

The List

HOUSE
& GARDEN[®]

MEDIA KIT 2025

CONDÉ NAST

The List

HOUSE & GARDEN

WHAT IS *THE LIST*?

The List is House & Garden's indispensable guide to the design world. It is an essential tool for anyone seeking design inspiration and a gateway to established as well as new talent for any project large or small

Created following the success of House & Garden's annual publication of its Top 100 Interior Designers, The List has nearly 1,000 members and enables House & Garden to discover creative talent and connect businesses with new audiences



The List

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WHY JOIN *THE LIST*?

- Affiliation with House & Garden and the 'stamp of approval'

- Exposure to an affluent and discerning audience of over 1 million digital unique users each month

- Join a network of like-minded design professionals and have the opportunity to collaborate, partner and share advice

- Invitations to exclusive networking events

- Exposure to the House & Garden editorial team and opportunity to be featured online and in print



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THE LIST *ONLINE*

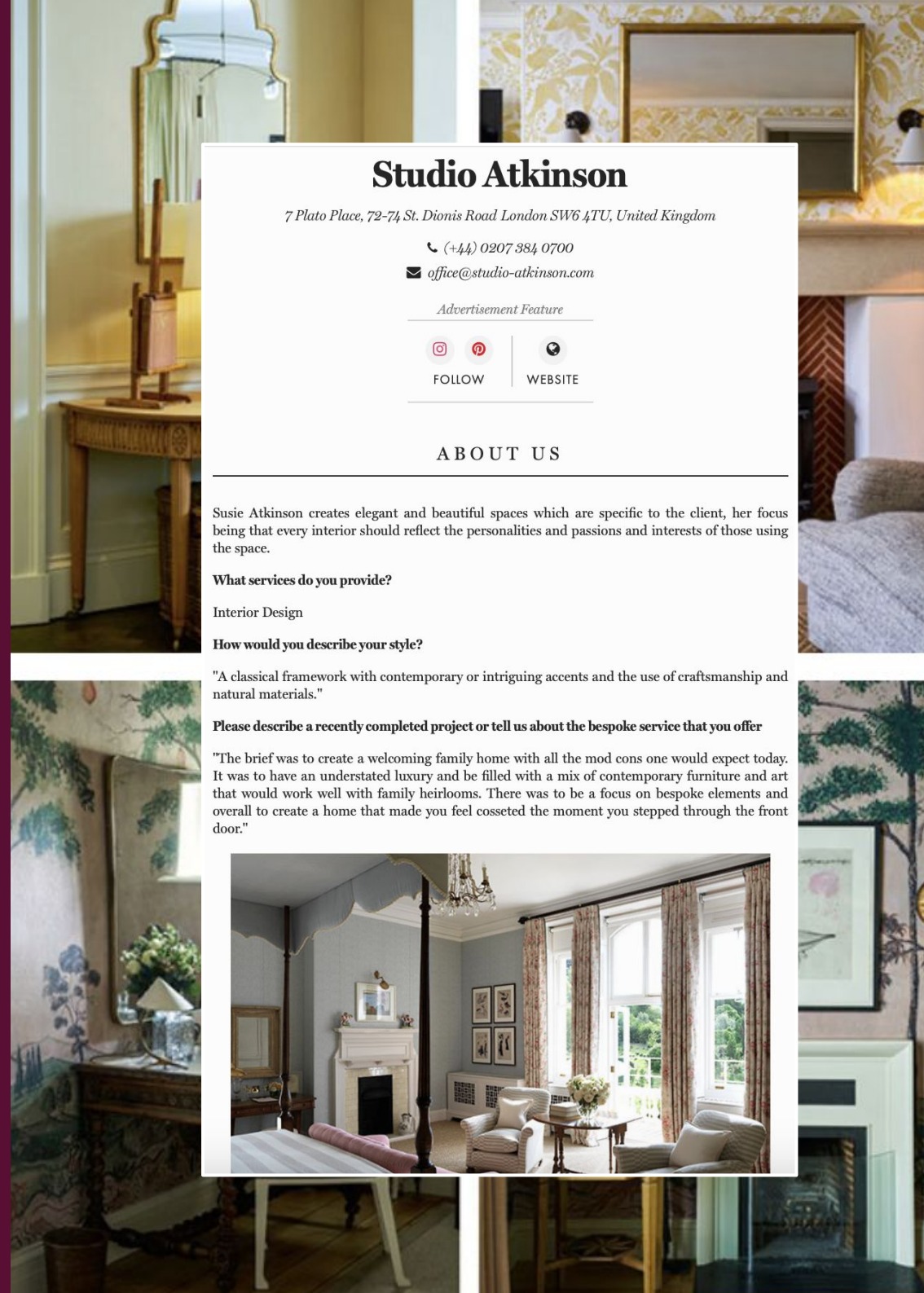
Included within your annual membership is an online profile which sits under the category of your choice.

