

HomeStyle

↑ LIVING ↑ SHOPPING ↑ COOKING ↑ MAKING ↑ STYLING

Britain's best performing home interest magazine!

THE HOMESTYLE READER

- * Predominantly modern day DINKYs – dual income no kids (just) yet!
- * Passionate about renovating and entertaining
 - * The 'insta' generation – both active on Instagram and seekers of 'instant' updates
 - * Digitally and social media savvy
 - * Stylish couple who make design decisions together
- * Living a contemporary, desirable lifestyle
 - * Home is an eclectic mix of high street, designer and unique gems
 - * Willing to spend on the best products
- * Influencers amongst wider circle of friends

'These consumers are spending money NOW and telling all their friends about it'

'HomeStyle readers see their home as an extension of their personalities, and are willing to spend on those desirable pieces'



Photo Oily Gordon

HomeStyle ethos

- * Accessible
- * Desirable
- * Trend-led
- * Eclectic
- * Creative
- * Modern

HomeStyle is a hardworking interiors magazine which brings inspirational décor to the home interest market, in a contemporary voice consumers not only trust, but are continually excited by. It's the designer friend they've always wanted; the expert stylist; the builder with money-can't-buy contacts. The content is a rich blend of beautiful real homes, desirable and achievable shopping pages, decorating secrets, hot trends and expert advice from leading interior gurus, plus smart and informative reads that mean consumers buy it again and again.

'HomeStyle can place your products directly into the hands of the mass market and influential consumers who are primed to buy AND actively share their home purchases on social media channels'



Photos Jo Henderson

READERSHIP

Circulation: 58,124 ABC certified
93% active purchase
TGI readership: 202,000
Female/Male split: 31/69%
Unique Readership: 134,000 (55.2%)
AB 24.3%
ABC1 41.1%
18-34 years 57%
Average Household income £67,281

*sources: GB TGI 2017 Q3

Sources:
ABC July 2017 – Dec 2017

'I've known the HomeStyle team for many years and have always been impressed by their enthusiasm, professionalism, and personable approach. HomeStyle is vibrant, on-trend and packed with excellent ideas, making it great for consumers'

Victor Wheeler, Director, Cerulean Communication for Crittall Windows

EDITORIAL PILLARS

Real homes

Every issue contains seven desirable homes from owners that readers instantly identify with. Spread over six to eight pages each, stylish lifestyle imagery is peppered with must-try tricks and style steal décor, so bringing the vision alive is just a purchase or DIY away.

Desirable purchases

These readers are cool, stylish and influenced by trends and popular culture. They're not afraid to spend to satisfy a thirst for the latest looks or key pieces, whether that be a stylish new kitchen or roll top bath suite. Supplementing these buys, they will shop the high street as well as upcycle to create the eclectic home look they love.

Food & entertaining

HomeStyle's inspiring recipes and entertaining ideas spread over a dedicated eight-page section makes cooking for friends and family both simple and enjoyable.

Expert advice

Q&As and top tips are sprinkled throughout the magazine and in our informative features. Do you have an in-house expert who can contribute their specialist knowledge to our editorial? Simply speak to our friendly team about possible ways we can collaborate.

Instant updates

HomeStyle's ideas are quick, easy, completely transformative and accessible for everyone. From furniture upcycling hacks to paint effects, readers can untap their homes' hidden potential in simple and creative steps.

High street shopping

The high street is at the very core of HomeStyle's editorial. At every turn of a page, the nation's best-loved stores reveal their latest and trendiest ranges, including designer collaborations, with great value being the real driving force.



'The HomeStyle team takes the time to get to know clients, creating a partnership which includes bespoke packages and editorial support'

REAL HOMES

Meet the HomeStyle #realreaders #influencers



'I'm forever changing things with new buys'

Nick Snow and partner Adam live in Southampton
Award-winning interior designer and stylist
Instagram following: 7K
@stylewithnicksnow

'Our home is filled with personality'

Nikki McWilliams and hubby Michael reside in Edinburgh
Creative Director at Nikki McWilliams Ltd
Instagram following: 53.9K
@nikkimcwilliams

'A kitchen should be full of colour'

Lisa Comfort and husband Matt bought in London
Author and founder of Sew Over It sewing cafes
Instagram following: 25.2K
@lisacomfort

MEDIA INFORMATION

BANNER 1080px by 100px

SKY-SCRAPER 120px by 650px

SKY-SCRAPER 120px by 650px

MPUs 270px by 270px

FOOTER BANNER 1080px by 100px

99,998
UNIQUE
USERS*

224,092
PAGE
IMPRESSIONS*

28,700
TWITTER
FOLLOWERS

SOURCE: COMSCORE
ANALYTICS - JAN18

Acceptable File formats: Jpeg, Png or Gif.

'As a brand, we pick up in excess of 1,000 new followers across social media channels following each Freebie Friday promotion'

Jacqui Joseph, Jacqui Joseph Designs



DIGITAL ADVERTISING RATES

Banner	£1,000 pcw
Leaderboard	£1,200 pcw
MPUs	£1,300 pcw
Double Height MPU	£2,000 pcw
Background	£1,500 pcw
Skyscrapers	£1,200 pcw
Footer banner	£600 pcw

Footer button	£250
Pop up	£3,000 pcw
Videos	From £500
Site takeover (Banner, MPU and full background)	£2,500 pcw
Advertorial/Blog	£1,000
Freebie Friday	£350
Bespoke packages available, please contact our sales team.	

