

Property & Lifestyle

PROPERTY KNOWLEDGE FOR EVERY STAGE OF YOUR JOURNEY



THE PROPERTY JOURNEY STARTS HERE

Expert advice. Inspiring homes. Smarter decisions.

FIRST-TIME BUYER

A clearer route to home ownership

RENOVATE & IMPROVE

Transform your home and add value

INVEST IN YOUR FUTURE

Build knowledge before building wealth

SPECIAL REPORT / AI & PROPTech

In partnership with The Great British Property Show

WELCOME TO PROPERTY & LIFESTYLE

A sophisticated property magazine designed around the decisions people actually make.



Property touches almost every stage of our lives. We rent, buy, move, improve and invest. Yet the information needed to make those decisions is often fragmented across dozens of sources.

Property & Lifestyle brings the journey together in one premium environment: authoritative journalism, practical education, market intelligence, inspiring homes and access to trusted expertise.

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LEARN → RENT → BUY → LIVE → INVEST → GROW

ONE BRAND. A LIFETIME OF PROPERTY DECISIONS.

Six stages create a clear editorial structure - and a powerful commercial proposition.

LEARN	Understand property, finance and the market.
RENT	Navigate renting intelligently and prepare for what comes next.
BUY	Move from affordability and mortgages to offer, survey and completion.
LIVE	Improve, furnish, protect and enjoy the home.
INVEST	Understand yield, finance, risk and opportunity.
GROW	Build portfolios, businesses and long-term wealth.

WHY THIS MATTERS TO PARTNERS

A lender can speak to mortgage-ready buyers. A kitchen brand can reach renovators. A developer can reach active purchasers. A wealth or investment business can reach readers as their property ambitions grow.

PROPERTY MARKET INTELLIGENCE

What is happening. What it means. What readers should consider next.



HOUSE PRICES	Movement, affordability and regional divergence.
MORTGAGES	Rates, borrowing power and refinancing decisions.
RENTS	Rental pressure, affordability and demand.
SUPPLY	New homes, planning and housing shortages.
DEVELOPMENT	Regeneration, infrastructure and opportunity.
INVESTMENT	Yield, risk and changing market strategies.

THE EDITORIAL DIFFERENCE

Every data-led feature should answer a simple question: **what does this mean for me?** That turns statistics into useful intelligence for buyers, owners, landlords, investors and developers.

EXPERT INTELLIGENCE

Authority from the people who understand the decisions, risks and opportunities.

MORTGAGES	How much can I realistically afford? Affordability, deposits, rates and borrowing strategy.
LEGAL	What should I know before exchange? Conveyancing, searches, contracts and legal risk.
SURVEYS	What could turn a bargain into a costly mistake? Condition, defects and due diligence.
INVESTMENT	Does buy-to-let still make sense? Finance, yield, tax, location and strategy.

EDITORIAL CONTRIBUTION OPPORTUNITY

Property & Lifestyle will invite credible estate agents, brokers, lawyers, surveyors, architects, designers, developers, investors and PropTech founders to contribute useful expertise - while preserving clear editorial independence.

Editorial builds authority. Advertising builds visibility. Sponsorship builds association.

FIRST-TIME BUYER

A practical route from deposit to front door.



01

BUILD YOUR DEPOSIT

Know the deposit and the costs beyond the purchase price.

02

CHECK BORROWING POWER

Understand affordability before beginning the search.

03

SEARCH INTELLIGENTLY

Look beyond decoration to condition, location and long-term suitability.

04

MAKE THE OFFER

Understand negotiation and what follows acceptance.

05

PROTECT YOURSELF

Use conveyancing, searches and surveys intelligently.

06

COMPLETE & MOVE

Prepare for completion, insurance, utilities and ownership.

SPONSORABLE FIRST-TIME BUYER HUB

A partner could support a wider education proposition including a deposit calculator, affordability tool, buying-cost planner, viewing checklist, mortgage glossary, webinars and downloadable guides.

DREAM HOMES & DEVELOPMENTS

Premium homes with editorial substance - not just property pornography.



ARCHITECTURE	INTERIORS	DEVELOPMENT
The thinking behind exceptional residential design.	Materials, craftsmanship and spaces designed for living.	New homes responding to changing lifestyles and locations.

A PREMIUM COMMERCIAL ENVIRONMENT

Natural partners include developers, estate agencies, architects, interior designers, kitchens, bathrooms, furniture, lighting, smart-home technology, automotive and selected luxury brands.

RENOVATE & IMPROVE

For many homeowners, the next property decision is not to move - but to make more of what they already own.



EXTEND	Create space while staying in the neighbourhood you value.
RENOVATE	Improve function, finish and potentially long-term value.
ENERGY	Lower running costs and improve efficiency.
INTERIORS	Create a home that works better and feels better.
SMART HOME	Use technology to improve security, comfort and control.

COMMERCIAL EXTENSIONS

This section can support advertiser categories ranging from architects and builders to kitchens, bathrooms, furniture, energy, insurance, finance and home technology - as well as a future renovation planning tool.

INVEST IN YOUR FUTURE

Property investment explained with more intelligence and less hype.



BUY-TO-LET	Where rental economics still work.
HMOs	Higher income potential with greater complexity.
DEVELOPMENT	Creating value rather than waiting for appreciation.
COMMERCIAL	Opportunities beyond residential property.
INTERNATIONAL	Diversification, lifestyle and overseas opportunity.
FUNDS & REITs	Property exposure without becoming a landlord.

INVESTMENT TOOLKIT

Yield calculator • finance calculator • cashflow model • investment comparison • due-diligence checklist

WHERE TO LIVE & INVEST

Location coverage built around decisions, not recycled league tables.



THE PROPERTY & LIFESTYLE LOCATION INDEX

A future proprietary index could compare places using affordability, prices, rents, transport, schools, employment, regeneration, infrastructure, lifestyle and development pipeline.

FIRST-TIME BUYERS	FAMILIES
Affordability + connectivity + amenities	Schools + space + environment + community
INVESTORS	LIFESTYLE
Yield + demand + growth + regeneration	Culture + restaurants + green space + connectivity

This can evolve from a magazine franchise into proprietary data, searchable location profiles, sponsored reports and a standalone digital product.

AI, PROPTech & THE FUTURE

The technologies changing how people search, buy, finance, build, manage and invest.



THE CONNECTED HOME

AI, energy management, security and smart-home systems.

THE DIGITAL TRANSACTION

Digital mortgages, automated conveyancing, virtual viewing and property data.

THE SMARTER INVESTOR

Portfolio analytics, AI research, predictive data and automated management.

BEYOND PROPERTY & LIFESTYLE

The magazine can translate technology for a broad audience. Deeper research can be repurposed into specialist PropTech intelligence, B2B publishing, events, software and other separately owned commercial products.

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PROPERTY KNOWLEDGE FOR EVERY STAGE OF YOUR JOURNEY



BE PART OF THE PROPERTY JOURNEY

Advertise. Sponsor. Contribute. Partner.

ADVERTISE

Reach audiences across renting, buying, improving and investing.

SPONSOR

Own a high-value editorial or educational environment.

CONTRIBUTE

Put credible expertise in front of an engaged property audience.

PARTNER

Extend into events, webinars, guides, tools, research and lead generation.

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