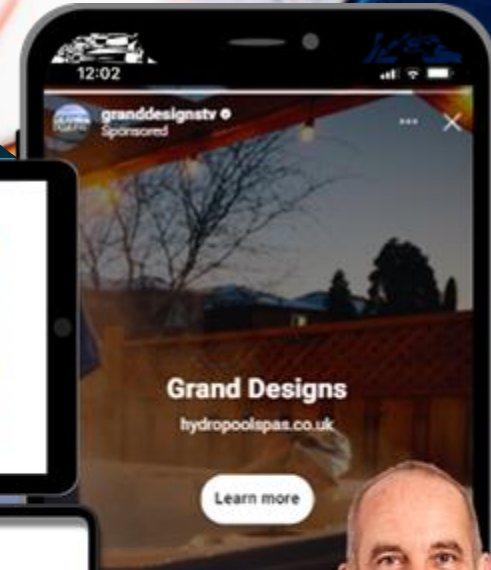
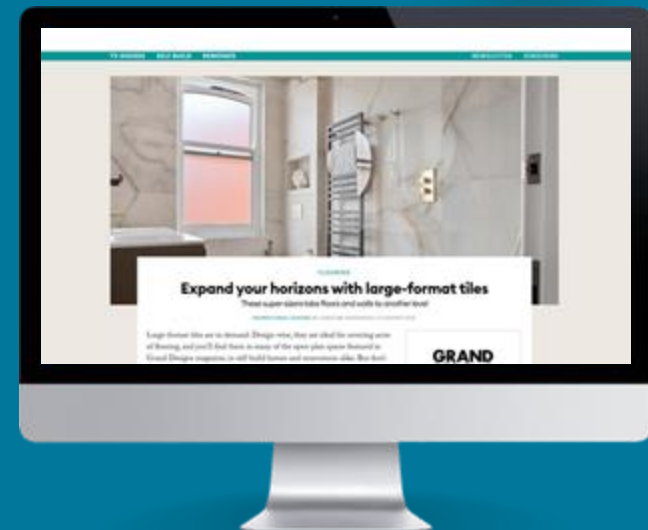


MEDIA PACK 2025



SUMMARY

- Brand overview
- Digital data
- Online feature
- Targeted solus emails
- Social media
- Lead gen
- Display advertising
- Competitions
- Premium partner



BRAND OVERVIEW

Grand Designs' digital presence offers fully responsive, multiplatform inspiration.

It combines engaging content, digital innovation and social media reach to connect with an affluent audience on multiple levels.

Our magazine website offers users up-to-date news, expert advice features, and exclusive TV house tours.

With a loyal, highly engaged audience, Grand Designs Live and Grand Designs Magazine Online provides show visitors, TV show fans and avid self-builders with all the information and inspiration they need to successfully complete their own Grand Design.



HOW IS THE DATA COLLATED?

Newsletter subscribers are regularly asked to update their product interests to keep the audience engaged

SOCIAL

 **578,000**

 **216,636**

TOTAL 794,636

NEWSLETTER
115,000
subscribers

WEBSITE

81,000 unique users every month

granddesignsmagazine.com

COMPETITIONS

Data surrounding product interests is gathered when people take part in regular online competitions

LIVE

DEMOGRAPHICS



72% social grade AB



88% have a mortgage or own a house outright



£76K average household income



average age of 45

QR CODES

Data surrounding product interests is gathered when people scan product QR codes around the show

PRE-SHOW REGISTRATION

When signing up to visit the live event attendees are required to provide their personal details and interests

ONLINE FEATURE

Bespoke advertorial features, that is hosted on the granddesignsmagazine.com

- Content tailored to your product or service
- Editorial-style format to inspire and inform
- Stays on website for 12-months
- Bespoke creative solutions
- Includes 5 Images/ 2 videos

PLUS, BOOST TRAFFIC TO YOUR CONTENT

Enhance the number of impressions reaching your native article with x2 newsletter inclusions

- The Grand Designs subscribers database includes a total subscriber base of 115,000
- Average open rate of 36%
- Links directly to your article



EXAMPLE OF AN ONLINE FEATURE

EXAMPLE OF A NEWSLETTER INCLUSION

TARGETED SOLUS EMAILS

Engaging information on your product or service delivered to the inbox of Grand Designs subscribers, with data lists split into interest categories.

Choose from one of the below data pots:



Self-build and renovation

27,823 contacts



Kitchens and bathrooms

26,490 contacts



Home interiors

28,749 contacts



Outdoor Living

19,362 contacts

EXAMPLE OF A SOLUS EMAIL

TARGETED NEWSLETTERS

Take an even more targeted approach from one of the sections listed below

Interest	Database
Appliances	3,917
Architects	5,533
Bathrooms	25,895
Living sustainably	6,588
Furniture	37,215
Smart home technology	10,330

Interest	Database
Insurance	1,168
Kitchens	26,701
Lighting/ Lighting control	29,113
Soft furnishings	5,785
Walls/flooring	20,995
Windows/doors	11,725

EXAMPLE OF A SOLUS EMAIL

PROMOTED SOCIAL MEDIA CONTENT

With a combined reach of 794,636 individuals, the Grand Designs social media ecosystem puts your brand front and centre with impressions guaranteed.



