



GRAND DESIGNS

MEDIA PACK 2021

Brand purpose

Good architecture, design and construction has the potential to make lives better. Grand Designs is on a mission to help everyone enjoy the benefits.

How we do it

From the moment an initial plan is scribbled on a scrap of paper to the day the project is complete, Grand Designs is on hand to offer inspiration, information and practical guidance, providing consumers with all they need to create the homes they long to live in.



Audience profile

Grand Designs attracts affluent consumers who are loyal to the brand and passionate about their homes. Hungry for ideas and advice, this highly motivated audience ranges from self-builders and whole-house renovators to extenders and home improvers.

72%

are social grade AB

86%

have a mortgage or own a home outright

59%

are female with an average age of 46 years

£76k

is the average household income

22%

are professionals including architects, designers and developers



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 ideas.



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 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.

AVERAGE BUDGETED SPEND BY PROJECT:

Self-build
£279,247

Kitchens and bathrooms
£22,121

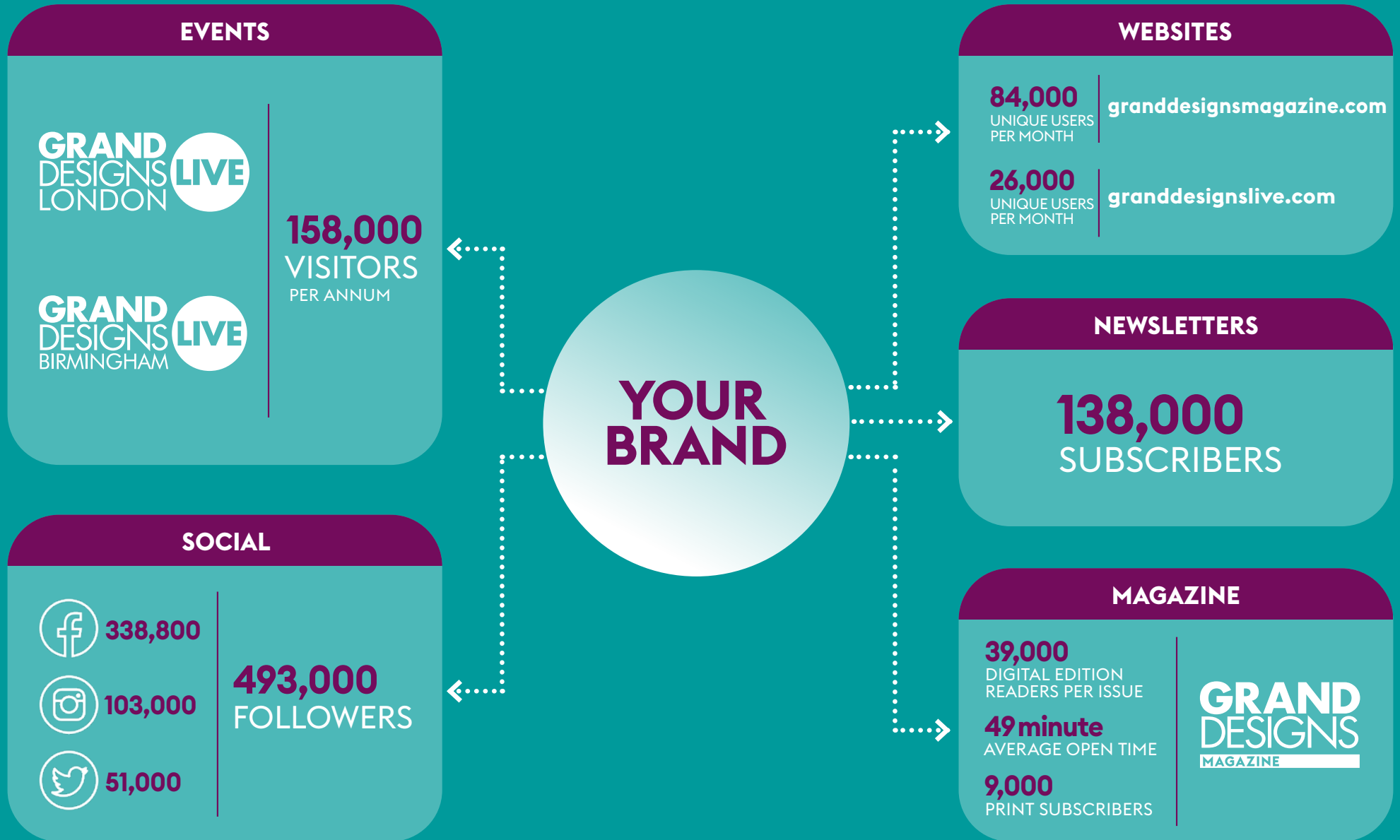
Renovation/restoration
£48,169

Glazing
£15,456

Extension
£72,729

Energy/heating
£13,327

Multi-platform reach

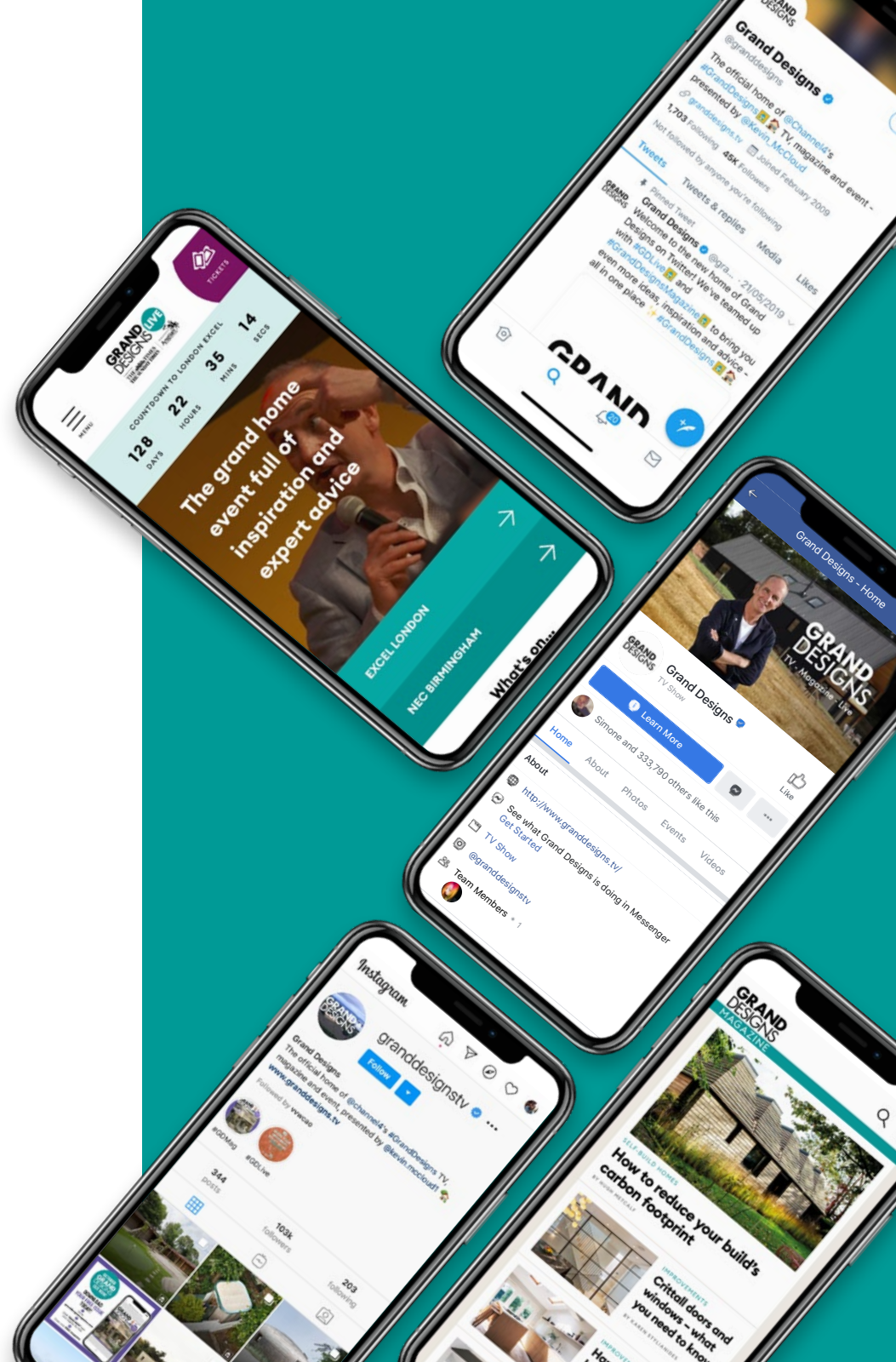


GRAND DESIGNS

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 our audience to create their own Grand Design. The websites provide the user with up-to-date news and features with stunning photography, beautiful design and well-crafted copy.

Grand Designs combines digital innovation and social media reach to connect with a highly motivated audience on multiple levels.



Digital opportunities

MAGAZINE WEBSITE ADVERTISING



Reach a high-income, highly motivated audience of self-builders, renovators and home improvers. 84,000 average unique visitors each month.

