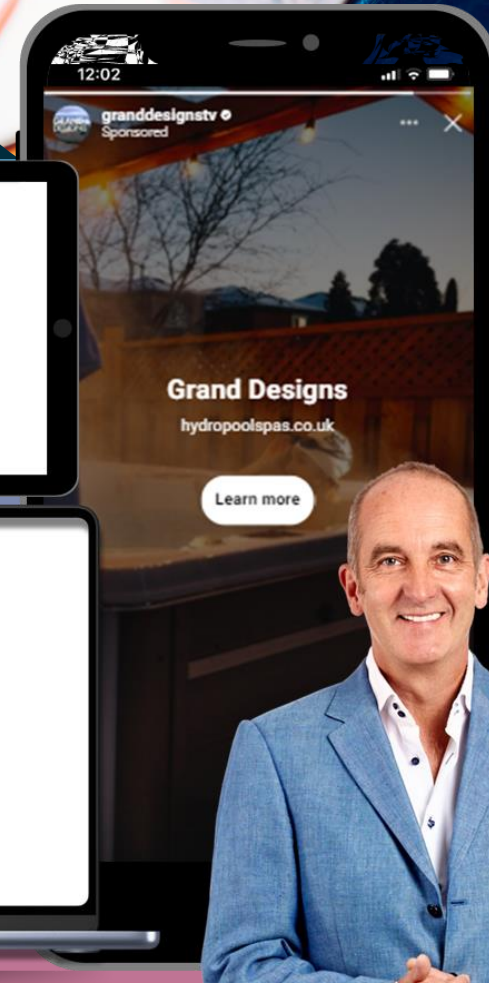
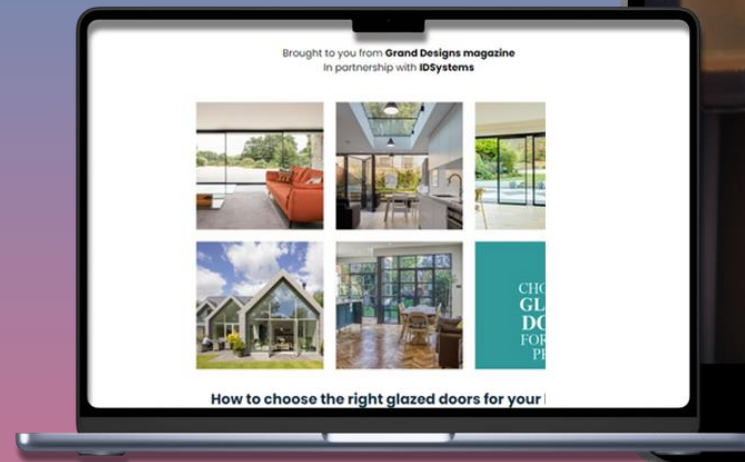


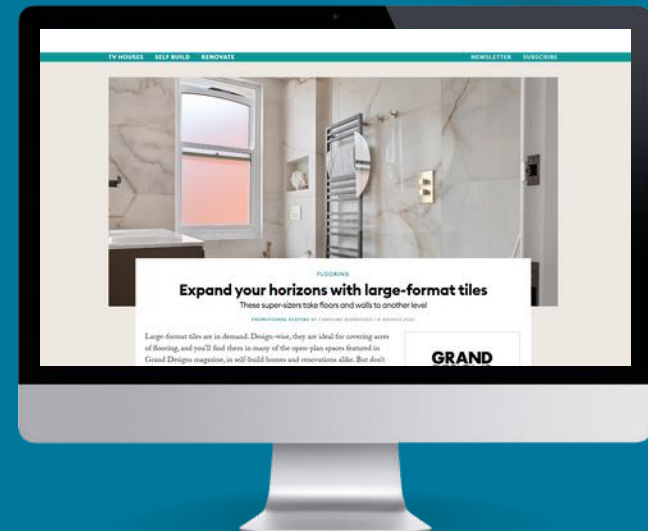
**GRAND
DESIGNS**
DIGITAL

MEDIA PACK 2024



SUMMARY

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



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

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.



HOW IS THE DATA COLLATED?

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

SOCIAL

SOCIAL



578,000



216,636

TOTAL 794,636

NEWSLETTER

115,000 subscribers

WEBSITE

WEBSITE

81,00 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**

35,643 contacts



**Kitchens and
bathrooms**

41,457 contacts



**Home
interiors**

44,398 contacts



**Outdoor
Living**

28,719 contacts

EXAMPLE OF A SOLUS EMAIL

TARGETED NEWSLETTERS

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

Interest	Database
Appliances	4,174
Architects	5,659
Bathrooms	27,100
Living sustainably	9,938
Furniture	39,076
Smart home technology	7,427

Interest	Database
Insurance	1,202
Kitchens	27,928
Lighting/ Lighting control	30,452
Soft furnishings	6,015
Walls/flooring	21,923
Windows/doors	12,110