Copy Deadlines 2018

ISSUE

COPY DEADLINE

ON SALE

Advertising Sales Manager
Simon Daniel

01206 851117 ext 221
simon.daniel@hbmuk.co.uk

Classified Sales Executive

Natasha Jackson
01206 851117 ext 258
natasha.jackson@hbmuk.co.uk

June

13 April

2 May

July

8 May

30 May

August

15 June

4 July

September

13 July

1 August

October

6 August

29 August

With Supplement

November

14 September

3 October

Dec/Jan

12 October

31 October

Display advertisement rates

SPECIAL POSITIONS AND INSERTS	
OUTSIDE BACK COVER	+20%
INSIDE FRONT COVER	+15%
INSIDE BACK COVER	+10%
GATEFOLDS	£POA
HALF PAGE SPREADS	£POA
SOLUS SITES	£POA
TIP-ONS/COVER MOUNT	£POA

£PROMOTIONS	
ADVERTORIAL FULL PAGE	
Display rate +30%	
Productions cost	1,500

£ADVERTISEMENT SIZE/CLOUR	
DPS COLOUR	11,740
FULL PAGE COLOUR	5,870
HALF PAGE COLOUR	3,520
QUARTER PAGE COLOUR	1,820

Display advertisement web rates

DISPLAY ADVERTISEMENT WEB RATE	
£ PER MONTH	
HEADER BANNER	1,250
CONTENT BANNER	600
BOX ADVERTISEMENT	750

Display specifications

MECHANICAL SPECIFICATIONS- HMM x WMM			
SIZE	TRIM SIZE	TYPE AREA	BLEED AREA
DPS	290 x 430	270 x 404	296 x 436
FULL PAGE	290 x 215	270 x 192	296 x 218
HALF PAGE (H)	142 x 215	142 x 192	145 x 218
HALF PAGE (V)	290 x 106	270 x 93	296 x 109
QUARTER PAGE (Strips)	290 x 67	270 x 44	296 x 60
QUARTER PAGE		132 x 93	

Classified advertisement rates

£COST PER INSERTIONS NUMBER OF INSERTIONS	NUMBER OF INSERTIONS			
	1	3	6	12
PER SINGLE CM COLUMN	60	55	50	45
6cm x 1 COLUMN	360	330	300	270
5cm x 2 COLUMN	600	550	500	450
12cm x 1 COLUMN	720	660	600	540

Classified advertisement web rates

£COST PER INSERTIONS NUMBER OF INSERTIONS	NUMBER OF INSERTIONS			
	1	3	6	12
		30%	40%	50%
BASIC PACKAGE	50	105	180	300
Listing + logo or picture				
+ click through link	65.00	136.50	234.00	390.00
Listing + logo or picture				
+ click through link +write up	85.00	178.50	306.00	510.00

ADVERTISING TERMS & CONDITIONS

- The Publishers (Hubert Burda Media UK) shall have at their absolute discretion the right to omit, suspend or change the position of any advertisement accepted for insertion.
- The said Publishers have the right to make any alterations they consider necessary or desirable in an advertisement or to require any copy to be amended to meet their approval. Failure to supply suitable advertising copy by the stipulated deadline as per the dispatched advertisement booking confirmation shall result in the automatic cancellation of the relevant advertisement space and a cancellation surcharge of 100% of the cost of the advertisement being applied.
- The said Publishers will not be responsible for any error in the insertion of or omission to insert any advertisement at whatever time or for any damage or loss of any artwork or other material supplied for the purpose of advertisement.
- The Publisher will not be liable for any loss for late publication (print or digital) of an advertisement or failure to perform any other obligation, whether occasioned by negligence or otherwise. In addition, the Publisher reserves the right to transfer any advertisement from print to digital format or vice versa. Should this happen, the advertiser or their agent will be informed of the change by email. The advertiser or their agent will then have 10 working

- days to cancel (by return email) without cost, future advertisements in a previously booked series of advertisements being moved to the new format. Failure to cancel will mean their acceptance of the new format on the same terms and conditions as previously. The Publisher will not be liable for any claim for loss from missed sales on advertisements booked in a series in a print (or digital) format which do not appear due to a change from that format.
- The said Publishers shall have the right to change their scale of advertisement rates at any time.
- The said Publishers state that notice of cancellation of advertisements received more than 3 months prior to copy deadline shall carry no surcharge. Cancellations received 21 working days or less prior to copy deadline shall incur a 90% cancellation surcharge.
- The advertising agency or advertiser submitting the advertisement shall indemnify the said Publishers in respect of costs, damages or other charges falling upon them as a result of legal actions or threatened legal actions arising from the publication of the advertisement in accordance with the copy instructions supplied to the said Publishers by the agency or the advertiser. In any case where a claim is made against the said Publishers and the agency or advertiser may ultimately be liable under the terms thereof, notice in writing shall be given in order that consultations shall take place

- before any expense is incurred or the claim is settled, defended or otherwise disposed of to his detriment.
- The said Publishers shall make a surcharge of 3% of the cost of any advertisement for which payment has not been received on or before the last day of the month following that in which the advertisement appears provided that the account has been dispatched on or before the tenth day of the month following that in which the advertisement appears and provided also that voucher copies or tearsheets have been dispatched (where this is normal practice) or otherwise made available on or before the tenth day of the month following in which the advertisement appears.
- The cost of an advertisement shall imply the cost of advertisement space and the said surcharge should be applied only to such cost.
- These conditions shall not imply a requirement to supply voucher copies or tearsheets in respect of classified advertisements.
- The placing of any order for the insertion of any advertisement shall amount to an acceptance of the above conditions and any condition stipulated on an agency's order form or elsewhere by an agency or advertiser shall be void insofar as they are in conflict with them.
- In these Conditions the word dispatched shall mean dispatched by post.