



The List HOUSE & GARDEN

MEDIA PACK 2022

The List is House & Garden's indispensable guide to the design world, searchable by area, name and specialism - it is an essential tool for anyone seeking inspiration and a direct gateway to both established and new talent, for any project large or small.

Created following the success of House & Garden's annual publication of its Top 100 Interior Designers, The List enables House & Garden to discover creative talent, connect local businesses with a new audience and answer that all-important question: 'Can you recommend someone..?'

Are you on The List?

Register your interest at
thelist.houseandgarden.com



TOD HUNTER EARLE, PHOTOGRAPHER: ALICIA TAYLOR

The List
**HOUSE
& GARDEN**



MAZZULLO + RUSSELL LANDSCAPE DESIGN, PHOTOGRAPHER: EVA NEMETH

THE DIGITAL AUDIENCE

HOUSE & GARDEN

Unique Users 1,000,000

Page Impressions 6,923,076

Instagram 1,300,000

Facebook 6,081,701

Twitter 242,000

THE LIST

Instagram : 238,000

Facebook: 86,000

The List
**HOUSE
& GARDEN**



Find a design professional

An indispensable global guide for anybody wanting work done to their home

WHY JOIN?

- Affiliation with the House & Garden brand and the 'stamp of approval' that comes from partnering with an established Publisher
- Exposure to an affluent and discerning audience of design enthusiasts who have the power and wealth to invest in their home
- Joining a network of like-minded design professionals, with whom The List platform offers the opportunity to collaborate, partner and share advice
- Invitations to exclusive events throughout the year hosted by the House & Garden editorial team and The List
- Exposure to the House & Garden editorial team through The List platforms and with the House & Garden social media channels

THE LIST MEMBERSHIPS

GOLD

- Online company profile with 8 accompanying project images
- One week as a featured designer on The List website homepage
- Social media support on Facebook, Instagram and Pinterest*
- Inclusion in an editorial image gallery, hosted on the House and Garden website and promoted on The List home page
- Guaranteed inclusion in The List Directory (The List's print edition) - GOLD listing includes contact details, accompanying copy and a project image unlike the other membership levels
- Exclusive invitations to select events throughout the year, including guaranteed invitation to The List Directory party
- An annual subscription to House & Garden magazine
- Quarterly newsletters keeping you up to date with member news, events and tips on how to make the most of your membership
- Use of The List logo and promotional badge for your website, email signature, social media or at industry events

SILVER

- Online company profile with 6 accompanying project images
- Social media support on Facebook, Instagram and Pinterest*
- Guaranteed inclusion in The List Directory 2022 (The List's print edition) - SILVER listing includes contact details and some accompanying copy
- Exclusive invitations to select events throughout the year
- An annual subscription to House & Garden magazine
- Quarterly newsletters keeping you up to date with member news, events and tips on how to make the most of your membership
- Use of The List logo and promotional badge for your website, email signature, social media or at industry events

BRONZE

- Online company profile with 4 accompanying project images
- Guaranteed inclusion in The List Directory 2022 (The List's print edition) - BRONZE listing includes contact details only
- An annual subscription to House & Garden magazine
- Quarterly newsletters keeping you up to date with member news, events and tips on how to make the most of your membership
- Use of The List logo and promotional badge for your website, email signature, social media or at industry events

£1,395 + VAT per year

£750 + VAT per year

£395 + VAT per year

**Social media is chosen by The List editorial team and is subject to editorial discretion*

EXTRAS

US BOLT ON

The new search function on our .com website allows members to be geo-located in both their USA and UK locations with two separate profile pages, for a small fraction of their membership cost.

'Bolt on' - £395 for all memberships

**US address required*

TAKEOVER TUESDAYS

@thelistbyhouseandgarden
(x3 Instagram posts in a day and x1 Instagram story)

£500 for all memberships

Olivine Design



The List
**HOUSE
& GARDEN**



**HOUSE
& GARDEN**

The List

DIRECTORY 2022

Our indispensable directory of design professionals

THE LIST DIRECTORY PRINT EDITION

Total Circulation : 112,118 Total Readership : 303,000

Our established online guide of brilliant design professionals has continued to grow, as we are now publishing our 6th Directory. It is a constant presence in the homes of our readers, in design showrooms, at industry fairs and at reader events all year long. The List Directory is a high-quality resource for customers and designers alike. Packed with members' design businesses it is a comprehensive, trustworthy and useful go-to guide for anybody looking for a design professional, products or services.

