

Real HOMES

MEDIA
PACK

The UK's home-transformation magazine, providing the ultimate inspiration and advice to an audience with real projects



realhomes.co.uk



PRINT



DIGITAL

Welcome to Real Homes

Future is the market leader in the home creation and transformation markets and over the years we've learnt quite a lot about the needs, likes and dislikes of our audience.



The recent transformations of Real Homes and realhomes.co.uk are the result of my team and I using all the knowledge we've gained about this affluent, passionate, active audience to produce even more focused, inspirational and expert content with them in mind.

Not only does the magazine have a modern new look, but there are even more pages dedicated to home transformation - there's no better inspiration than seeing before and after pictures of ordinary properties that have been transformed into dream homes.

The new expert Q&A section delivers exactly what this audience wants - clear, concise, no-nonsense information on everything from interior layout to budget and planning advice. And the ideas section is full of interior trends and inspiration, plus stylish finishing touches.

If you like what you see and would like to connect with our audience, or you'd like to know more about future content planned for the Real Homes brand, please do get in touch.

I look forward to working with you in the future.

Caron Bronson, Editor

caron.bronson@futurenet.com



The people who read Real Homes are actively taking on home-transformation projects – from kitchen and bathroom updates, to major extensions and conversions. They are affluent homeowners who are interested in design and the quality of the products they buy. They are confident in their own tastes and want a unique home that reflects this.

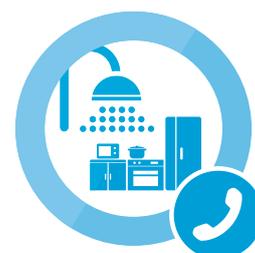
The money-rich, time-poor extenders

With busy careers and social lives, and plenty of disposable income, this group wants to transform their homes quickly and stylishly without having to do any of the work themselves.



The room upgraders

Keen to improve their dated kitchen or bathroom without needing to extend. They are likely to use a specialist company to manage the whole project for them.



The move or improvers

On the cusp of buying their second or third home, but keen to see what could be achieved at their existing property. They are professionals with large disposable incomes and older children.



The practical extenders

Looking for advice and in-depth information about the space they can achieve, and may well take on some elements of the work themselves.



The estate homeowners

Live in a 1980s-1990s house and are looking at what can be achieved with a little imagination. Have money to invest and want advice on how to spend it.



The downsizers

Now their children have flown the nest, they have moved into smaller properties and are looking to make improvements. Money is no issue to them but design is key.



The fearful doers

Having decided to go ahead with a home-transformation project, they are looking for advice and reassurance about the project ahead.



Photograph: Philip Lauterbach



Real Homes Magazine

PRINT

Real Homes CASE STUDY
FROM A ONE-BEDROOM FLAT TO A STYLISH DUPLEX

Cos and Richard Oliver have converted the loft of their city apartment, adding a storey and almost doubling its value.

ANDREW DUNN
 INTERIOR DESIGNER

THE CHALLENGE
 The couple wanted to create a duplex with a modern, industrial feel, but with a touch of classic charm.

THE SOLUTION
 The team used dark wood and metal accents to create a sophisticated, urban atmosphere.

THE RESULT
 The final duplex is a stunning blend of old and new, with a spacious layout and high-quality finishes.

THE COST
 The project cost £1.2 million, including the purchase of the property and the cost of conversion.

THE LOCATION
 The duplex is located in a prime central London location, close to transport and amenities.

THE DESIGNER
 The project was designed by Andrew Dunn, a leading interior designer in the UK.

THE TEAM
 The project was managed by a team of experienced professionals, including architects and contractors.

THE FUTURE
 The duplex is expected to be a highly sought-after property in the coming years.

THE VERDICT
 The conversion was a success, creating a unique and valuable living space.

THE TAKEAWAY
 Converting a loft can be a great way to create a unique and valuable living space.

THE CONTACT
 For more information, contact Andrew Dunn at [phone number].

THE PHOTOGRAPHER
 The photos were taken by [photographer name].

THE DATE
 The project was completed in [month/year].

THE CREDITS
 The project was supported by [sponsor name].

