

**GRAND
DESIGNS
MAGAZINE**

APPROVED PREMIUM
PARTNER

How to become a Grand Designs magazine approved partner

Reach an audience who are passionate about creating a dream home they long to live in

What is the Grand Designs magazine Premium Partner scheme?

It's a coveted *Grand Designs* magazine endorsement. Being a Premium Partner will send a strong signal to a wider audience that an approved brand represents excellence in its industry, offering products and services of the best quality. The magazine approvals team will identify, assess and select brands suitable for Premium Partner status. Companies which meet the criteria will need to demonstrate exemplary customer service, product innovation and sustainable business practices.»



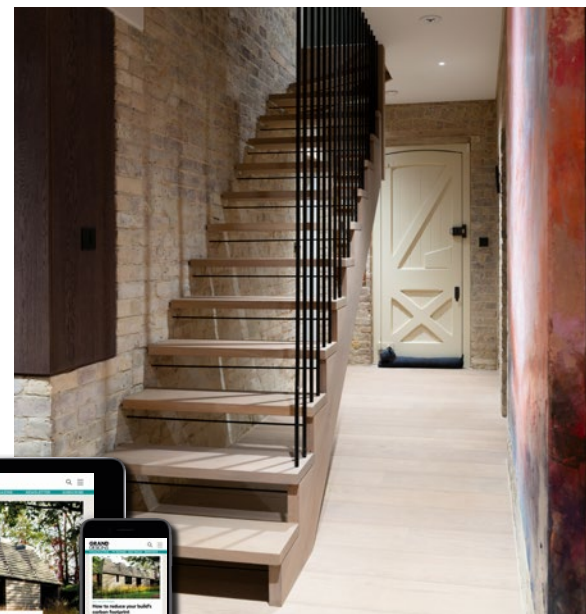
New to the **GRANDDESIGNS** portfolio of products

Why the scheme is important for your brand

Grand Designs magazine is a multi-platform global brand. It has the power to enhance a partner brand's reach and influence with a highly motivated, high-income audience. The magazine represents 20 years of authority in the arena of self-build, renovation and home-improvement inspiration and ideas.

How it works

The approvals team will pre-select brands that align with the *Grand Designs* magazine ethos. It will be looking for trustworthy expertise, quality products and an eco-conscious track record. Selected companies will be expected to provide customer testimonials, along with evidence of their sustainability and business ethics policies. If a brand passes the screening process, it will be able to select from a range of *Grand Designs* magazine Premium Partner endorsement opportunities. »



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Getting started

If you'd like your company to be considered for the Premium Partner scheme, please email premium@grand-designs.com to register your interest. A member of the team will be in touch as soon as possible.

Premium Partner benefits

If your brand should be approved for the scheme, you will be able to choose from a number of endorsement opportunities. A member of the approvals team will be able to advise on the best option for your needs.

HOW AND WHEN YOU CAN USE YOUR ENDORSEMENT	TIER 1* £7,500	TIER 2* £5,000	TIER 3* £2,500
TV (onscreen logo and verbal endorsement)	●		
Radio (verbal endorsement)	●		
Website logo (use the endorsement across all website pages)	●	●	●
Native and paid media (PPC advertising, branded content and display ads)	●	●	
Social video marketing (YouTube, Facebook, Vimeo, Twitch and more)	●	●	
Out-of-home advertising	●	●	●
All print collateral (leaflets and flyers)	●	●	●
Premium Partner advertorial on magazine website	●	●	●
Promoted social media posts	5	3	
Discounted subscription to Grand Designs magazine for customers	●	●	●

*12-month duration

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