Sign up now to be a part of it!

Register your interest at
thelist.houseandgarden.com

The List
**HOUSE
& GARDEN**

EDITORIAL OPPORTUNITIES

In addition to your chosen membership package, members of The List have exclusive access to House & Garden editorial opportunities in both print and digital formats.

PRINT

INSIDER *The List*

EDITED BY BELLE RICE

The List By House & Garden is our indispensable guide to design professionals. Take inspiration from this interiors scheme and these products, selected from some of its standout members



The anatomy of a room by interior designer

MARY BARBER FRAY

'This Grade I-listed townhouse in Bath was previously student accommodation and the space that is now the first-floor sitting room had been partitioned into two rooms. Once the original features were restored, the client wanted to keep the formal rooms light, elegant and comfortable. She already owned the painted glazed cabinet and the beautiful raspberry damask sofa, and we planned the room and artwork around these. The walls are painted in Zoffany's 'Quarter Silver'. The sash window had to be restored and we wanted to add a couple of chairs so the owner would have somewhere to read close to the window – there are wonderful east-west views. We had the antique Georgian chair reupholstered using 'Guadeloupe Indigo' by Rapture & Wright and sourced all the artwork, including three pictures from the London gallery Panter & Hall. The fire surround had been boarded over, but we found the original fireplace and grate underneath, so we restored them and put in a gas fire with a new marble chimneypiece that is in keeping with the age of the property. The whole house had to be rewired and replumbed, which needed approval from Historic England and the local authority, because it is a listed building in a World Heritage Site. Of the four floors, this room was in the best condition, but it did need some repairs after we removed the partition. We worked with a local firm, Artistic Plastercraft, which did a brilliant job.' thelist.houseandgarden.com/profile/mary-barber-fray-interior-design

ADDRESS BOOK Dresser cupboard, from Porta Romana. portaromana.com | 'Albany' chimneypiece, from Chesneys. chesneys.co.uk | Mirror, from Julian Chichester. julianchichester.com | 'Alley Floor Lamp' and 'Pienza Giltwood Chandelier', both from Vaughan. vaughandesigns.com | 'Smarter' floor lamp, from Bresslink & Jones. bresslink.com | Armchair (on left), from Sean Cooper; covered in 'Milani', from Romo. seancooper.co.uk | Romo.com | Armchair (on right) covered in 'Guadeloupe Indigo', from Rapture & Wright. raptureandwright.co.uk | Footstool, from Artistic Upholstery. artisticupholstery.co.uk | 'Quarter Silver' paint; slip cover on footstool and curtains in 'Linen', all by Zoffany. sandersondesigngroup.com | Cushion fabrics, from Lelievre, Pierre Frey, Rubelli and Blithfield. lelievreparis.com | pierrefrey.com | rubelli.com | blithfield.co.uk

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THREE MODERN RUG SPECIALISTS



HOLMES BESPOKE
Made to order, Holmes Bespoke's 'Tarkali' rug is hand-knotted from polyester yarn and comes in three colourways; £580 a square metre. holmesbespoke.com



RANKIN RUGS
'Astronomis' from Rankin Rugs is handmade to order in Bulgaria using locally sourced wool and eco-friendly dyes; from £6,212 for 2.5 x 1.8 metres. rankinrugs.com



JENNIFER MANNERS
Designed to evoke the glamour of old Hollywood, Jennifer Manners' 'Malibu' rug is made from recycled water bottles; £2,527 for 2.4 x 1.8 metres. jennifermanners.co.uk

