

A photograph of a living room interior. In the foreground, a sofa is covered with several pillows in various patterns and colors, including white, yellow, and floral. Behind the sofa is a wooden headboard. Above the headboard, a dark wooden shelf holds a collection of antique objects: a tall black pitcher, a black teapot, a silver thermos, and a small round mirror. On the wall above the shelf is a large, round, ornate plate. To the right, a lamp with a brass shade and a curved metal stand is visible. The background wall is a light, neutral color, and a window with light-colored curtains is partially visible on the far right.

HOMES & Antiques

MEDIA INFORMATION 16/17

ABOUT HOMES AND ANTIQUES

Homes & Antiques is the trusted brand for those with a passion for mixing old and new in their homes. With a 22-year history as the only newsstand title that focuses on buying and living with antiques, *Homes & Antiques* also holds the highest percentage of subscriber numbers in the wider home interest market.

Exploring the fascinating stories behind antiques plus fresh inspiration for ways to present them, *Homes & Antiques* is packed with style and decorating ideas.

Every issue showcases an array of beautiful real homes alongside practical guides and insightful expert advice. It is an invaluable sourcebook that our loyal and engaged readers turn to again and again.

SAMANTHA SCOTT-JEFFRIES, EDITOR



REACH

49,431

Circulation
(print and digital editions)

266,000

Readership

33,345

Monthly website users

19,136

Newsletter reach

57,186

Social media reach

375,667

Combined monthly reach

ABC Jan-Dec 2015, TGI 2016 Q2, Google Analytics July
2016, Facebook, Twitter, Instagram and Pinterest

AUDIENCE

73%

Are women

53

Average age

37%

AB

61%

ABC1

43%

Own their home outright

GB TGI 2016 Q2

AFFLUENT AND DISCERNING

Through Homes & Antiques you will reach a highly affluent audience, prepared to spend money on their passions and themselves

80%

agree it's worth paying extra for quality goods

.....

42%

Believe they have expensive tastes

.....

Over 5 times

More likely to own a Rolex

.....

Over 18 times

more likely than average to buy Chanel face cream





DEEP ENGAGEMENT WITH CONTENT

Through Homes & Antiques you will reach a highly engaged audience- faithful to the brand who in many cases can't be reached elsewhere

79%

don't read Period Living

43%

Solus readership*

2.3 hours

average time reading an issue

59%

highest subscriber rate in the home interest market

* based on set of Country Homes & Interiors, Country Living, House & Garden, Homes & Gardens, House Beautiful, Ideal Home, Period Living
GB TGI 2016 Q2 Reader survey Oct 15 ABC, Jan-Dec 15

BUYING POWER AND LOVE FOR INTERIORS

*They aren't afraid to spend money to create
their perfect home*

£11.32 million

spent on kitchens/dining furniture in the last 12 months

£13.28 million

spent on lounge/living room furniture in the last 12 months

£15.15 million

spent on beds and bedroom furniture in the last 12 months

37%

Of readers have undertaken some redecoration in the last 3 months*





PASSIONATE ABOUT ANTIQUES AND AUCTIONS

42%

visit antique shops at least every couple of months

23%

visit antiques fairs every couple of months

30%

visit auction houses at least 6 times a year

£29.1 million

Combined annual spend on art and antiques*

CULTURED AND WELL TRAVELLED

*Our audience love to immerse themselves in the arts,
and travel at home and overseas*

93%

enjoy visiting heritage/historic/cultural sites*

£327.8 million

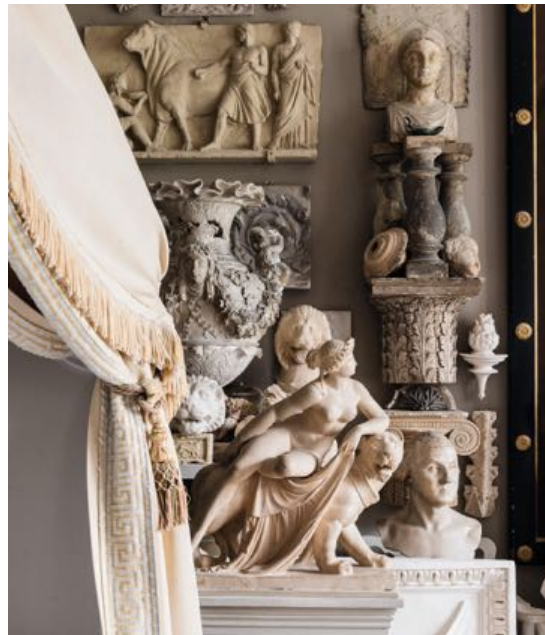
spent per annum on holidays and short breaks

2.5 times

More likely to visit an art exhibition or gallery 2 or 3 times a year

Over seven

Times more likely than average to visit the opera
once a month or more





CREATIVE OPPORTUNITIES

Print

Advertorial page £5,400

DPS advertorial £9,500

In title sponsorship opportunities from £1,200*

Native online sponsored content from £250**

Reader events and offers On request

Competition options in print and online ... On request

News-stand inserts £45 CPM..

Subscriber inserts On request

Belly banding, tip-ons and onserts also available

*from £1200 per issue **from £250 per month

CREATIVE OPPORTUNITIES

Display

Double page spread	£7,900
Full page	£4,200
Half page	£2,400
Quarter page	£1,400
Auction house notice board (per issue)	£300
Classified (per SCC)	£50
Antique map (per issue)	£250

Series discounts available





CREATIVE OPPORTUNITIES

Digital

Site skin	£35*
Page peel	£20*
MPU	£20*
Double MPU	£35*
Side slide	£20*
Billboard	£20*
Sponsorship of editorial newsletter advert zones	£1000
Solus newsletters	£1500
Hyperlinks on digital editions (from)	£50**

*per 1,000 impressions **per month

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HOMES & Antiques

THANK YOU

IMMEDIATE
MEDIA^{CO}