



MEDIA PACK 2025



 LIVE EXHIBITION

 DIGITAL

Brand overview

The Grand Designs portfolio, run by Media 10 includes a biannual live event and the monthly publication, based on the hit television show hosted by Kevin McCloud and broadcast on Channel 4 and All 4. The show includes a series of inspirational, self-build and renovation projects that span a wide range of styles, periods, locations and budgets; all united by their aesthetic appeal showcasing both architecture, and construction.

The brand celebrates innovation; it values design and build ideas that work to enhance our homes' aesthetics and functionality. It also promotes an ethos centred on lessening a building's negative impact on the environment.

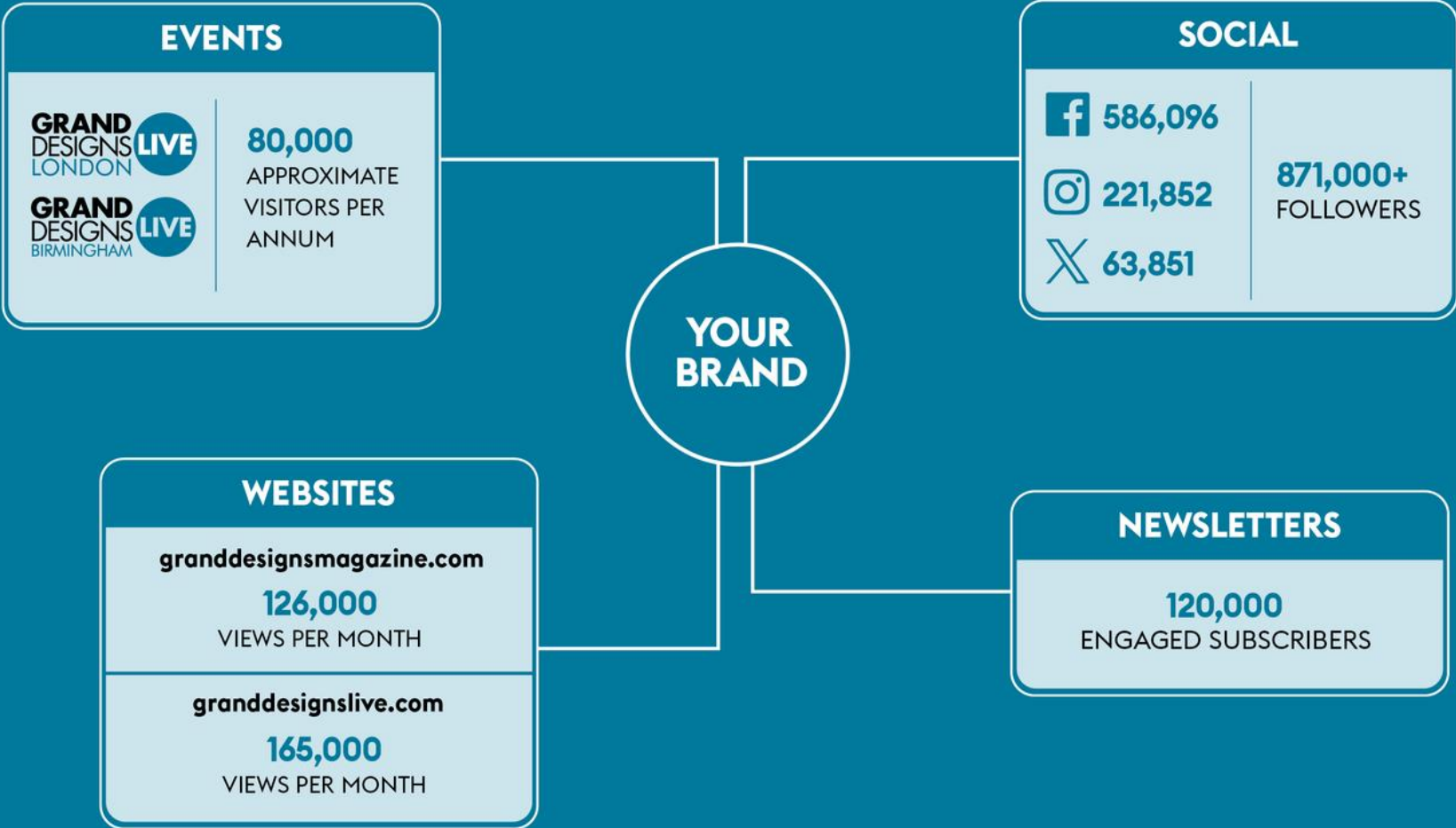
The Grand Designs portfolio gives you the tools to upgrade your home whatever your budget.

You dream it - and we'll help you do it.



MULTI-PLATFORM REACH

Let the Grand Designs Portfolio make your advertising and marketing campaign work harder, whatever your budget.