Access the Grand Designs engaged audience across Facebook and Instagram



Guaranteed minimum number of impressions/clicks



Click-through goes to your own website



Report of social performance provided

Awareness campaign	Traffic campaign
25,000 impressions	1,000 link clicks
50,000 impressions	2,000 link clicks
75,000 impressions	3,000 link clicks

EXAMPLE SOCIAL CAMPAIGNS

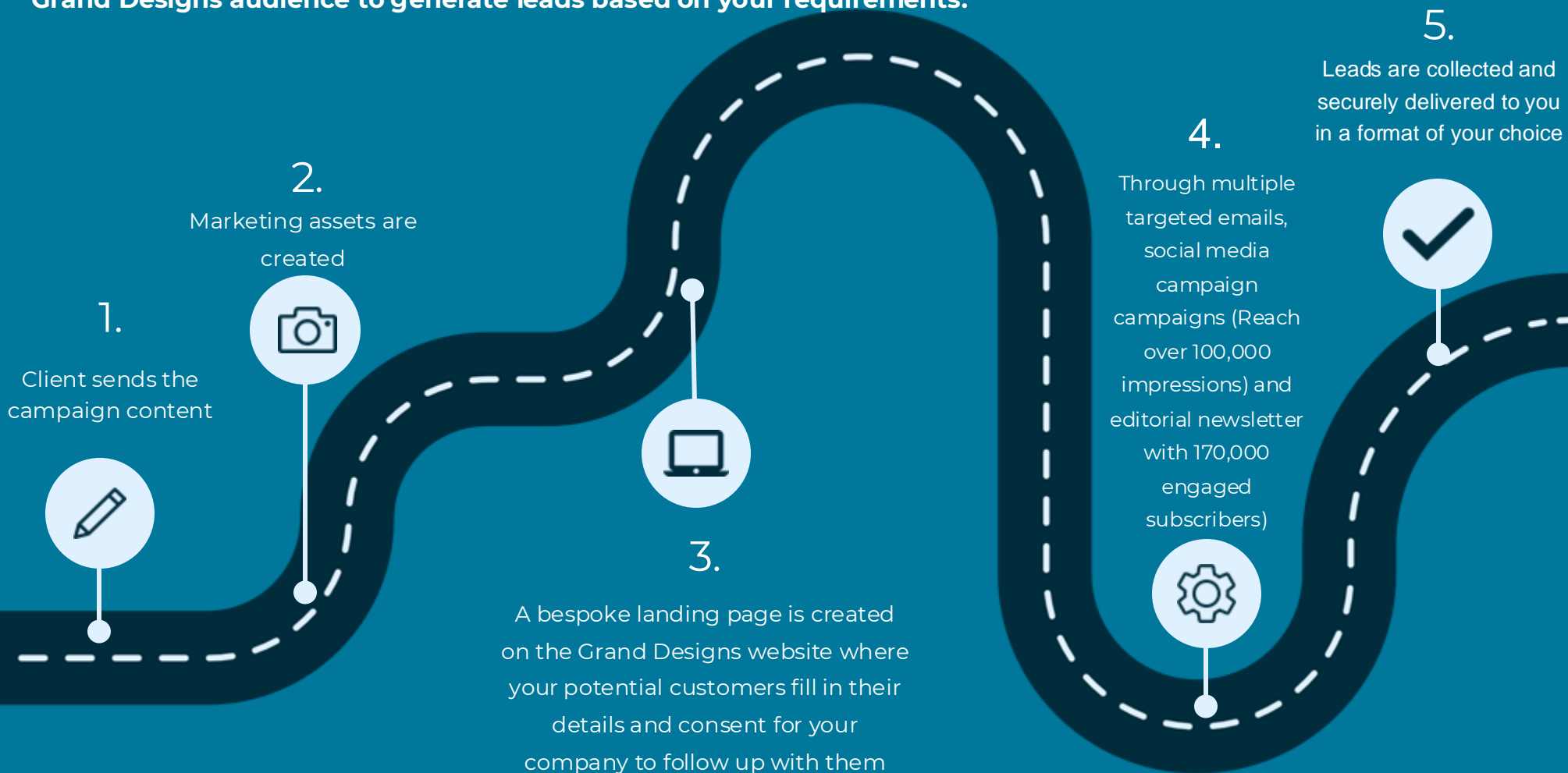
LEAD GEN

LEAD GEN PRESENTATION

CAMPAIGN RUNS ACROSS 3 MONTHS

Using the Grand Designs database, your brand will be promoted by the in-house team to generate leads for you to convert into sales. The database of affluent engaged customers trust the Grand Designs brand and therefore vouch for all companies that are worked with.