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

25,00 impressions

50,000 impressions

75,000 impressions

Traffic campaign

1,000 link clicks

2,000 link clicks

3,000 link clicks

EXAMPLE SOCIAL CAMPAIGNS

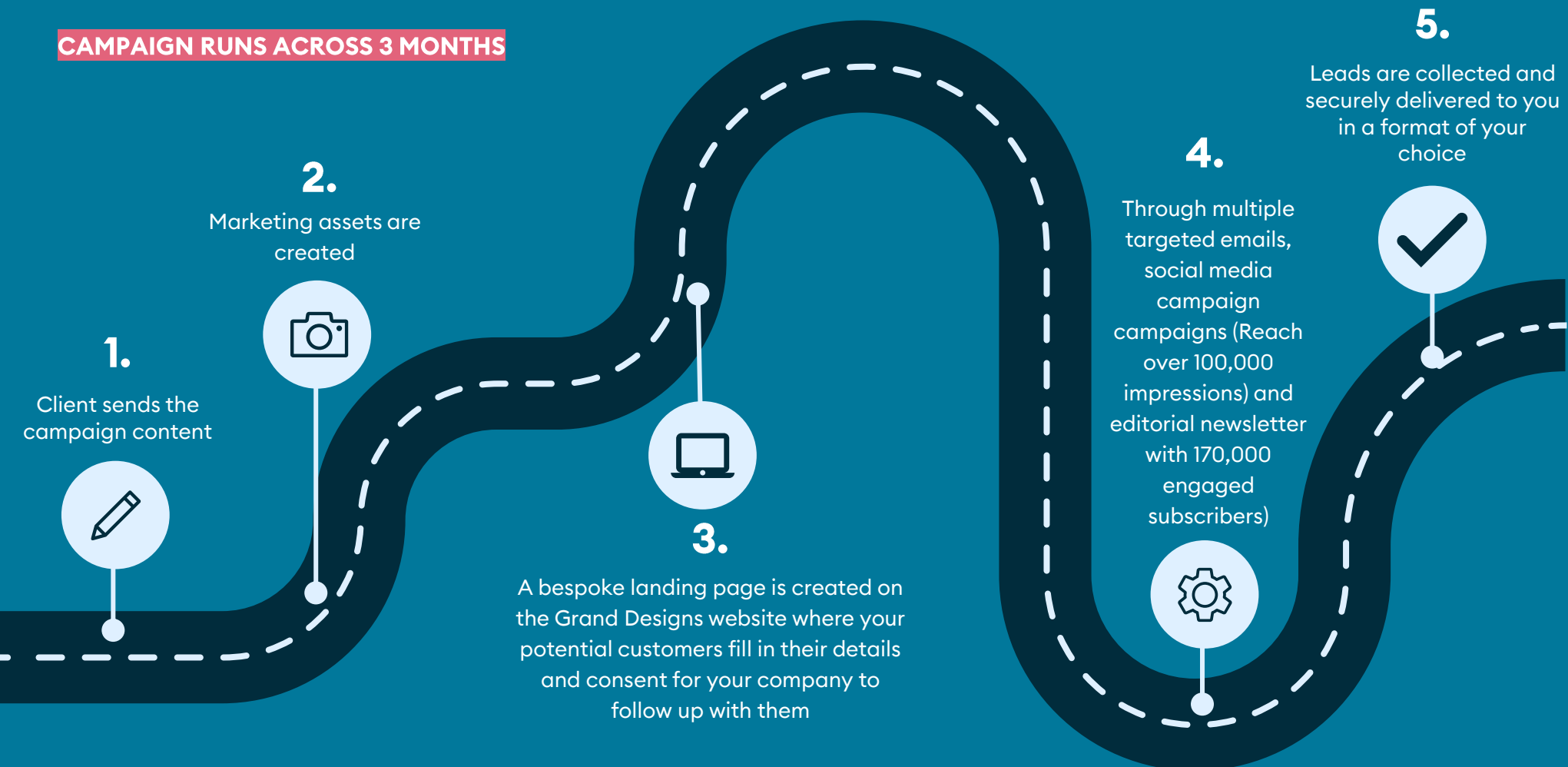
LEAD GEN

LEAD GEN PRESENTATION

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.

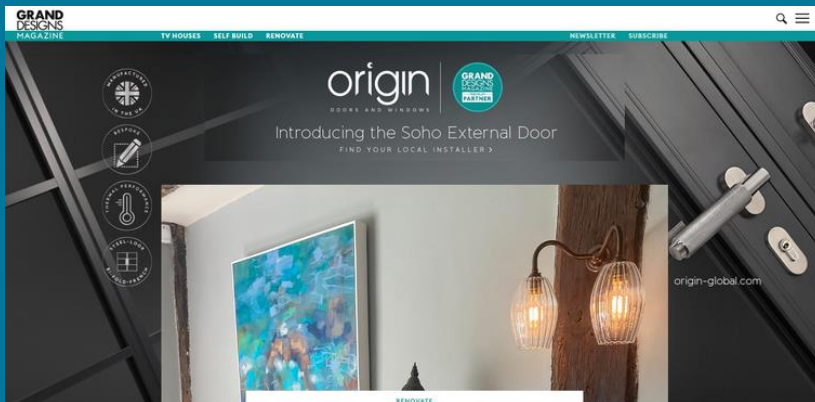
CAMPAIGN RUNS ACROSS 3 MONTHS



DISPLAY ADVERTISING

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**

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