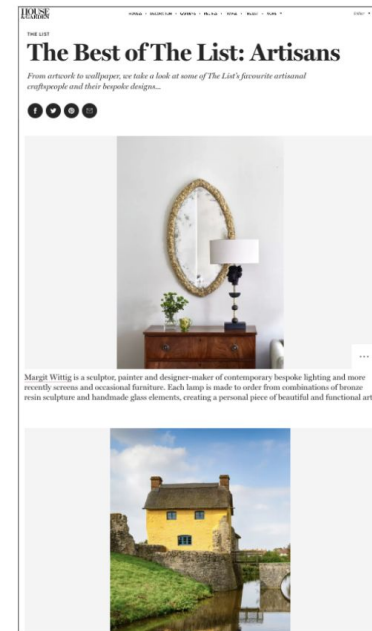
The List

Visit The List today to find a design professional near you. If you are a design professional and would like to join The List, call 020 7152 3639, or email belle.rice@condenast.co.uk

DIANE DAVENPORT

ONLINE

THE BEST OF THE LIST



DESIGNER INSIGHT

DECORATION

Designer Insight: Westcot House

Founder of Westcot House and member of The List by House & Garden, Tor Sær, discusses her design studio with Christabel Chubb

11 November 2021



Founder of Westcot House and member of The List by House & Garden, Tor Sær. *Artid*

WEEKLY ROUND-UP

HOUSE & GARDEN

HOUSES • DECORATION • GARDENS • RECIPES • TRAVEL • THE LIST



Legendary Colefax decorator Imogen Taylor's home in a...



Rooms with spectacular baths



A beginner's guide to collecting Chinese ceramics

Members have the opportunity to have their latest product releases, events and projects publicised on the House & Garden website

THE LIST

The List News Round-up

The latest news from members of The List - new projects, exciting launches and creative collaborations

DIGITAL

INSTAGRAM FEED

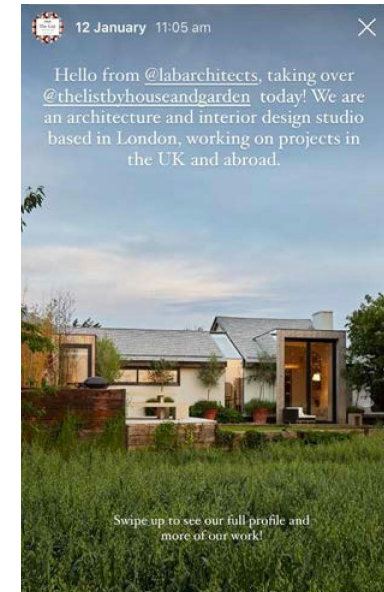
238K
followers



THEMED THURSDAY INSTAGRAM STORIES



TAKEOVER TUESDAYS



WORKSHOP WEDNESDAYS



HOUSE & GARDEN PINTEREST
265.8K FOLLOWERS

TESTIMONIALS

'The List recognises the very best talent in the interior design world and for Thorp to feature for another year is a real privilege. With projects both in the UK and overseas the endorsement The List provides is invaluable to us and our clients.'

Philippa Thorp, Thorp Design

'We have found The List to be a wonderful resource and that clients really value the association with House and Garden's reputation for high standards and beautiful design'

James Arkoulis, Howark Design

'The membership has gone down very well, we have actually already had some enquiries off the back of it, which is already more than we were hoping for!'

Amelia Brooks, K&H Design

'Thank you so much for all your immense hard work. The quality of what you all do is absolutely outstanding.'

Angel Collins Garden Design

'As longtime readers of UK House & Garden, we were thrilled when they brought The List to the United States and immediately joined. We are happy to support them and appreciate all they do for the design community.'

Peter Pennoyer, Founding Partner, Peter Pennoyer Architects

'I have really appreciated the coverage given by your department, and will definitely be subscribing again next year- this time with a Gold membership.'

Elizabeth Ockford

'Inclusion on the House & Garden 'The List' directory has proved invaluable for us- we have had more enquiries via clients spotting us on The List than any other means, other than personal recommendation. The endorsement that The List provides gives clients confidence that they are dealing with experts in their field, recognised by top industry evaluators. Thank you to the team at The List for your continued support of architects and designers who are committed to delivering high quality designs.'

Claire McDonald, Creativemass



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