Every profile will include contact details, location, website and social media links, as well as text and imagery

Members profiles can be updated throughout the year with new project images or company information

Please visit our website below to see further examples of various member's profiles and the range of categories we offer

The List Website - House & Garden



Studio Atkinson

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✉ office@studio-atkinson.com

Advertisement Feature



FOLLOW

WEBSITE

ABOUT US

Susie Atkinson creates elegant and beautiful spaces which are specific to the client, her focus being that every interior should reflect the personalities and passions and interests of those using the space.

What services do you provide?

Interior Design

How would you describe your style?

"A classical framework with contemporary or intriguing accents and the use of craftsmanship and natural materials."

Please describe a recently completed project or tell us about the bespoke service that you offer

"The brief was to create a welcoming family home with all the mod cons one would expect today. It was to have an understated luxury and be filled with a mix of contemporary furniture and art that would work well with family heirlooms. There was to be a focus on bespoke elements and overall to create a home that made you feel cosseted the moment you stepped through the front door."



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THE LIST *DIRECTORY*

As part of The List annual membership, members will also be featured in the printed List Directory, published annually with the December issue of House & Garden

The List Directory is a high-quality resource for customers and designers alike and is a comprehensive, trustworthy and useful go-to guide for anyone looking for a design professional, product or service

As well as a listing within the printed guide, we also offer advertising rates to increase your exposure in our annual guide. Please get in touch for rates or more information

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DIRECTORY 2025

Our global directory of design professionals

MEMBERSHIP *TIERS*

BRONZE £595 + VAT

- Online profile with text, 5 images and contact details
- Inclusion in the printed List Directory with contact details only
 - An annual subscription to House & Garden magazine
- Use of The List logo and promotional badge for your website, email signature, social media

SILVER £995 + VAT

- Online profile with text, 7 images and contact details
- Inclusion in the printed List Directory with contact details and some accompanying copy
- Annual subscription to H&G and use of List Logo
- Exclusive invitations to select events throughout the year, subject to availability
- Social media support on Facebook, Instagram and Pinterest*

GOLD £1,695 + VAT

- Online profile with text, 9 images and contact details
- Inclusion in the printed List Directory with contact details, accompanying copy and a project image
- Annual subscription to H&G and use of List Logo
- Exclusive invitations to select events throughout the year
- Prioritised for social media support on Facebook, Instagram and Pinterest*
- One week as a featured designer and inclusion in an editorial gallery
- Opportunity to host an event with The List *

PLATINUM £5,000 + VAT

- Online profile with text, 10 images and contact details
 - Inclusion in the printed List Directory with contact details, accompanying copy and a project image and Instagram handle
- Annual subscription to H&G and use of List Logo
- Exclusive invitations to select events throughout the year
 - Prioritised for social media support on Facebook, Instagram and Pinterest*
- One week as a featured designer and inclusion in an editorial gallery
- Opportunity to host event with The List*
- Full page advert in The List Directory

