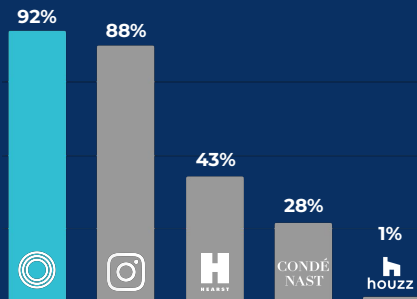


Home hosting and entertaining



CONNECTING YOU WITH 92% OF HOME AUDIENCES THROUGH THE WINTER PERIOD

Site Comparison (Reach %)



Highest Indexing Behaviours

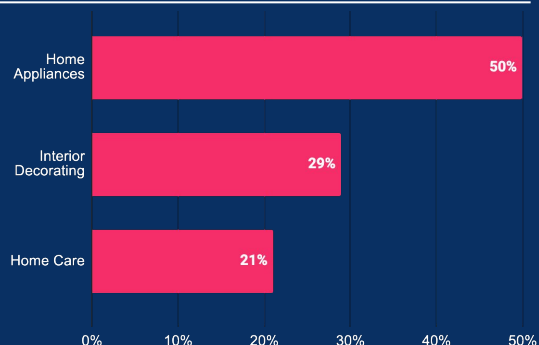
Events & Attractions
i174

Parenting
i164

Supermarket Shopping
i131

Celebrity Style
i117

Top Subcategories



Audience Targeting

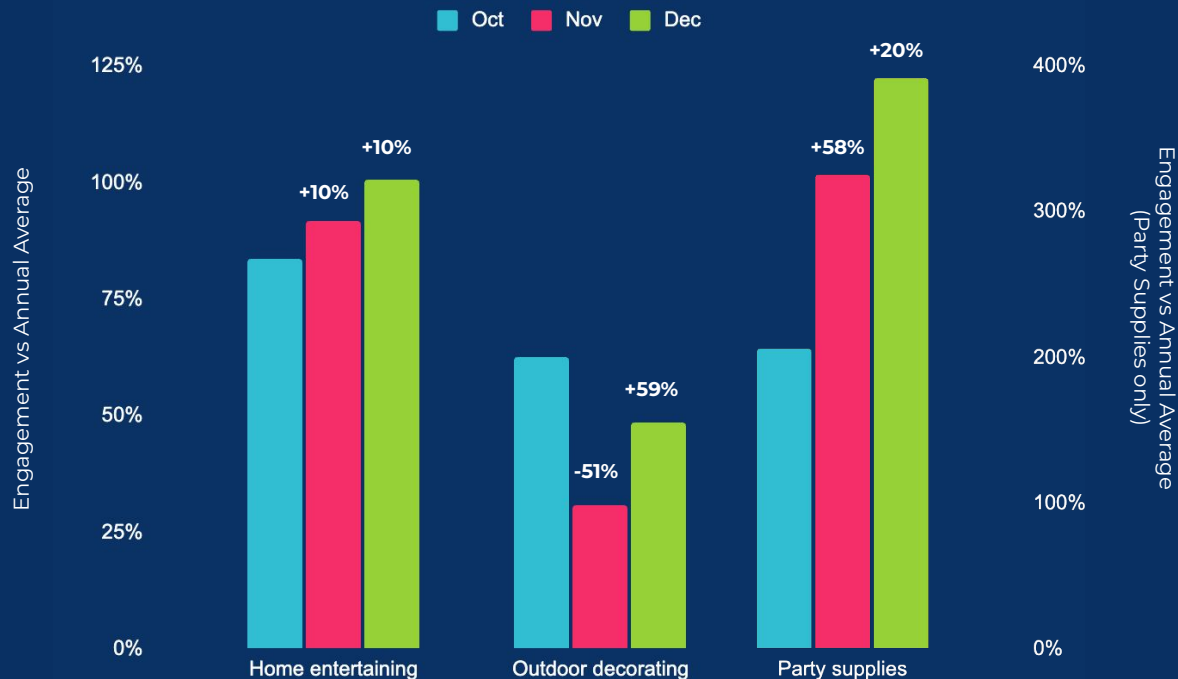
Home Inspo Seekers
15.3M

Home Entertaining
6.8M

Interior Decorating
9.2M

Home Appliances
10M

Festive hosting drives growth in decorating editorial



The engagement spikes for these topics are directly tied to the UK holiday season. Home entertaining shows sustained growth as people plan for events from Bonfire Night, Christmas, and New Year's. Outdoor decorating sees a significant December surge as readers prepare their homes for Christmas, while Party supplies engagement mirrors the peak period for all major holiday gatherings throughout November and December.

Furnishing our client with brilliant 'always on' results

In partnership with our client we wanted to deliver strong return on media investment, positively shift brand effectiveness measures and better understand our client's audience.



x2
ROI on
media spend



+22%
uplift in brand
preference



-67%
Reduction
in eCPA

