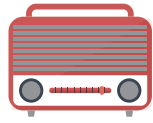


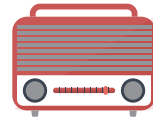


**TOTAL = 10,871,996**  
AUDIENCE REACH

Breakdown of all coverage throughout the run up and duration of National Home Improvement Week...



**TOTAL RADIO REACH**  
**3,920,600**



**TOTAL**  
ITEMS OF RADIO COVERAGE

**66**

RUNNING ALMOST

**7**

HOURS

**BBC**

**= 3**

**SKY NEWS**

**= 2**

**NATIONAL STATIONS**

**= 7**

**TOTAL ONLINE REACH**  
**4,950,087**

**TOTAL**  
ITEMS OF COVERAGE

**91**

**WEBSITE**  
TRAFFIC DURING MARCH 2018

**2180**  
VIEWS

**TOTAL**  
OF VIDEOS & INFOGRAPHICS

**18**

**OVERALL HIGHLIGHTS**

**TOTAL ITEMS OF COVERAGE**  
**157**  
ACROSS ALL ROUTES

**TOTAL**  
TRADE PR REACH  
**90,233**

**TOTAL**  
CONSUMER PR REACH  
**1,493,833**

**ideal**  
HOME SHOW  
VISITORS  
**229,223**

**TOTAL**  
SOCIAL MEDIA REACH  
**188,020**

**RATE CARD VALUE: £417,580**

↓↓↓ VS ↓↓↓

**PR VALUE: £1,252,741**

National Home Improvement Week is a registered trademark and the intellectual property of BHETA and the Relations Group Ltd and can only be used for Marketing or PR purposes with the express written permission of BHETA or the Relations Group or under license as part of an official partnership.

[WWW.HOMEIMPROVEMENTWEEK.CO.UK](http://WWW.HOMEIMPROVEMENTWEEK.CO.UK)