

GoodHomes INDIA

GOOD DESIGN CHANGES EVERYTHING

MeDIa KIT 2019



Frequency: Monthly | Circulation: 1,20,000

ABOUT Us

Launched in 2008, GoodHomes is India's leading decor magazine. GoodHomes is all about stylish homes and design aspirations, with expert advice, decor trend forecasts and get-the-look house features.

THE EDIT PILLARS

SHOPPING





GH Loves
Hot Right Now
Buyer's Guide

DESIGN & STYLE

Colour Schemes
Style Makers
Looks & Trends
Organising

HOME DECOR

Home Tours
Bedrooms
Bathrooms
Living Rooms
Kitchens Outdoors

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THE READER

The upwardly-mobile, contemporary, Indian woman

Age group: 25 to 55 years

Sec A+ stylish, appreciates good design, ambitious, out going, well-travelled, family oriented, well informed and well-read, global in outlook

80% of readers are working professionals

48% have a monthly household income

of Rs. 1 lakh and above

78% love decorating their home (as a hobby) and refer as a guide

24% shop for their home from home décor stores & e-commerce websites

70%
FEMALE
and
30%
MALE

EDITORIAL CALENDAR 2019

ISSUE	DATE OF RELEASE	SPECIAL
Issue 1	January	Trends
Issue 2	February	Kitchens
Issue 3	March	Bathrooms + Spring
Issue 4	April	Fabrics + Summer
Issue 5	May	Children's + Colour
Issue 6	June	Small Spaces
Issue 7	July	Flooring Special
Issue 8	August	Refurbishing Special
Issue 9	September	The Future Issue
Issue 10	October	Diwali
Issue 11	November	Vacation Special
Issue 12	December	Anniversary + Luxury

CONTENT CURATION

Over the years, GoodHomes has also published special booklets focusing on client requirements. With expertise of more than 10 years in the decor space, the magazine offers premium content that aligns with the brands vision and reaches the target audience. Some of the recurring names include Nerolac, Somany, Morbi Inc and more.

Apart from this, GoodHomes also has the exclusives – GH Decor Guide and The A-Z Decor Alphabet – two annual booklets that aligns with our readers' aspirations and decor needs.



DIGITAL

One of the most followed magazines on the digital front, GoodHomes is on a constant pursuit to bring to the fore relevant, trending and stylish content to its viewers.

The numbers say it all!



131K+
FOLLOWERS



138K+
PAGE LIKES



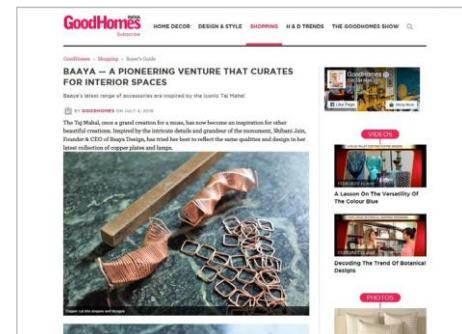
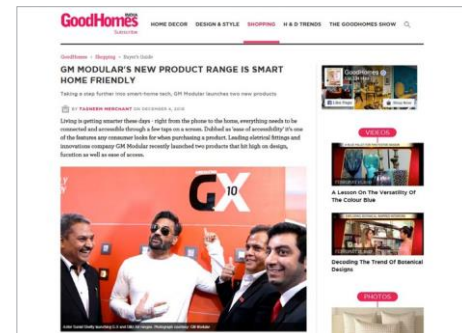
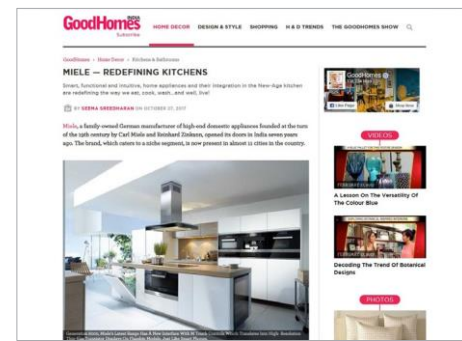
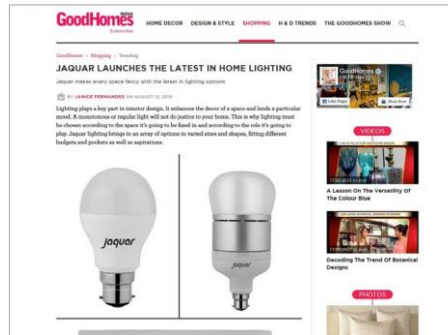
650K+ **50K+**
PVs/MONTH UVs/MONTH