The award-winning home event for ideas, inspiration and expert advice

The Grand Designs Live biannual events bring consumers over 400 exhibitors, as well as expert self-build and renovation advice, access to the latest innovative products and a host of eco-friendly solutions for their homes.

The events offer a brilliant range of exciting and engaging features in key project zones. It's a collection that's been created to provide visitors with all the information and inspiration they need to successfully complete their own amazing Grand Design.

The events will take place
on 2-5 May 2025 at London's ExCeL
and 3-5 October 2025 at Birmingham's NEC

**GRAND
DESIGNS
LONDON** **LIVE**



45,000+
CONSUMERS



£70k
AVERAGE HOUSEHOLD
INCOME

AB DEMOGRAPHIC



CAME TO FIND IDEAS AND
INSPIRATION FOR THEIR HOME PROJECT



HAVE A MORTGAGE OR OWN
THEIR HOME OUTRIGHT



**GRAND
DESIGNS
BIRMINGHAM** **LIVE**



35,000+
CONSUMERS



£76k
AVERAGE HOUSEHOLD
INCOME

AB DEMOGRAPHIC



CAME TO SOURCE NEW
PRODUCTS AND SUPPLIERS



HAVE A MORTGAGE OR OWN
THEIR HOME OUTRIGHT



Audience profile

72%

are social
grade AB

80%

have a mortgage or
own a home outright

56%

are female with an
average age of 50 years

£70k

is the average
household income

66%

are currently involved or
planning a home project

AVERAGE BUDGETED SPEND BY PROJECT:

Self-build
£457,945

Kitchens and bathrooms
£20,667

Gardens
£19,945

Renovation/restoration
£55,518

Glazing
£8,665

Interiors
£6,278

Extension
£99,100

Energy/heating
£9,500



Michael and Sarah
Local SMB Director and
art and design teacher in
their mid-40s. Looking to
plan a loft conversion for
their modern town house
in Notting Hill, therefore
in need of some expert
advice.



Rebecca
A project manager in her
late-30s. Looking to
move out of London into
a new-build home, but is
in need of some expert
interior design advice for
a modern but timeless
look.



Jason and Alice
A couple in their late-20s
who run a bar in Kentish
Town, London. They have
been searching for an
infill site for four years
and recently bought an
old workshop that they
plan to convert into a
two-bedroom home

Audience profile

72%

are social
grade AB

88%

have a mortgage or
own a home outright

53%

are female with an
average age of 50 years

£80k

is the average
household income

74%

are currently involved or
planning a home project

AVERAGE BUDGETED SPEND BY PROJECT:

Self-build
£385,754

Kitchens and bathrooms
£24,307

Conservatory/garden room
£11,124

Renovation/restoration
£65,205

Glazing
£8,000

Landscaping
£7,251

Extension
£60,496

Energy/heating
£8,910

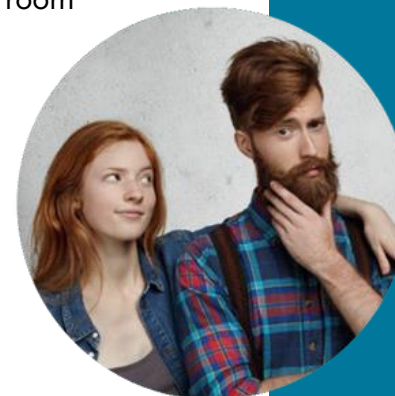
Interiors
£8,798



Charles and Julie
Account manager and
business owner in their
40s. First-time self-
builders, the couple are
looking for the perfect
glazing solution as well as
flooring solutions.



Rose
A GP in her mid-30s who
is renovating a big
Victorian villa close to
Manchester city centre.
Rose needs advice on
converting the loft and
installing a new staircase.



Molly and Isaac
A couple in their late-20s
who run a bar in
Edgbaston, Birmingham.
They have been searching
for an infill site for four
years and recently bought
an old workshop that they
plan to convert into a two-
bedroom home.



Testimonials

"We came to Grand Designs Live to build brand awareness, as a new launch to the UK. The response has been fabulous, we have spoken to over 250 interested customers, and given our information to hundreds more, we will be back next year."

Darren Galway, Knotwood

"It is always worth being here, there is a return on your investment in terms of money and time. Visitors to Grand Designs Live are interested and serious about build and renovation. We have generated lots of leads that will be great for our business and rebooked for next time."

Daniel Baldock, Life Kitchens

"This is our first time at Grand Designs Live, it has been a great show for us, generating a lot of genuine leads with serious customers, it has also been an enjoyable experience."

