



▶ Digital ▶ Online ▶ Email ▶ Print



# MEDIA INFORMATION 2026



## Why choose Housewares Magazine?

### Proven Industry Expertise

- Established Since 1983: With decades of heritage, Housewares Magazine has built a strong reputation as the leading business-to-business publication in the housewares sector.
- Industry Authority: Its rich heritage ensures that it remains the go-to resource for professionals at every level of the industry.

### Comprehensive Coverage Across Platforms

- Online Presence: The magazine's website, [www.housewareslive.net](http://www.housewareslive.net), is updated daily and ensures our readership is kept up-to-date on everything from industry news to product launches.
- Weekly Newsletter: The e-newsletter reaches 2,441 subscribers every Tuesday, delivering top news directly to inboxes.
- Third Party Database: Our third party database of subscribers consists of more than 1,000 recipients.

### Print Edition

- Published six times a year, the magazine offers in-depth content, including retailer profiles, product reviews, and exclusive interviews with industry leaders.
- Targeted Distribution: Delivered to approximately 5,000 key decision-makers and senior professionals, ensuring your message reaches the right audience.
- The schedule: The magazine is strategically published ahead of key times throughout the year, ensuring our readership stays ahead of the curve with the latest trends and must-have products.

### Trade Show Collaboration

Every year the magazine collaborates with prestigious trade shows such as:

- Ambiente (Messe Frankfurt)
- The Inspired Home Show (International Housewares Association)
- INDX Homewares (AIS)
- Exclusively (BHETA)
- Gift World Expo Mumbai

By choosing Housewares Magazine, you're tapping into a platform that not only delivers unparalleled industry insights but also connects suppliers, manufacturers, and retailers in meaningful ways.

Group Managing Editor  
Fiona Russell-Horne  
[frussell-home@datateam.co.uk](mailto:frussell-home@datateam.co.uk)

Editor  
Will McGill  
[WMcGill@datateam.co.uk](mailto:WMcGill@datateam.co.uk)

Group Sales Manager  
Dawn Tucker  
[dtucker@datateam.co.uk](mailto:dtucker@datateam.co.uk)

Media Account Executive  
Morgan Borthwick-Hunter  
[MBorthwick-Hunter@datateam.co.uk](mailto:MBorthwick-Hunter@datateam.co.uk)

To view the latest digital issue of Housewares go to: [www.HousewaresLive.net](http://www.HousewaresLive.net)



# Print Advertising

## Magazine Display Rates

Full page	£1,200
Half page	£650
Quarter page	£350
Outside back cover	£1,500

Front Cover and cover story on contents page (up to 50 words)	£2,100
Back Cover	£1,500
Inside Front Cover	£1,350

4pp Insert: £895

*(Insert to be supplied by client – weight must be 10g maximum.  
If the insert weight is above 10g please get in touch for a competitive quote)*

Colour Seps (image and up to 120 words): £130

Colour Seps to be included online and magazine: £185

Bellyband (affixed around magazine) 90mm depth £2500

## Dimensions (height x width)

Advert Size	Type	Trim	Bleed
Front Cover		229 x 229	235 x 235
Double Page	265 x 420	306 x 458	312 x 464
Full Page	265 x 195	306 x 229	312 x 235
Half Page (V)	265 x 94		
Half Page (H)	135 x 195		
Quarter Page (V)	135 x 94		
Quarter Page (H)	66 x 200		

## Advertising deadlines 2026

Issue	Copy Deadline	Press Date	Mailing Date
December/January	16th December	7th January	13th January
February/March	13th February	27th February	3rd March
April/May	15th April	1st May	7th May
June/July	12th June	30th June	3rd July
August/September	13th August	1st September	4th September
October/November	15th October	3rd November	9th November

Costs below are based on 3 months' coverage

**BILLBOARD:**

£2200

Dimensions: 970 x 250

**LEADER BANNER:**

£1,500

Dimensions: 970 x 250

Rectangular position that sits next to the logo above the main navbar.

**CAROUSEL:**

£1,300

Dimensions: 728 x 90

Rectangular position that sits next to the logo above the main navbar

**HEADLINE BANNER:**

£1000

Dimensions: 660 x 100

Rectangular position that displays above the headlines on the homepage.

Also appears above all articles.

**TAKEOVER:**

£2000

Dimensions: 240 x 900

(left and right) – EXCLUSIVE ONLY Large vertical positions that fill the left and right panels outside the website. Will scroll with the website. Dimensions are deemed a 'safe' area for call to action. Thinner/wider artworks can be supplied. Tags, HTML and animated artwork are NOT supported in this zone.

**MPU:**

£900

Dimensions: 300 x 250

Boxed positions that appear down the right side of the website.

**BUTTON:**

£500

Dimensions: 120 x 90

Small box positions that appear down the right side of the website.

**SKYSCRAPER:**

£1000

Dimensions: 160 x 600

Long vertical position that appears down the right side of the website.

# Online Advertisement Rates

## E-Newsletter

Our weekly e-newsletter is distributed to over 2,441 recipients each month and is sent out each Tuesday.

POSITIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
LEADER BANNER	£400	£960	£1920	£3600
MID NEWS BANNER	£340	£815	£1630	£3060
468x60 pixels (leader)				
680x90 pixels (mid)				
E-SHOTS	1 x £550	3 x £450		

All advert positions appear on all pages and are shared unless stated. Exclusive options are available on request. The position of your advert is based on availability of booked areas. All dimensions are measured in pixels (width x height). All artwork must be supplied as either a static image or animated .gif file (recommended file size < 1 mb). We accept tags and HTML adverts. Flash is not supported.

## Housewares Directory

Join the brand new Housewares Directory – on our freshly updated website, and in print, the Housewares Directory is the best place to promote your brand's name and products.

Within the last 12 months, our online directory had 25,000 views and had an increase of up to 8,000 new unique users.

The packages below – starting at just £350 – are for an entry in both our print magazine as well as online on our directory website, and will give you a subscription for an entire year.

### Silver package - £350:

- Company Description
- Company Logo
- Contact details
- Social Media Links
- Up to 2 Product Image uploads
- Up to 5 Product Categories

### Gold package - £500:

- Company Description
- Company Logo
- Contact Details
- Social Media Links
- Up to 10 Product Image uploads
- Up to 15 Product Categories
- Highlighted entry within Search results
- Top Billing within Category results

# Housewares Magazine Features List 2026

## DECEMBER/JANUARY

- Ambiente Preview
- Trends 25/26
- Small Domestic Appliances
- Tableware

## FEBRUARY/MARCH

- Ambiente Review
- Eco-friendly
- Food Preparation and Tools & Gadgets
- Cookware

## APRIL/MAY

- Exclusively Preview
- The Inspired Home Show review
- Drinkware
- Small Domestic Appliances
- Bakeware
- Licensing and Brand Collaborations

## JUNE/JULY

- Exclusively Review
- Cookware
- Afternoon Tea
- Outdoor cooking and dining
- Back to school
- Special Feature: Housewares Magazine's Summer display competition

## AUGUST/SEPTEMBER

- Small Domestic Appliances
- Christmas gifting
- Eco-friendly
- Colour in the Home

## OCTOBER/NOVEMBER

- Beverage Making
- Cookware
- Food Preparation and Tools & Gadgets
- Special Feature: Housewares Magazine's Christmas display competition

For advertising, please contact Morgan Borthwick-Hunter:

E: [MBorthwick-Hunter@datateam.co.uk](mailto:MBorthwick-Hunter@datateam.co.uk)

T: 01622 699126