



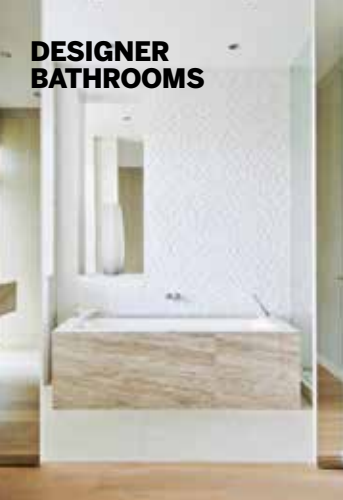
With a sector-leading print and digital magazine, a growing online presence and a calendar of design events, *Homes & Gardens* occupies a unique position at the heart of British interior design. Launched in 1919, we have an affection for the past as well as an excitement about the future, inspiring our readers and informing their choices across our many platforms.

Deborah

DEBORAH BARKER, EDITOR-IN-CHIEF

"BRITAIN'S MOST BEAUTIFUL INTERIOR DESIGN MAGAZINE CELEBRATES CLASSIC ENGLISH STYLE WITH GLORIOUS HOUSES, ENCHANTING GARDENS AND THE NEWEST AND BEST INSPIRATIONAL DECORATING IDEAS."

**DESIGNER
BATHROOMS**



BEAUTIFUL HOMES



ENTICING GARDENS



EDITED SHOPPING



KITCHEN DESIGN



INSPIRING DECORATING



DELICIOUS RECIPES

THE SECRET OF LIVING LIFE BEAUTIFULLY

- As one of the most authoritative voices in British interiors and gardening, we create features on houses, gardening and entertaining that allow our audience to bring their ideas to life.
- Inspiration ranges from simple finishing touches through to entire projects, including kitchens, bathrooms and gardens.
- Insider information keeps our readers updated on ever-shifting trends in the world of design.



WHO IS THE *HOMES & GARDENS* READER?

- *Homes & Gardens* has a portfolio readership rather than a tightly defined audience.
- The readers are both sophisticated and affluent, their wealth being reflected in the stylish homes they create.
- With its focus on the highest standard of interior design, *Homes & Gardens* has a broad appeal, from design-conscious readers in their mid-thirties to sophisticated women in their forties and fifties.
- A significant number are involved in the interior design world and read the magazine for pleasure, as well as using it as a business tool.



AFFLUENT FAMILIES

Couples with children mixing the idyllic country lifestyle with commuting.



MOVERS & SHAKERS

Cosmopolitan and affluent, they live in exclusive city areas and engage with the world on their doorstep.



CREATIVE SPIRITS

Interior designers, architects and retailers working on projects all over the world.



THE NEXT STAGE

With active lifestyles and extensive investments, they love being up to date.



- Low duplication with competitor titles.
- 86% of *Homes & Gardens* readers do not read *House & Garden*.
- 84% of *House & Garden* readers do not read *Homes & Gardens*.
 - *Homes & Gardens* sells 20,454 more copies than *House & Garden* on the UK newsstand.

SOLUS READERSHIP

39% of *Homes & Gardens* readers do not read any other home-interest magazine

Source: NRS Jan-June 2016

FACTS AND FIGURES	
Launch date	1919
Number of issues per year	12
Circulation	101,956
Headline circulation	103,921**
Print adult readership	642,000
Male/Female ratio	30/70
Median age	55
Age profile%	
25-34 years	7%
35-44 years	13%
45-54 years	28%
55-64 years	25%
65+	25%
Social class profile%	
AB	43%
ABC1	61%

**Print and digital combined
 Source: NRS Jan-June 2016
 Source: ABC Jan-June 2016





ADVERTISING RATES 2015

Double page spread	£26,595
1st DPS	£36,565
2nd DPS	£34,900
Editor's letter	£19,880
Masthead half page	£9,045
Facing contents	£20,750
Facing masthead	£12,145
First third page	£17,290
First half page	£15,285
Whole page	£13,300
Half page	£7,415
Special positions	Rates on request
Advertorials	Rates on request

COPY DEADLINES 2016

ISSUE	COPY DEADLINE	ON SALE
February	1 December	7 January
March	5 January	4 February
April	2 February	3 March
May	26 February	31 March
June	29 March	28 April
July	29 April	2 June
August	7 June	7 July
September	5 July	4 August
October	1 August	1 September
November	6 September	6 October
December	4 October	3 November
January 2017	1 November	1 December

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