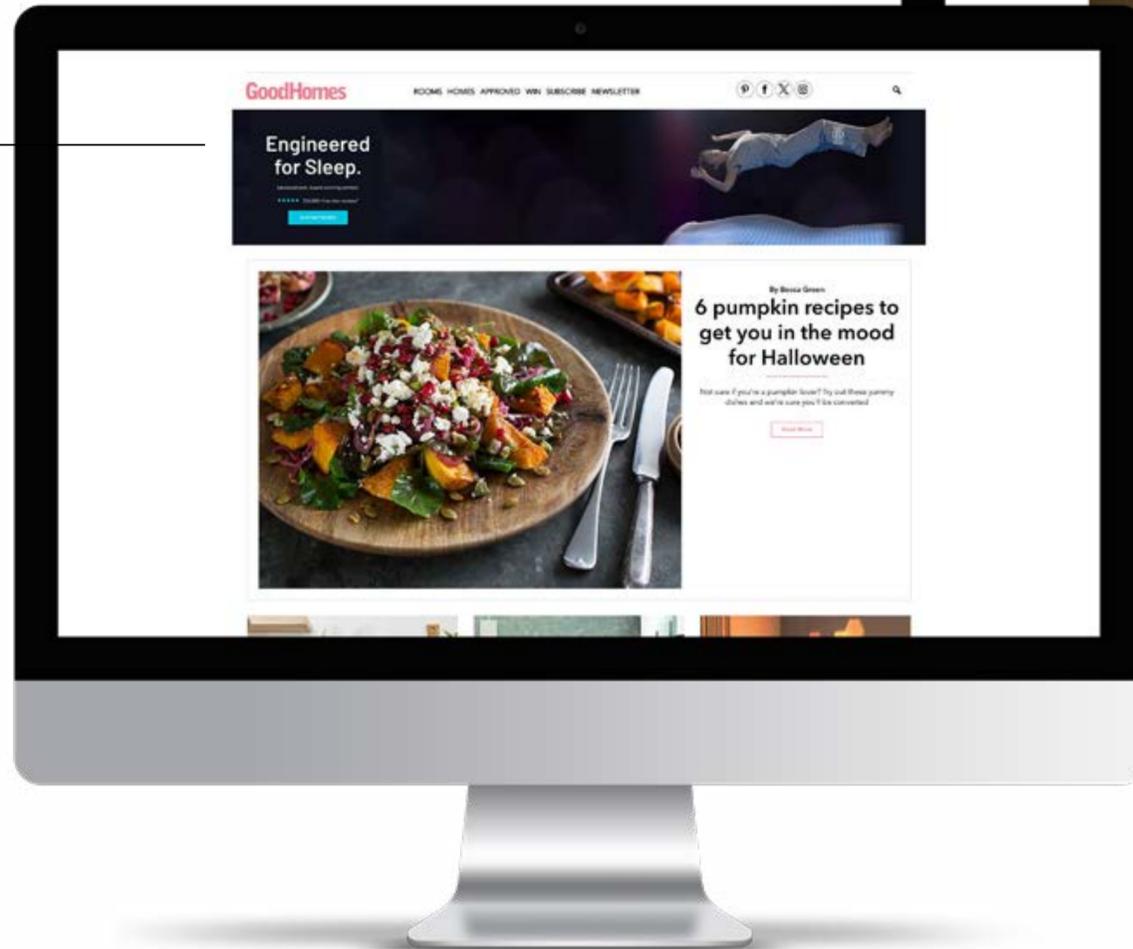
Competition runs for 1-month



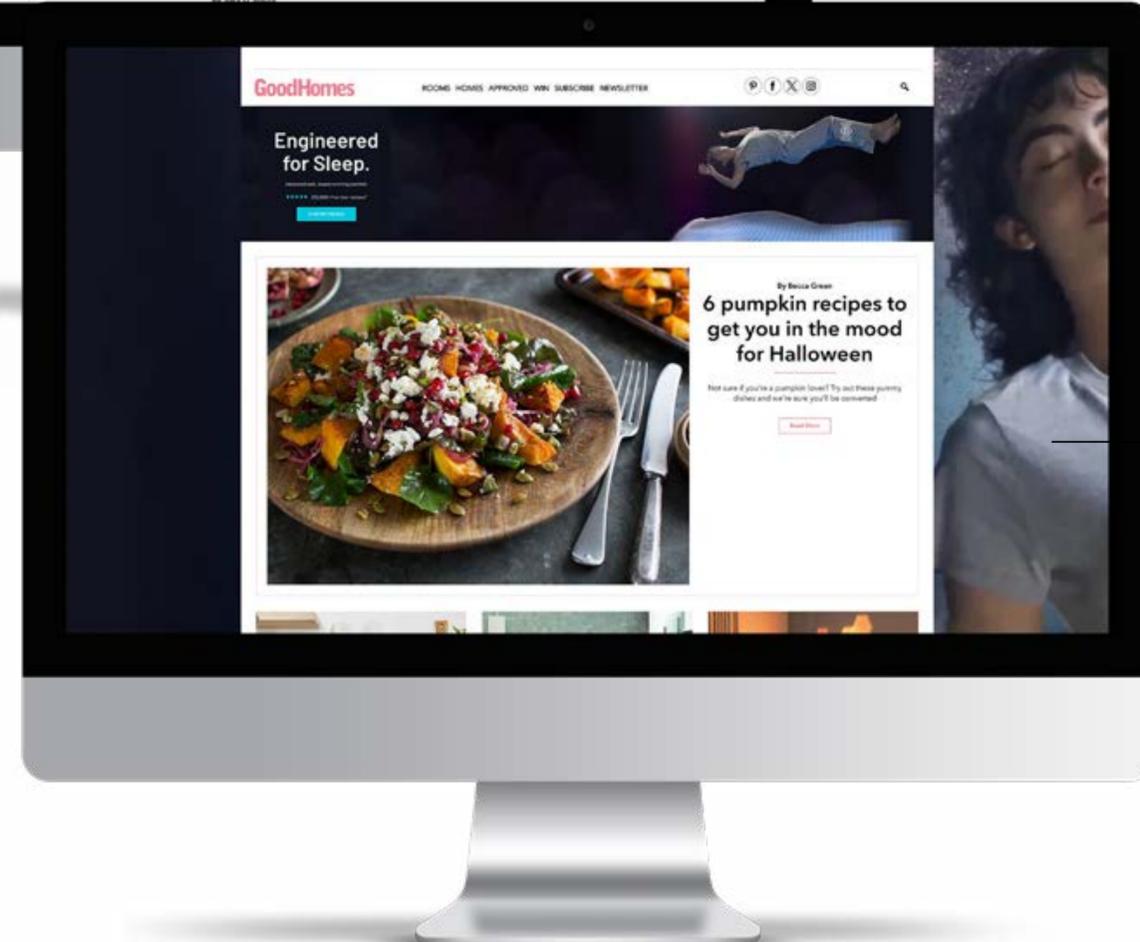
Display - Website

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

Leaderboard



MPU



Homepage take over

Display - Weekly newsletter

MPU

Email Banner

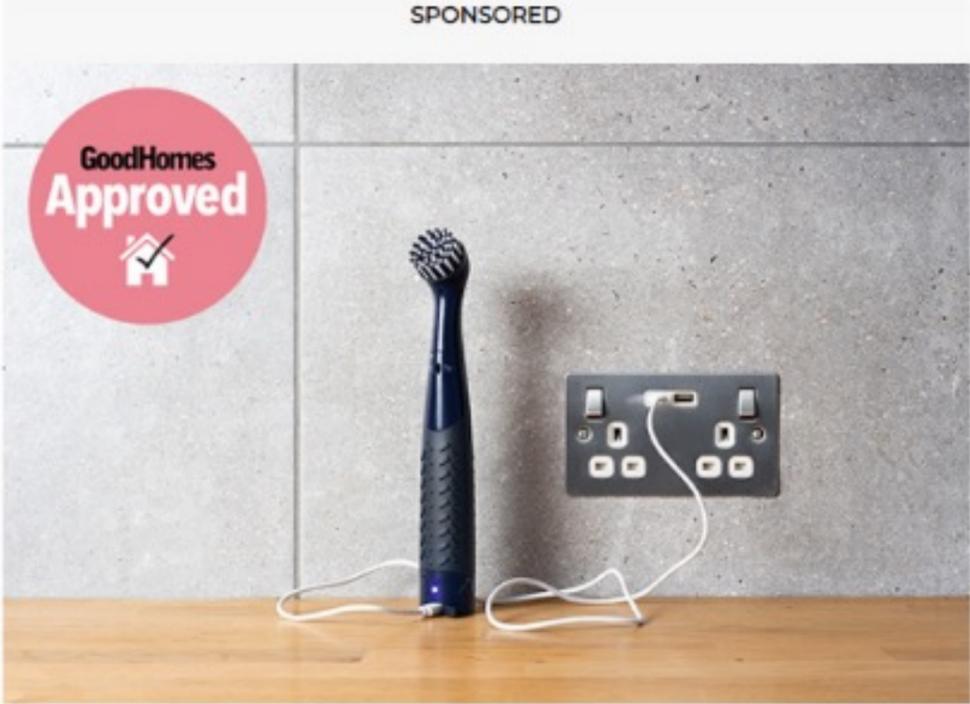
Feature yourself in our weekly newsletter that gets sent out every week to our full database of **213,000 contacts**



Weekly Newsletter Spotlight

Reach our audience through a 150-word branded message embedded in our editorial weekly newsletter, sent to **213,000 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. 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

- 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 278k)
- logo to use for 1 year across the approved product

TIER 2

- 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 278k)
- logo to use for 1 year across the approved product

TIER 3

- 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 HomesInstagram linking to article)
- 1x newsletter article spotlight
- 1x solus email
- 4x newsletter inclusions (each sent out to full database of 213k)
- logo to use for 1 year across the approved product

Bespoke campaigns available on request,
get in touch to discuss

GoodHomes

CONTACT

Email - media@goodhomesmagazine.com