- **BILLBOARDS** (728 X 90)
- **MPUS** (300 X 250)
- **RE-SKINS**
- **PAGE TAKEOVERS**

SOCIAL

With a combined reach of 493,000 individuals, the Grand Designs social media eco-system puts your brand front and centre with impressions guaranteed.

- **EFFECTIVE POST-PROGRAMME, SPREAD ACROSS FACEBOOK, TWITTER AND INSTAGRAM.**
Results ensured, minimum 26,000 impressions



PROMOTIONAL CONTENT



Bespoke online advertorial features, crafted by content experts, which will be hosted on the *Grand Designs* magazine website for 365 days.

- **CONTENT TAILORED TO YOUR PRODUCT OR SERVICE**
- **EDITORIAL-STYLE FORMAT TO INSPIRE AND INFORM**

VIDEOS

Full production service for your product launch, showroom opening or exhibition stand.

- **VIRTUAL SHOWROOM**
- **EXHIBITOR PROMO**

NEWSLETTERS

Engaging information on your product or service delivered to the inbox of *Grand Designs* subscribers. Total subscriber base of 138,000 with average open rate of 27%.

- **SOLUS EMAILS**
- **NEWSLETTER INCLUSIONS**



GO VIRTUAL

Grand Designs-hosted:

- **WEBINARS**
- **LIVE STREAMING**
- **PODCASTS**



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

The Grand Designs Live biannual events bring consumers 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 2021 events will take place
on **1-9 May** at **London's ExCeL** and
on **6-10 October** at **Birmingham's NEC**



