

# 25 Beautiful HOMIES

NOVEMBER 2009

£3.50  
US \$8.99  
AUS \$4.95  
NZ \$12.95

TOWN ■ COUNTRY ■ NEW-BUILDS ■ INTERIORS ■ ADVICE ■ INSPIRATION

## Inspiring spaces

Stunning real homes that you'll love

### FAVOURITE ROOM

100s of dining room ideas for you to steal

### REAL-LIFE IDEAS

42 Bedrooms

36 Living rooms

25 Kitchens

### IRISH SPECIAL

Beautiful homes from Dublin to Galway

### CREATIVE CONVERSIONS

Family homes created from a barn, stables and pig pens



25 Beautiful Homes holds a unique position in the UK market. From its very first issue, published more than 10 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*

DEBORAH BARKER, EDITOR IN CHIEF

## FACTS & FIGURES

**LAUNCH DATE** 1998

**NUMBER OF ISSUES** 12 PER YEAR

**CIRCULATION** 104,114 (+1.2% p-o-p)

**ADULT READERSHIP** \*407,000  
(+3.04% p-o-p)

**FEMALE READERSHIP** 309,000

**MALE/FEMALE RATIO** 22/78

**MEDIAN AGE** 48

### SOCIAL CLASS PROFILE

ABC1 ADULTS 35-54

**AB** 149,000 (38%)

**ABC1** 274,000 (70%)

2nd biggest-selling traditional homes magazine on the newsstand  
4th biggest-selling magazine across the homes sector

\*Source: NRS July-Dec 2009



# 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.
- enjoy a household income 38% above the national average.
- 87% of readers do not read House & Garden.



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



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

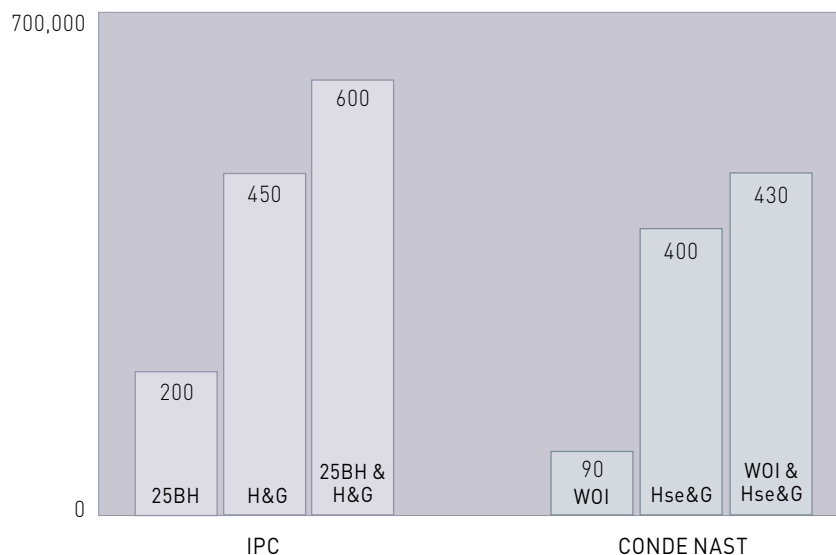


**COUNTRY PROFESSIONALS**  
Well-educated commuters living in beautiful and exclusive surroundings

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



# Upmarket ABC1 Women



\*NRS January-June 2009

## Testimonials

'We have always found *25 Beautiful Homes* an excellent medium for our advertising. It has consistently generated quality sales leads and helped to build the Chesney's brand. The magazine always looks good and our advertising sits very comfortably in it.'

**PAUL CHESNEY, MANAGING DIRECTOR, CHESNEY'S**

'*25 Beautiful Homes* is a publication in which we have a consistent advertising presence. The magazine generates the quality of enquiries we are looking for, as it clearly targets an affluent audience who are actively improving their homes.'

**SARAH FLANNIGAN, SALES & CUSTOMER SERVICE DIRECTOR, DAVID SALISBURY**

'*25 Beautiful Homes* is an integral part of our media schedule, showcasing, as it does, real people who are passionate about their homes. With a mature ABC1 readership, it reaches our typical carpet buyer.'

**RUPERT ANTON, MARKETING DIRECTOR, THE CARPET FOUNDATION**

'Matki have always been extremely happy with the response, feedback and the enquiries we have received from *25 Beautiful Homes*. Indeed, we would have no hesitation in recommending this title to companies within the home-interest sector and believe in the value of advertising in it; it is a very positive investment.'

**FRANCIS CUNILD, MANAGING DIRECTOR, MATKI**

'We have used *25 Beautiful Homes* as part of our core advertising schedule for many years and have always been very satisfied with the level of response and quality of enquiries we have gained. Indeed, we have increased volume in recent years and consequently highly recommend this title to similar companies within the home-interest sector.'

**BARNEY BELL, GENERAL & MARKETING MANAGER, CHALON UK**

# Size and position rates

## National rates

■ DPS	£11,100
■ Whole page	£5,500
■ Front half page	£6,400
■ Front third page	£6,660
■ Half page	£3,730
■ Quarter page	£2,240
■ RH page 10% premium, named positions on request	

## Covers

■ Outside back	£7,770
■ IFC DPS	£15,540
■ IBC	£7,215

## London section

■ DPS	£6,720
■ Whole page	£3,360
■ Half page	£1,870
■ Quarter page	£985

# Specs

	FULL PAGE	HALF PAGE VERTICAL	HALF PAGE HORIZONTAL	QUARTER PAGE
TRIM	289 x 215	289 x 105	147 x 215	
BLEED	295 x 221	295 x 111	148 x 221	
TYPE	262 x 189	262 x 92	129 x 189	129 x 92

# Deadlines 2010

	FEB	MARCH	APRIL	MAY	JUN	JUL
COPY	1 DEC	7 JAN	2 FEB	2 MAR	8 APRIL	4 MAY
ON SALE	7 JAN	4 FEB	4 MAR	1 APR	6 MAY	3 JUN

	AUG	SEP	OCT	NOV	DEC	JAN-08
COPY	11 JUN	8 JUL	4 AUG	2 SEP	6 OCT	4 NOV
ON SALE	8 JUL	5 AUG	2 SEP	30 SEP	4 NOV	2 DEC

# Contacts

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