

HOUSE & GARDEN[®]

MEDIA KIT 2023

The Best in International
Design and Decoration

CONDÉ NAST



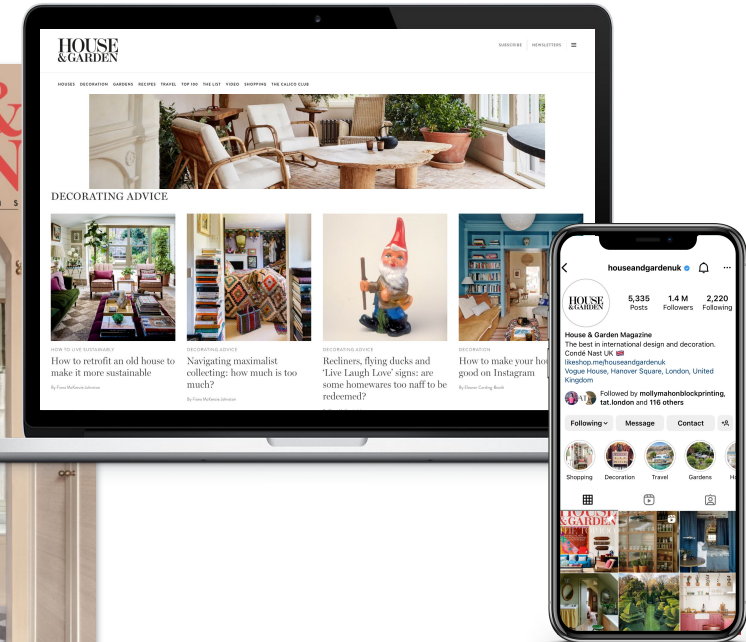
House & Garden is the UK's leading design and decoration brand. It has inspired and influenced our discerning audience for more than 70 years.

Our content spans modern, traditional, city and country interiors, with news and homes from the UK and overseas.

Famous for bringing our readers the best in design and decoration, we also feature art and culture, food and travel, lifestyle and shopping.

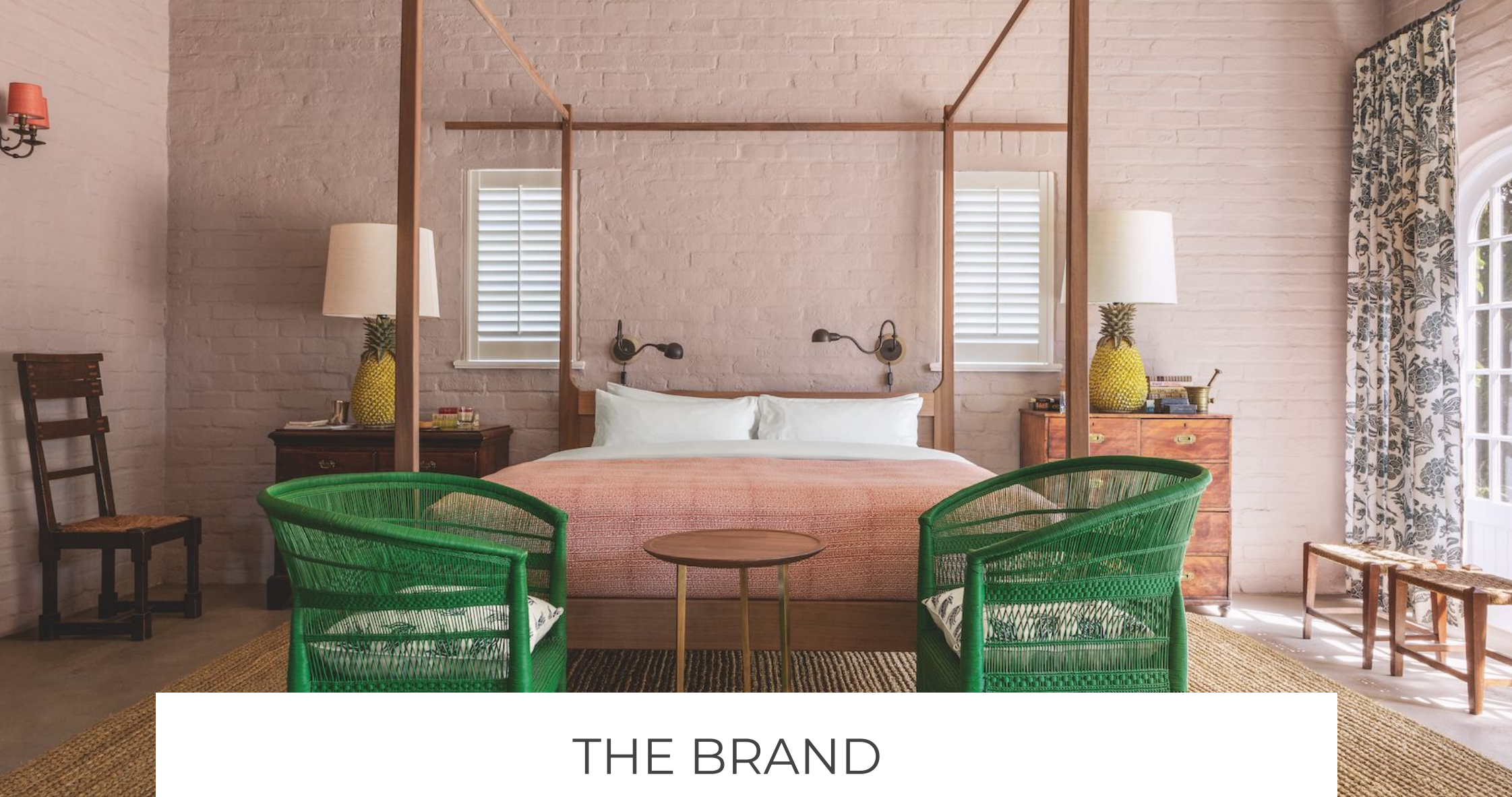
Our readers are affluent homeowners, interior designers and design enthusiasts, they are engaged and loyal, and trust us to show them the latest and the best.