**Social media is chosen by The List editorial team and is subject to editorial discretion *Hosting an event with us is subject to our discretion and availability*

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GLOBAL *BOLT ON'S*

For our Global members, you can be geo-located in both your Global and UK locations with two separate profile pages, for half the price of the UK membership cost

£295 – Bronze Global bolt on
£495 – Silver Global bolt on
£845 – Gold Global bolt on

**Foreign address required*

Golden Design, photographed by Tom



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EXTRA *DIGITAL PACKAGES*

WORKSHOP WEDNESDAYS

@thelistbyhouseandgarden x5 Instagram stories

£750

TAKEOVER TUESDAYS OPTION 1

@thelistbyhouseandgarden x3 Instagram posts in a day and x1 Instagram story £750

TAKEOVER TUESDAYS OPTION 2

@thelistbyhouseandgarden x3 Instagram posts in a day, x3 Instagram story and 1 week as a highlight on the top of our profile £1,000

PINTEREST TAKEOVERS

Your own board including 5 pins of images of your choice, subject to our approval £500

SOLUS NEWSLETTERS

Reach of 1,000 List members £1,000



EDITORIAL AND SOCIAL MEDIA OPPORTUNITIES

Members of The List have exclusive access to House & Garden editorial opportunities in both print and digital via our social platforms below

HOUSE & GARDEN
PINTEREST
398K FOLLOWERS

HOUSE & GARDEN FACEBOOK
6,049,900 FOLLOWERS

PRINT
LIST PAGE IN H&G



THE LIST
INSTAGRAM
STORIES

THE LIST FACEBOOK
86,267 FOLLOWERS

267K
followers

THE LIST
INSTAGRAM FEED

ONLINE

THE BEST OF THE LIST

DESIGNER INSIGHT

INSIDER *The List*

The List

Olivia Capaldi highlights the work of our directory members – from a landscape designer to garden furniture specialists



The young and talented
Known for her combination of emerging contemporary artists, Dominika Matfield has founded a business that focuses on the work of our independent members to create, such as that designed by Louise Ray, whose pretty placements, all at a price, are shown above. [dominika.com.au/the-list](#)

HELEN ELKS-SMITH

The juxtaposition of contemporary and traditional elements in a way is an interesting challenge, says the founder of Helen Elks-Smith Garden Design. For this Hampshire project, the modern house and old garden walls were both stars of the show, but they were pulling in different directions. Grasses and perennials have been used to create a sense of flow, while hanging the color of the walls. The hanging garden of the adjacent 17th-century residence is a well-regarded feature between the garden and the house. "Hundreds of Acanthaceae, Brunneria, with its richly colored foliage and red flower spikes, offer the eye a sense of movement of the vines. "Helen also plants a variety of plants, which have been hand-picked to provide further landscaping features. [helenelks.com](#)



Double vision
For the first time, The Bag Company has collaborated with Liberty on the design of a rug inspired by Liberty's extensive archive of fabrics, which dates back to 1875. The collection pays homage to both brands' rich heritage and combines unexpected wall and floor with design elements from the American and Art Deco movements, including a variety of patterns, colors and textures. [thebagcompany.com](#)

GOOD FOR THE GARDEN: WISHER TO BUY OUTDOOR ACCESSORIES? **FRANCA JACKS** With an eye for eye-catching garden design, the 'Madley' weather-resistant polycarbonate and ash painted in a range of colors. "When we designed by the founder and creative director Kay Taylor and joined our trademark Charles and Joan brand to the company's 'Madley' brand, we created a new outdoor furniture brand for the garden in Madley. This brand was designed to be a covered outdoor area, not just a garden. **2023** **London and BEST GARDEN FURNITURE COMPANY** is a water-resistant polycarbonate and ash. "We're delighted to partner in our brand with our members who share our passion for the outdoors. For the best prices, please contact our members for more information. [info@thebagcompany.com](#)

Visit The List today to find a design professional or to become a member of The List, call 020 7532 3639 or email info@thebagcompany.com

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DECORATION

The Best of The List: Boot Rooms

We've rounded up our favourite boot rooms from members of our online directory, The List

By Lucy Bolton
17 March 2022



The spring showers have arrived and although this is good news for our gardens, it's bad news for our interiors as they inevitably get caked in mud. Boot rooms are a wonderful solution to this problem, giving dirty boots and wet coats a place to dry while offering much-needed storage for other outdoor gear.

