The List
Media Pack 2019
The List is *House & Garden’s* indispensable guide of design professionals, searchable by area, name and specialism - 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 the *House & Garden Top 100 Interior Designers*, The List is a way for *House & Garden* to discover new talent, support local business and answer that all-important question: ‘Can you recommend someone...?’

**Are you on The List?**

Register your interest at [thelist.houseandgarden.com](http://thelist.houseandgarden.com) to be a part of it!
8 MILLION
GROSS BRAND REACH

Source: Gross brand reach is not deduplicated; PAMCo Jan - Dec 17, Google Analytics Mar - May '18, social media 01.06.18, e-shot subscribers
The List Weekly Round-up

Members have the opportunity to have their latest product releases, events and projects publicised on an editorial weekly news story hosted on the House & Garden website, and featured on our Instagram story, reaching almost 100,000 followers.

See the latest news story here:
www.houseandgarden.co.uk/article/the-list-news-round-up
# The Digital Audience

## House & Garden

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Users</td>
<td>609,246</td>
</tr>
<tr>
<td>Page Impressions</td>
<td>6,923,076</td>
</tr>
<tr>
<td>Facebook</td>
<td>6,082,066</td>
</tr>
<tr>
<td>Instagram</td>
<td>596,000</td>
</tr>
<tr>
<td>Twitter</td>
<td>196,900</td>
</tr>
</tbody>
</table>

## The List

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>88,324</td>
</tr>
<tr>
<td>Instagram</td>
<td>102,000</td>
</tr>
</tbody>
</table>

Source: Google Analytics Mar - May 18, Social Media as of 01.06.18.
The Magazine

There is also opportunity to be featured in the magazine in our Designer Insight Section.*

The Print Audience

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>112,053</td>
</tr>
<tr>
<td>Subscribers</td>
<td>45,721</td>
</tr>
<tr>
<td>Readership</td>
<td>415,000</td>
</tr>
<tr>
<td>Average household income</td>
<td>139,119</td>
</tr>
<tr>
<td>ABC1</td>
<td>73%</td>
</tr>
<tr>
<td>Trade</td>
<td>70,550</td>
</tr>
</tbody>
</table>

* Not guaranteed, editorially selected.

Gold Membership

- Online company profile with 6 accompanying project images for The List.
- Updated during a week’s scheduled home page website landing image.
- Inclusion on the House & Garden Pinterest page
- Social media support on Facebook & Instagram*
- Inclusion in an editorial gallery, hosted on the House and Garden website and promoted on The List home page.
- Use of The List logo and promotional badge for your website, email signature, social media or at industry events

£1,315

EXTRAS
- *Social media is chosen by The List editorial team and is subject to editorial discretion
- Instagram takeovers @thelistbyhouseandgarden - (6 posts over the course of a day, Wednesday’s only) - £295

Bolt on:
- Gold 'Bolt on' - £263
Silver Membership

- Online company profile with 6 accompanying project images for The List
- Inclusion on the House & Garden Pinterest page
- Use of The List logo and promotional badge for your website, email signature, social media or at industry events
- Social media support on Facebook & Instagram*

£680

EXTRAS
- *Social media is chosen by The List editorial team and is subject to editorial discretion
- Instagram takeovers @thelistbyhouseandgarden - (6 posts over the course of a day, Wednesday’s only) - £395

Bolt on:
Silver 'Bolt on' - £136
Bronze Membership

• Online company profile with 3 accompanying project images for The List
• Inclusion on the *House & Garden* Pinterest page
• Social media support on Facebook & Instagram*
• Use of The List logo and promotional badge for your website, email signature, social media or at industry events

£250

EXTRAS
- *Social media is chosen by The List editorial team and is subject to editorial discretion
- Instagram takeovers @thelistbyhouseandgarden - (6 posts over the course of a day, Wednesday’s only) - £495

Bolt on:
Bronze 'Bolt on' - £50
UK 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.

The Costs are 20% of each membership package:

Bronze 'Bolt on' - £50
Silver 'Bolt on' - £136
Gold 'Bolt on' - £263
Editorial Opportunities

EXCLUSIVE TO LIST MEMBERS

In addition to your chosen membership package, members of The List have exclusive access to added value features, such as print and online editorial, subject to editorial discretion social media and existing event opportunities.

Magazine Editorial

Online Editorial

Social Media

Instagram takeovers @thelistbyhouseandgarden - (6 posts over the course of a day, Wednesday’s only) - £295
Designer Insight

Maitland & Poate

Maitland & Poate, a member of The List, is a London-based firm that specialises in reclaimed encaustic tiles. Charlotte Richmond talks to its founders, Chris and Emma Culson-Brooke.

Driven by a passion for tiles and interiors, we decided to travel round the sunny region of Andalucia in southern Spain, accompanied by our very young children. We were determined to find the best suppliers of the highest-quality reclaimed antique tiles. In the countryside near Seville, we stumbled upon a wonderful farm with the beautiful hand-made tiles that we were dreaming of. We planned to ship over a couple of tonnes for our own use, but we couldn’t resist our discovery and, before we knew it, 25 tonnes were heading our way. We’re continuing to focus on what we love – reclaiming rare and special materials. We are now sourcing very old, hand-made marble floors, Terracotta stone, block Belgian terracotta – anything that we fall in love with. maitlandandpoate.com

Event Opportunities

The List Curates Christie’s

Decorated Spaces by The List