THE DISCLAIMER
 The results shown are for informational purposes only and do not constitute an offer.

THE FOOTNOTES
 [Footnote text]

THE END



Readers' homes

Real Homes QA

Keep up to date with the latest consumer news, plus read on to find answers to your home transformation dilemmas.

Can I easily switch my mortgage, phone and broadband for a better deal?

IS YOUR GARDEN BACK IN THE FASHION?

BEST BRANDS ANNOUNCED

76

What's the best way to avoid being ripped off by a rogue trader?

Ensure your project is a success by hiring reputable tradespeople. Consumer editor Lindsay Blair explains what to do if things go wrong.

HOW TO AVOID ROGUE TRADERS

When it comes to hiring tradespeople, it's essential to do your homework. Here are some tips to help you avoid being ripped off by a rogue trader.

80-90% of projects completed without any complaints

WHAT TO DO IF YOU HAVE FALLEN VICTIM

If you've been scammed by a rogue trader, there are steps you can take to get your money back and prevent further damage.

NEED MONTH

Expert advice

Real Homes IDEAS

How to TRANSFORM your home without EXTENDING

From creating a master suite to adding a bathroom, here's how to redesign your interior so every space is used to its full potential.

CREATE AN EXTRA BATHROOM

Add an en suite or wet room, and you'll boost your home's value and practicality.

WILL IT SUIT MY PROPERTY?

Adding an en suite or wet room can be a great way to improve your home's value and practicality.

DESIGN DETAILS

GET THE LOOK RIGHT

BE CREATIVE WITH VINYL

In-depth features

10 WAYS TO ADD WOW FACTOR TO YOUR BATHROOM

Whether it's a simple update with statement tiles or a total redesign, discover the latest ways to bring your bathroom to life.

INDULGE IN A SPA-LIKE SHOWER

OPT FOR ALL-OVER COLOUR

BE CREATIVE WITH VINYL

Design inspiration

Real Homes HOTLIST

Keep up to date with the latest home transformation ideas and decorating trends.

GRAPHIC WALLS

New lighting styles

Design inspiration

Shopping guides

Real Homes IDEAS

NEW BLUES

Bring blue, aka, indigo, denim, turquoise... here's how to introduce the shades of the season into your living space.

Summer brights

INTRODUCE PATTERN

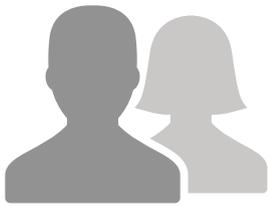
STATEMENT BUY

BOLD PRINTS

Decorating ideas

Real Homes magazine is the ultimate source of inspiration and expert advice for anyone looking to transform their home.

In a Nutshell



144,854
readers



27,331
Thousand in
circulation



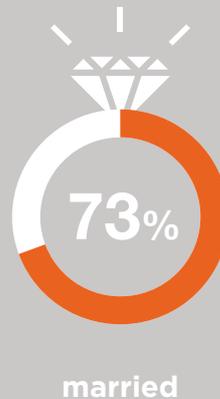
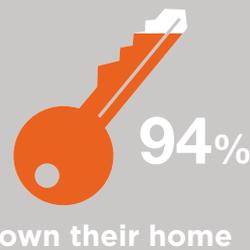
4,675
Dedicated
subscribers



12
Issues a year
+ seasonal
supplements



Who are the readers?



Call Jackie Sanders on
01527 834426, or email
jackie.sanders@futurenet.com for
a detailed rate card and specifications