THE BRAND



- Print magazine
- Stand-alone supplements
- Houseandgarden.co.uk
- Social platforms
- The List
- Newsletters

HOUSE &
GARDEN



THE BRAND

With the strongest print circulation, highest number of digital users, and social followers in the market, House and Garden has a total brand reach of over 8,500,000

It delivers an affluent, design conscious audience who influence their peers and who will spend substantially more than the average consumer.

House and Garden is the UK's most influential and authoritative design and decoration brand.

**HOUSE &
GARDEN**

PRINT

112,380

TOTAL CIRCULATION

303K

TOTAL READERSHIP

49K

SUBSCRIBERS

139K

LONDON AREA

133K

AB READERS

ABC: January to December 2022



HOUSE&
GARDEN

DIGITAL & SOCIAL

ONLINE

Total reach 1.4 million
monthly users

7 million page views
per month

77% / 23%
Female / Male

65%
ABC1

43%
London and South East

SOCIAL

Over 8.5 Million
Total Social Media following



5,979,604
followers



1,400,000
followers



270,300
followers



357,600
followers



HOUSE &
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DIGITAL PARTNERSHIPS

Creative Partnerships

Start at £12,500 Integrating advertisers into our editorial environment, they include sponsored features, traffic drivers, display advertising, newsletters, social and SEO to optimize views

Section Sponsorships and Homepage Takeovers

Start at £3,700 and give advertisers 100% share of voice, providing cut-through and brand awareness