 **96,000**
CONSUMERS

 **£76,217**
AVERAGE HOUSEHOLD
INCOME

76% CAME TO THE SHOW
AS A COUPLE/FAMILY

72% AB DEMOGRAPHIC

56% WERE NEW VISITORS
TO THE SHOW

 **62,000**
CONSUMERS

 **£64,356**
AVERAGE HOUSEHOLD
INCOME

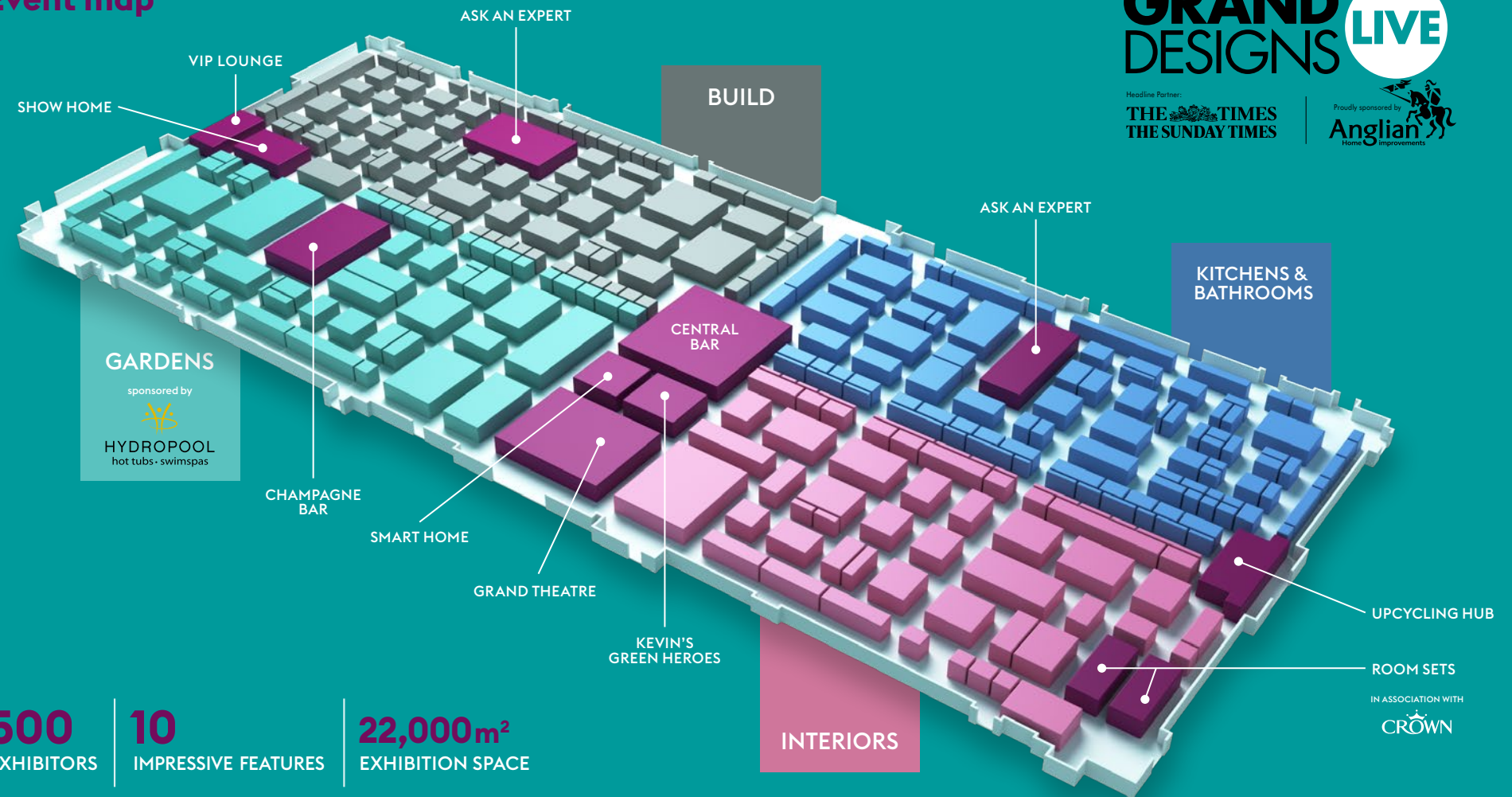
91% OWN/MORTGAGE
THEIR HOME

89% SPENT 3 HOURS
OR MORE AT THE SHOW

56% WORKING ON
A HOME PROJECT

48% OWN A DETACHED
PROPERTY

Event map



500
EXHIBITORS

10
IMPRESSIVE FEATURES

22,000m²
EXHIBITION SPACE

Partnering with the best brands in media, architecture, self-build, design and the environment

BRAND OWNERS



Fremantle

HEADLINE MEDIA PARTNER

THE TIMES
THE SUNDAY TIMES

1.04m AVERAGE DAILY READERSHIP

INDUSTRY PARTNERS



The UK's best-loved self-build, renovation and home-improvement magazine

Knowledgeable and influential, *Grand Designs* magazine is an authority on all aspects of self-build, renovation and home improvement. Since 2004, the title has attracted an audience hungry for build ideas and inspiration. *Grand Designs* readers are affluent project enthusiasts with an eye for great design and they have the spending power to realise their vision of a dream home.

The magazine continues to offer them an unrivalled selection of stunning architecture and interior design. It's an aspirational and informative must-read covering the latest innovative, stylish and eco-friendly products and services to propel readers towards their project goals. Whether searching for loft conversion solutions, a stunning new kitchen, advice on self-build methods or investigating renewable energy, they rely on *Grand Designs* magazine to bring market-leading brands to their attention.

13 ISSUES

3 SUPPLEMENTS
ACROSS THE YEAR

2 BOOKAZINES

9,000
PRINT SUBSCRIBERS

39,000
DIGITAL SUBSCRIBERS

45min
READ TIME

86% ABCI

41% WORK IN ARCHITECTURE
AND DESIGN

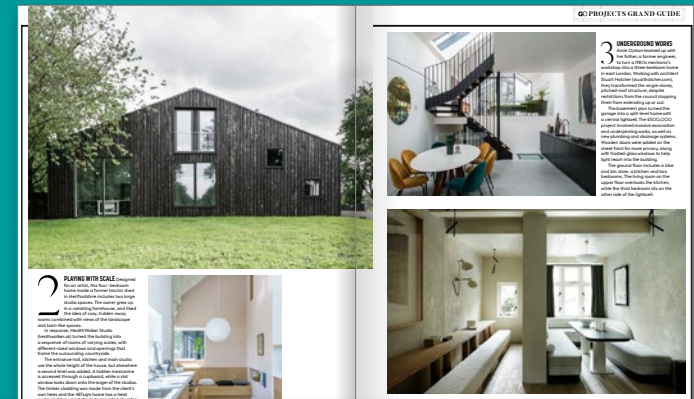
40% OF READERS' HOUSEHOLD
INCOME IS £66,000+

48% AB

43% ATTEND
GRAND DESIGNS LIVE

PRINT AND DIGITAL EDITION ADVERTISING OPPORTUNITIES

- DPS ADVERT
- FULL PAGE ADVERT
- HALF PAGE ADVERT
- SPONSORSHIP
- ADVERTORIALS
- INSERTS
- SMART LINKS (DIGITAL EDITION ONLY)
- VIDEO (DIGITAL EDITION ONLY)



LET GRAND DESIGNS MAKE YOUR ADVERTISING AND MARKETING CAMPAIGN WORK HARDER,
WHATEVER YOUR BUDGET, BY TAKING ADVANTAGE OF THIS COMPELLING SUITE OF PROMOTIONAL PRODUCTS



CONTACT US

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