Canopy
Your Means To Market

HOMES PACKAGE

Introducing Canopy Media's **Home Package**, a premium advertising solution that spans across two of the UK's leading home magazines. This package offers a great opportunity to reach a diverse and engaged audience across both print and digital channels.
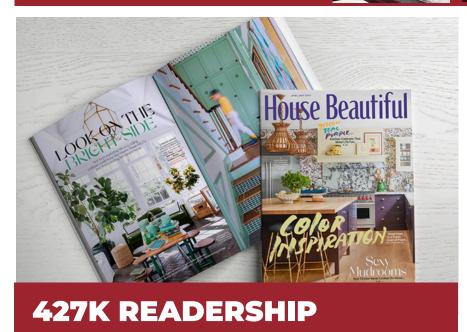
HouseBeautiful

House Beautiful is a long-standing interior design and lifestyle magazine that focuses on **home decor, renovation, and design inspiration**. Established in 1896, it has built a reputation for showcasing beautiful, stylish homes, providing readers with creative ideas and practical advice for their own space.

The magazine caters to **design enthusiasts, homeowners, and professionals**, offering content that balances elegance with functionality.

427K READERSHIP

81% of their core readers are **female**, **60%** are **ABC1,** with an **average age** of **50.**

House Beautiful has a strong print circulation of **79,246** and a readership of **427K** readers across the UK. Additionally, they have **1.2M** digital monthly unique users and **3M** page views.

Key insight into House Beautiful readers reveal that:
- **71%** look to magazines to give them inspiration on how to improve their homes.
- An outstanding **79%** of **House Beautiful** readers state that they love to entertain people at home.
- **66%** are proud homeowners.

COMBINED REACH: 513,000

TOTAL: £1,600
Half page package made up of Print & Digital ads.

Source: PAMCo H1 2024, ABC Audit Jan-Dec 2023

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178K READERSHIP

Elle Decoration, is an interior design magazine that blends high-end design trends with everyday living concepts. It covers a wide range of topics, including **home decor, architecture, furniture, art and design inspiration from around the world**.

The magazine features beautifully photographed homes, interviews with renowned designers, and guides to the latest in furnishings and decor.

Their key demographic are **76% women,** with a mean age of **40** and **71% ABC1.**

Elle Decoration hold a strong circulation of **44,527** and a readership of **178,247**.
From a digital angle, they have **100K** unique users and **170K** page views.

Key insight into Elle Decoration readers reveal:
- **60%** of **Elle Decoration** readers say they're always looking for new ideas to improve their home.
- Over half of **Elle Decoration** readers, so **54%** believe that the kitchen is the more important room in their homes.
- **77%** own a house or bungalow.

COMBINED REACH: 372,000

TOTAL: £1,800
Half Page package made up of Print & Digital ads.

Source: PAMCo H1 2024, ABC Audit Jan-Dec 2023

For more information, and to tailor a package that meets your advertising needs, please don't hesitate to contact our in-house sales team for all expertise on print and digital.

EMAIL - directteam@canopymedia.co.uk

Alex De Sio: 07783853343
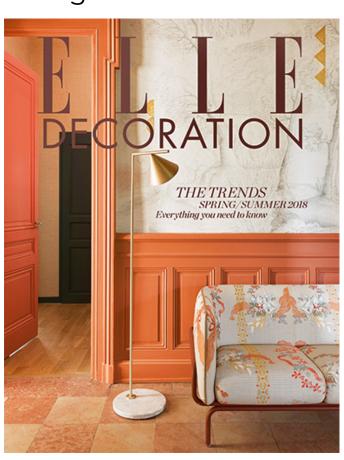Claudio Rodrigues: 07555652779

WHY CHOOSE CANOPY MEDIA'S HOMES PACKAGE

Across both magazines, you can secure a comprehensive
Home Package at the following combined rate:

HOUSE BEAUTIFUL MAGAZINE
BRAND PILLARS:
Home & Garden
Style & Design
Decorating & Renovating
High-Street Shopping

ELLE DECORATION MAGAZINE
BRAND PILLARS:
Home
Design
Decorating
Culture
Travel

TOTAL REACH:
885,000

TOTAL:
£3,280

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EMAIL - directteam@canopymedia.co.uk

Alex De Sio: 07783 853 343
Claudio Rodrigues: 07555 652 779