Run Of Site Display Campaigns

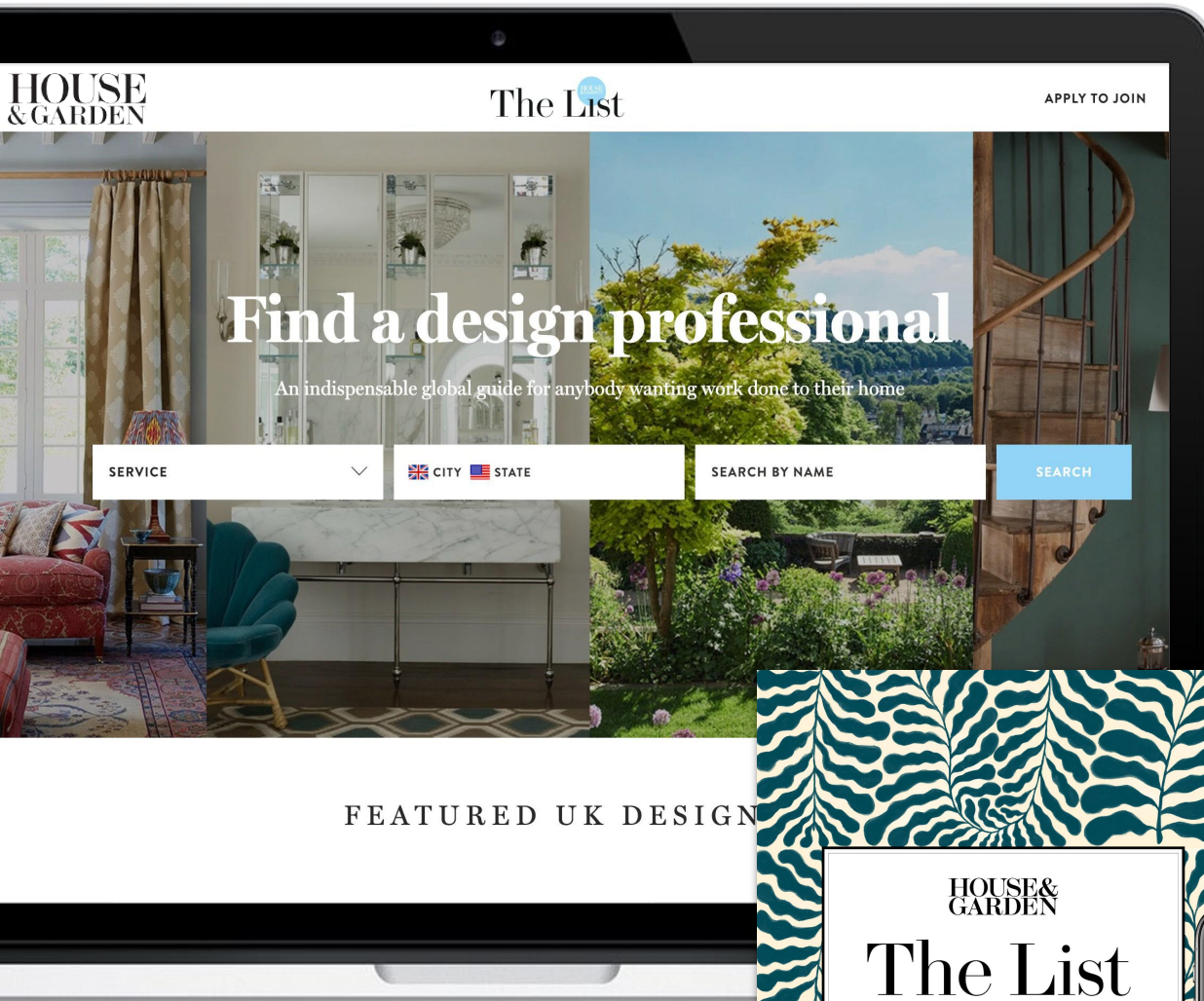
Start at £3,800

Social Campaigns

Start at £5,880

Bespoke Solus E Newsletter Campaigns

£2,500 allowing advertisers to reach our database of 22,000 newsletter subscribers. Incorporating editorial, images, video and links to advertiser site.



The List HOUSE & GARDEN

thelist.houseandgarden.com

A community of over 1000 trade members including interior designers and suppliers. An essential resource for anyone looking to employ their services.

The List is located on the House & Garden website where members profiles can be found complete with company details and images.

A highly engaged social media following of 243,000 Instagram followers.

For membership details and to advertise in The Directory [click here.](#)

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EDITORIAL CALENDAR/HIGHLIGHTS

January 2023	Interiors Special / Destinations
February 2023	Design Focus / Bathrooms
March 2023	Design Preview / New Collections / Villas
April 2023	City Issue / New fabric collections / Family Travel
May 2023	Decoration / Summer Living
June 2023	Top 100 Interior Designers / Architects / Garden Designers
July 2023	Design Focus / Kitchens & Bathrooms special
August 2023	Outdoor Living
September 2023	New collections previews
October 2023	Design & Decoration special / Cruise
November 2023	Art & Design
December 2023	Winter Living / The List Directory

2023 PRODUCTION SCHEDULE

ISSUE	ON SALE DATE	CREATIVE
FEBRUARY 2023	THURS 5TH JAN	FRI 2ND DEC
MARCH 2023	THURS 2ND FEB	FRI 6TH JAN
APRIL 2023	THURS 2ND MAR	FRI 3RD FEB
MAY 2023	THURS 30TH MAR	FRI 3RD MAR
JUNE 2023	THURS 4TH MAY	TUES 4TH APR
JULY 2023	THURS 1ST JUNE	THURS 4TH MAY
AUGUST 2023	THURS 6TH JULY	FRI 9TH JUNE
SEPTEMBER 2023	THURS 3RD AUG	FRI 7TH JULY
OCTOBER 2023	THURS 31ST SEPT	THUR 3RD AUG
NOVEMBER 2023	THURS 28TH SEPT	FRI 1ST SEPT
DECEMBER 2023	THURS 2ND NOV	FRI 6TH OCT
JANUARY 2024	THURS 30 NOV	FRI 3RD NOV

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