

A rustic interior scene featuring a striped armchair with a floral pillow, a side table with a lamp, and a wooden cabinet under a beamed ceiling. The room has a warm, yellowish-gold color palette and a stone floor.

HOUSE & GARDEN

UK Media Kit
1H 2024

CONDÉ NAST



As well as being the absolute authority on beautiful homes and gardens, House & Garden expertly curates the luxury agenda across travel, wine & food, lifestyle and shopping, all supporting our ethos of a 'life well-lived'.

Across digital touch points, we are reaching a unique audience across the site, our social platforms including Facebook, Instagram, Twitter and Pinterest, Youtube and e-marketing.

Where House & Garden leads, other home interest titles follow.

10.1M

TOTAL REACH

345K

READERSHIP

8.2M

SOCIAL FOLLOWERS

1.6M

DIGITAL UNIQUES

£138K

AVERAGE HHI

82%

ABC1

89%

SAY THEIR HOME IS AN
ASSET WORTH
INVESTING IN

85%

SAY THEY LOVE DISCOVERING
NEW HOME INTERIOR
SOURCES

Sources: ListenFirst Dec 23; Conde Nast Luxury Survey 2021; Conde Nast House & Garden Reader Survey 2023; Google Analytics (monthly average Oct-Dec 23), PAMCo 1 2023, GWI Q3 23

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HOUSE & GARDEN

Production Schedule

FEBRUARY 2024 | ON SALE DATE: 4 JAN 24

COPY DEADLINE: 29 NOV 23

INSERTS DUE: 8 DEC 23

MARCH 2024 | ON SALE DATE: 1 FEB 24

COPY DEADLINE: 3 JAN 24

INSERTS DUE: 12 JAN 24

APRIL 2024 | ON SALE DATE: 29 FEB 24

COPY DEADLINE: 31 JAN 24

INSERTS DUE: 9 FEB 24

MAY 2024 | ON SALE DATE: 28 MAR 24

COPY DEADLINE: 28 FEB 24

INSERTS DUE: 8 MAR 24

JUNE 2024 | ON SALE DATE: 2 MAY 24

COPY DEADLINE: 3 APR 24

INSERTS DUE: 12 APR 24

JULY 2024 | ON SALE DATE: 30 MAY 24

COPY DEADLINE: 29 APR 24

INSERTS DUE: 9 MAY 24

AUGUST 2024 | ON SALE DATE: 4 JUL 24

COPY DEADLINE: 5 JUN 24

INSERTS DUE: 14 JUN 24

SEPTEMBER 2024 | ON SALE DATE: 1 AUG 24

COPY DEADLINE: 3 JUL 24

INSERTS DUE: 12 JUL 24

OCTOBER 2024 | ON SALE DATE: 5 SEP 24

COPY DEADLINE: 6 AUG 24

INSERTS DUE: 15 AUG 24

NOVEMBER 2024 | ON SALE DATE: 3 OCT 24

COPY DEADLINE: 4 SEP 24

INSERTS DUE: 13 SEP 24

DECEMBER 2024 | ON SALE DATE: 7 NOV 24

COPY DEADLINE: 9 OCT 24

INSERTS DUE: 18 OCT 24

JANUARY 2025 | ON SALE DATE: 5 DEC 24

COPY DEADLINE: 6 NOV 24

INSERTS DUE: 15 NOV 24



HOUSE & GARDEN

Print, Digital + Web
Rate Card

PRINT RATES

SIZE/POSITION	RATE (£)
Page run of paper	24,251
Facing matter	28,828
Half page specified	15,851
Half page run of paper	13,925
Quarter page, specified	8,936
Quarter page, run of paper	7,669
Inside front cover	66,390
Inside back cover	31,879
Outside back cover	38,542
DPS solus specified	55,329
DPS	48,501

DIGITAL RATES

SIZE/POSITION		RATE (£)
Billboard	970x250	30-38 CPM
Doublesky	300x600	30-38CPM
Leaderboard	728x90	10-13 CPM
MPU	300x250	18-23 CPM

WEB RATES

SIZE/POSITION	
Sponsored homepage takeover	4,095/week
Houses section	18,700/week
Decoration section	21,208/week
Gardens section	3,987/week
Recipes section	5,610/week
Travel section	9,874/week
Apple News	1,833/month Q3 2,108/month Q4
Native article	from 10,000
Social media packages	from 5,000

EMAIL

Solus email	150 CPM
Sponsored newsletter	30 CPM

CONTACT

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