Photographs: David Barbour and James French

Source: Data Locator Group Ltd and PVD Ltd



DIGITAL



Inspiring completed projects



Useful shopping directory



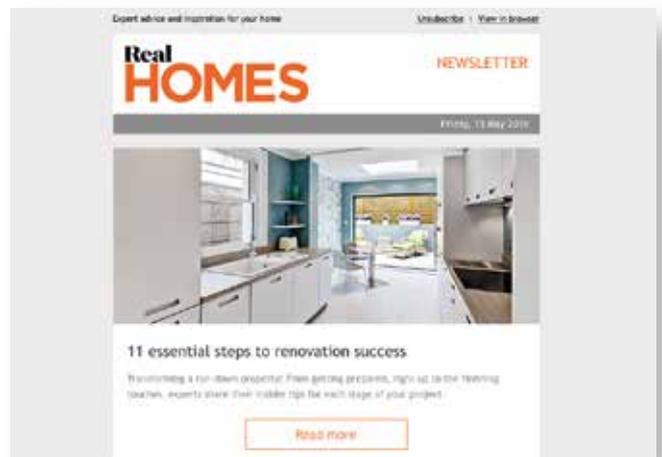
Expert advice for every budget



Stunning design ideas



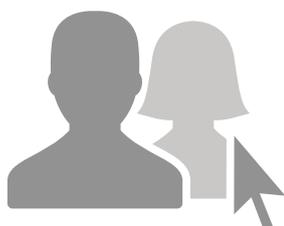
Unique case studies



Newsletters to our active database

realhomes.co.uk is packed with web-specific content to help readers transform their homes – from expert advice on a planning a kitchen extension to inspiration for their bedroom décor. More than 110,000 unique users visit the site each month, many uploading their own ideas and projects to share with others. The site gives you the opportunity to interact directly with your target audience through campaigns specifically designed to suit both your marketing strategy and budget. We can also put your products directly in front of our committed subscribers via our email campaigns. These full-colour, HTML emails place your product information directly into the inboxes of each of the subscribers.

In a Nutshell



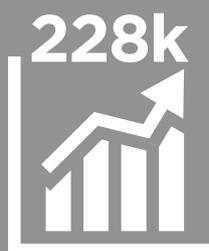
113,000 unique website visitors a month



141K Active email database



55k Social media followers



228k Page views*



112k Users per month*



Call Jackie Sanders on 01527 834426, or email jackie.sanders@futurenet.com for a detailed rate card and specifications

@RealHomes



Here's what our clients think.....

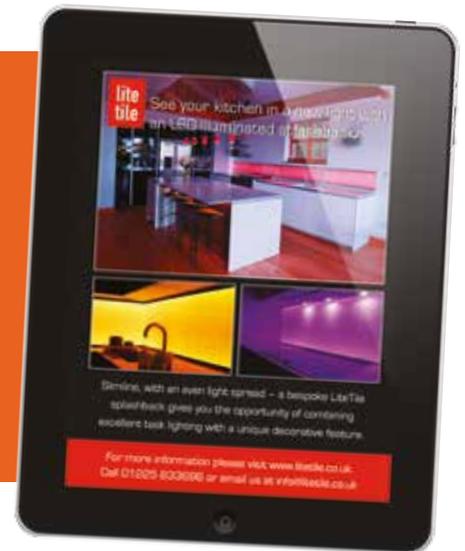


“Since starting advertising with Real Homes, we have found both the print and online sales team extremely helpful and supportive. Within such a short space of time, they have been able to asses and exceed our expectations in multiple ways, helping us maximise the response from our advertising.”

Harry Thompson, Wrought Iron and Brass Bed Co.

“We have worked with Real Homes for the last couple of years to raise the profile of our brand. Having discussed our brief, we decided to do a combination of print and digital advertising. This combination has proved successful and resulted in a noticeable increase in visitors to our website and in enquiries – one prospective client drove over three hours to come and see us as a result of having seen our campaign. We highly recommend the magazine and online options for raising the profile of a product.”

Sonja Francis, Director, LiteTile Ltd



“The Real Homes team has taken the time to understand our business, our product and our unique position in the marketplace, and the digital and print campaign we’ve delivered has yielded strong click through rates and hot leads that we otherwise would have missed out on. We consider Real Homes a vital partner in helping to build the brand awareness of our brand and look forward to continue working with them on an editorial and advertorial basis. Our campaigns have been fantastic value for money which have opened up new markets for our brand. Real Homes is constantly growing and evolving with the homes and interiors industry and offers mrs stone store a trusted and consistent platform for us to reach new customers effectively.”

Charlotte Harborne, Marketing & Social Media Manager, mrs stone store



Future

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