With this in mind, we've rounded up our favourite boot rooms from members of our online directory, [The List by House & Garden](#).

DECORATION

Interior designer Lisa Henderson on maintaining harmony between tradition and modernity

Interior designer Lisa Henderson gives her top tips on how to maintain harmony between tradition and modernity in your home

By Lisa Bolton
17 March 2022



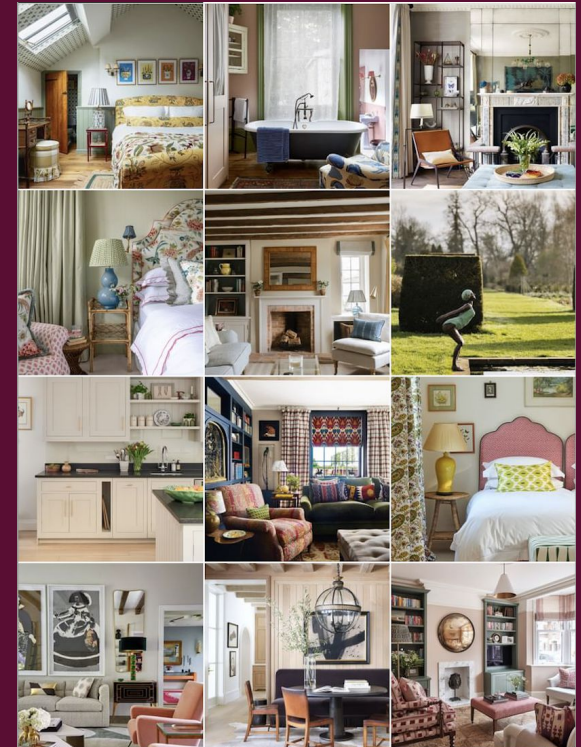
From home

Harmony between the past and the future is a challenge that every interior designer faces. In 2019, Lisa Henderson began her career in 2019. Since then her business has been steadily growing. To achieve this, she chose to work with a mix of styles to create a timeless look. Lisa's design approach is to blend traditional and modern elements to create a space that is both timeless and modern.

Lisa also shares with us her top tips on how to maintain harmony between tradition and modernity in your home.



GET THE REMARKABLE



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TESTIMONIALS

'We have found The List to be a wonderful resource and that clients really value the association with House & Garden's reputation. First project enquiry via the list already in our inbox for 2023! We've had several List enquiries over the past month or so!'. James Arkoulis and Saskia Howard, Howark Design

"In our first year as a Gold List Member, we were contacted by a client who had found us through the List Directory. We are honoured to be listed amongst so many talented creatives in the industry." Pia Pelkonen, Founder of Pia Design

'As longtime readers of UK House & Garden, we were thrilled when they brought The List to the United States and immediately joined. We appreciate all they do for the design community.' Peter Pennoyer, Founding Partner, Peter Pennoyer Architects

'Inclusion on the House & Garden 'The List' directory has proved invaluable for us - we have had more enquiries via clients spotting us on The List than any other means, other than personal recommendation. The endorsement that The List provides gives clients confidence that they are dealing with experts in their field, recognised by top industry evaluators.' Claire McDonald, Creativemass



Urquhart & Hunt Landscape Design. Photographer: Magnus Dennis

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HOW TO *JOIN THE LIST*

If you are interested in becoming a member of The List, please get in touch with us via the contact details below

In order to proceed, we require your chosen membership level, website link, invoicing address and contact information. Please note, memberships are open all year round and start from the 1st of your chosen month, lasting for a minimum of 12 months

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