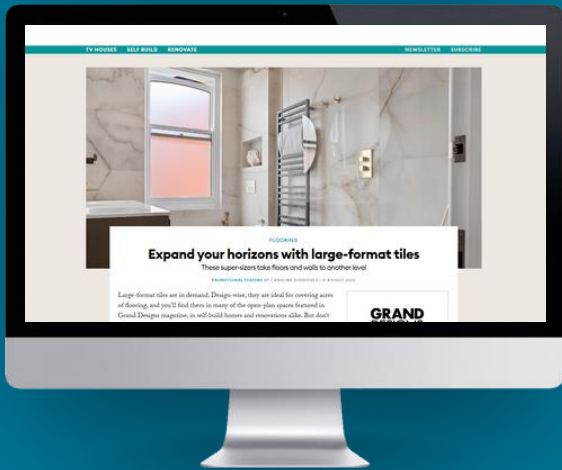
Andy Tymkow from kitchen designers and manufacturers, Unit Eight

"It has been an extraordinary show; we've seen an overwhelming demand for information from visitors looking to start their journey to zero carbon living, and a genuine interest from people keen to not only explore money-and-energy-saving solutions but also environmentally friendly smart-tech options for their homes and lifestyles from wall and loft insulation to EV chargers and solar installation."

Alex Thwaites, OVO Energy

"I want to personally say thanks for your support pre-show, and the rest of the team. With your teams support and some great people on it, we had such a fantastic show. It was great meeting the potential clients and seeing everyone's reactions to our products and one we're really excited about the future of. We're already looking ahead to future events to get involved in."

Gary Murray, Nōsa

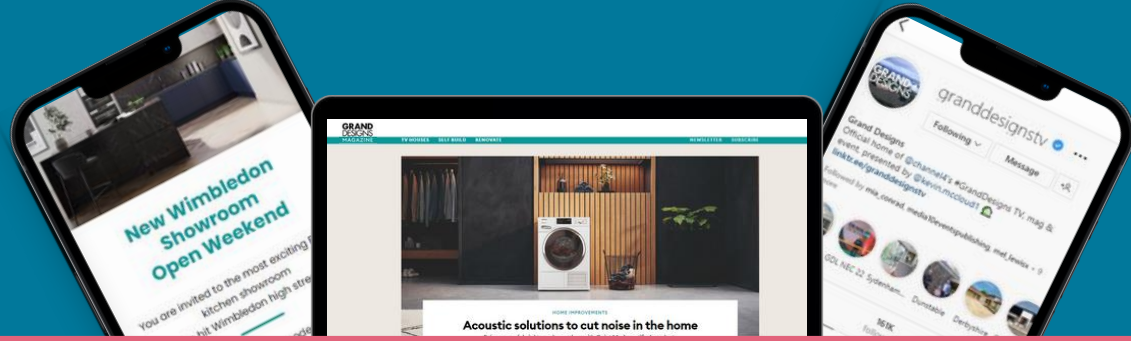


GRAND DESIGNS DIGITAL

A unique and powerful brand with an extensive online eco-system

Grand Designs' digital presence offers fully responsive, multi-platform inspiration and includes architecture, design, construction and interiors ideas, as well as advice to empower the audience to create their own Grand Design. The website provides the user with a stream of exclusive articles, expert advice and home-related news keeping viewers engaged and up-to-date with the latest developments.

Grand Designs connects with a highly motivated audience on multiple levels by combining digital innovation and social media reach.



Digital opportunities

WEBSITE ADVERTISING

Reach a high-income, highly motivated audience of self-builders, renovators and home improvers. 76,000 average unique visitors each month.

- LEADERBOARDS (728 X 90) →
- MPUS (300 X 250) →
- PAGE TAKEOVERS →

SOCIAL

With a combined reach of 680,000 individuals, the Grand Designs social media eco-system puts your brand front and centre with impressions guaranteed.

- FACEBOOK →
- INSTAGRAM →

PROMOTIONAL CONTENT →

Bespoke advertorial features, that can be run across our website, in print or social media and can include video creation.

- CONTENT TAILORED TO YOUR PRODUCT OR SERVICE
- EDITORIAL-STYLE FORMAT TO INSPIRE AND INFORM
- BESPOKE CREATIVE SOLUTIONS

LEAD GEN

Using the Grand Designs database, we will promote your brand and generate leads for you to convert into sales. Our database of affluent engaged customers trust our brand and therefore vouch for all companies that we work with.

We use your content to create promotions, create a unique landing page, and promote to our audience then generate leads from your existing target audience.

NEWSLETTERS

Engaging information on your product or service delivered to the inbox of Grand Designs subscribers. Total subscriber base of 162,000 with average open rate of 26%.

- TARGETED SOLUS EMAILS →
- NEWSLETTER INCLUSIONS →

Let the Grand Designs Portfolio make your advertising and marketing campaign work harder,
whatever your budget.



CONTACT US

EXHIBITIONS & DIGITAL

Matthew Smith

matthew.smith@grand-designs.com

07368 428 600

SPONSORSHIP

Josh Mills

joshua.mills@grand-designs.com

STRATEGIC PARTNERSHIPS

Richard Morey

richard.morey@m10group.co.uk



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