DIGITAL ASSOCIATIONS

www.goodhomes.co.in is the final destination for decor and design brands who want to be seen and heard.

The website is the missing link between the brand and end user, and is the launch pad for several brands ranging from technology and home decor to art and more.



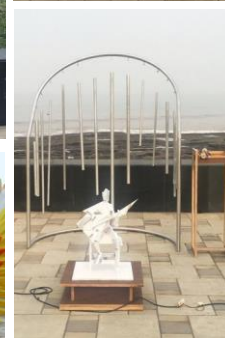
GH AWARDS

With a legacy of 11 years in the industry, the GoodHomes Awards intends to felicitate creativity, power and influence of young designers, architects, artists, bloggers and decor entrepreneurs who have created benchmarks in their respective fields. Over the years, GoodHomes Awards has recognised the design prowess and contribution of artists, brands, architects and interiors designers. The focus now shifts to the beginning, where it all starts. The GoodHomes Awards is the platform for the young blazing minds.



GARTWEEK

As a personal crusade project, the GoodHomes for Art Week is a public art initiative that takes over the streets of Mumbai. The focus is to bring art out of the galleries and to the streets. With the GoodHomes for Art Week, the art fraternity and its patrons get to enjoy a rousing curation of works of varying mediums.



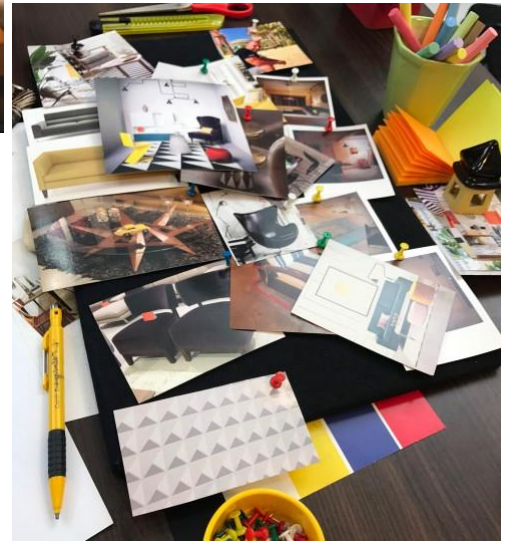
GoodHomes
for art

— A PUBLIC ART INITIATIVE —



GHSHOWS

Design is in the DNA of the magazine, and it makes perfect sense to translate this acquired knowledge to the television screen. The GoodHomes Show is a makeover series that shows the endless possibilities with different design elements. A before & after format, The GoodHomes Show documents the process of making a bare shell a home to come back to.



EVENTS

With its pulse on the industry, GoodHomes has orchestrated a string of on-ground collaborations across the country.

To name a few, the launch of the Somany Experience Centre in Ahmedabad, an engaging colour-based workshop at Pepperfry, Mumbai, the launch of Stosa Kitchens in Bengaluru, an innovative curation of art, titled, 'Fabriculture', inspired by the fabrics at D'decor, Mumbai...and many more.

SOMANY EXPERIENCE CENTRE,



PEPPERFRY, MUMBAI



DDECOR, MUMBAI

EVENTS

In terms of curated content, GoodHomes collaborates closely with design brands and identifies artists, product designers, interior designers, architects and contractors, who bring value to each properties. The focus is to create highly innovative content.

With a penchant for customisation, GoodHomes approaches each collaboration with a fresh perspective...no two events have the same format.



STOSA CUCINE, BENGALURU

