25 Beautiful Homes holds a unique position in the UK market. From its very first issue, published more than 16 years ago, it has always delivered on its promise of featuring real-life homes that inspire. The magazine speaks to affluent readers countrywide who are passionate about their homes. They love the magazine because the houses feel real to them – aspirational yes, but always achievable. They see the magazine as escapism, inspiration and a source of decorating ideas that they can use to create their own beautiful home.

DEBORAH BARKER, EDITOR IN CHIEF

FACTS & FIGURES

LAUNCH DATE 1998
NUMBER OF ISSUES 12 per year
CIRCULATION 77,520
HEADLINE CIRCULATION 78,624*
ADULT READERSHIP 340,000

SOCIAL CLASS PROFILE
ABC1 ADULTS 35-54
AB 43%
ABC1 68%

*Print and digital combined

What makes 25 Beautiful Homes unique

- It is the only magazine to deliver such a broad spectrum of homes full of inspiring ideas for a passionate readership.

- Through its featured homes, the magazine showcases every interior design style, from contemporary to country and high-end to high street.

- We show unparalleled levels of furnishings in situ, including product information.

- We allow our readers to dream.
How does 25 Beautiful Homes inspire?

- **SHOPPING PAGES**
  Edited selection of the latest products and trends

- **Q&A**
  Expert advice and tips

- **THE SOURCE**
  Ways to 'get the look' from a selection of the month’s houses

- **INSIGHT PAGES**
  Specialist information, with advice from the experts

- **FLOORPLANS**
  A visual guide to our replanned houses
The readers of 25 Beautiful Homes

We have a loyal community of readers who
- share a common love of decorating,
- love shopping for luxurious branded products,
- are affluent and nationwide.

WEALTHY ACHIEVERS
With successful careers and extensive investments, they value their home time

AFFLUENT FAMILIES
Living in prosperous suburban areas, they enjoy socialising with friends and family

COUNTRY PROFESSIONALS
Well-educated commuters living in beautiful and exclusive surroundings

YOUNG RETIREES
Having guaranteed income and active lifestyles, they like keeping in touch with trends
National rates

- DPS £14,010
- DPS (1st third) £17,510
- Whole page £6,995
- Masthead (half) £4,730
- Front half page £8,085
- Front third page £8,410
- Half page £4,220
- Quarter page £2,485
- RH page 10% premium, named positions on request

Covers

- Outside back £9,810
- IFC DPS £19,630
- IBC £8,035

Specs

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