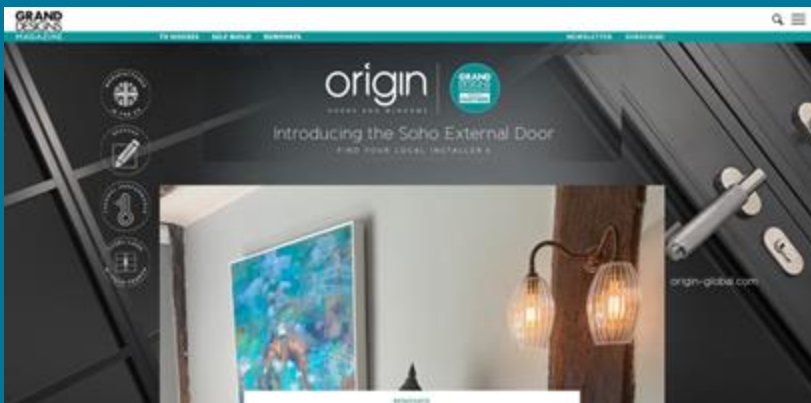
Grand Designs use your content to create promotions and a unique landing page. This is then promoted to the Grand Designs audience to generate leads based on your requirements.



DISPLAY ADVERTISING - Website

Reach a high-income, highly motivated audience of self-builders, renovators and home improvers. 81,000 average unique visitors each month.

Home page takeover



Leaderboard



MPU



ENTRY LEVEL BASED
ON A ONE-MONTH
TENANCY MINIMUM

DISPLAY ADVERTISING - Weekly Newsletter


Feature yourself in our weekly newsletter that gets sent out every week to our full database of 115,000 contacts.

Drive traffic directly to your site.

EMAIL BANNER



The email banner is a vertical collage of four images. The top image shows a white electric kettle on a wooden table with a white plate, next to a grey wall. The second image shows a man in a blue suit standing behind a kitchen counter. The third image shows a modern kitchen with a white countertop and a stainless steel refrigerator. The bottom image is a promotional graphic for 'GRAND DESIGNS LIVE BIRMINGHAM' with the text 'CLAIM YOUR £10 TICKET QUOTE GDM10'.



The MPU is a grid of six content blocks. The top-left block is titled 'Underfloor heating 101 - wet and dry systems explained' and includes a 'READ MORE' button. The top-right block is titled 'Your kitchen layout 101' and includes a 'READ MORE' button. The middle-left block is titled 'CLEAR LIVING' and features an image of a house with a pool. The middle-right block is a green banner for 'GRAND DESIGNS LIVE BIRMINGHAM' with the dates '4 - 8 OCTOBER • NEC'. The bottom-left block is titled 'Hi-tech kitchen appliances: gadgets to elevate your project' and includes a 'READ MORE' button. The bottom-right block is titled 'Guide to wood flooring' and includes a 'READ MORE' button.

MPU

COMPETITIONS

Host a competition on the granddesignsmagazine.com for one month with a minimum prize value of £1,000

What's included?

- 1x Competition page including an overview of competition (entry terms etc) and contact form for leads to provide details- hosted on the Grand Designs Magazine website
- 2x Newsletter inclusions (sent out to full database of 116,000 contacts)- Linking to competition page
- All details of contacts that have opted in

[Example of a competition](#)



Grand Designs Magazine Approved Premium Partner

MENU OF OPPORTUNITIES	TIER 1	TIER 2	TIER 3	TIER 4
Lead generation – Data capture form hosted on the Grand Designs website, with drivers from: 3 x solus newsletters, 2 promoted social media campaigns, one newsletter inclusion	•			
Newsletter inclusion - Section within the Grand Designs Magazine weekly newsletter.	X2	X2		
Website Advertising - Leaderboard advert on the Grand Designs Magazine website.	X1	X1		
TV & Radio - The Grand Designs Approved Partner branding can be included as an endorsement applicable to your business incorporating TV & Radio advertising campaigns.	•	•	•	
Promoted targeted solus emails - The solus emails are sent to subscribers who have requested information on a particular product/service and will incorporate the Grand Designs Approved Partner endorsement.	X2	X2	X1	
Paid media - The Grand Designs Approved Partner endorsement can be included within your business message on PPC marketing, branded content and display ads.	•	•	•	•
Website logo - The Grand Designs Approved Partner endorsement can be incorporated across the website pages of your business.	•	•	•	•
Social video marketing - The Grand Designs Approved Partner endorsement can be incorporated when promoting your company on YouTube, Facebook, Instagram, Vimeo and X.	•	•	•	•
Fleet vehicles & company clothing branding - The Grand Designs Approved Partner endorsement can be incorporated on fleet vehicles and clothing along with the opportunity to include the branding at shows & exhibitions.	•	•	•	•
Marketing collateral - The Grand Designs Approved Partner endorsement can be incorporated on the printed marketing material including, leaflets, brochures & magazines, relating to your business.	•	•	•	•
Premium Partner company advertorial on the Grand Designs magazine website. 12 month tenancy - The advertorial will remain on the website for 12 months incorporating the Grand Designs Approved Partner logo. 25k social media impressions, included one week after the advertorial live date, to drive traffic to the advertorial.	X1	X1	X1	X1
Promoted company social media posts - 25k impressions relevant to each post sent directly to Grand Designs followers who match a target audience across Facebook, and Instagram. Each social post will incorporate the Grand Designs Approved Partner endorsement.	X7	X7	X7	X4