

Good Housekeeping

Good Housekeeping launched in 1922 and has remained one of the UK's most enduringly successful magazines. Good Housekeeping is an international brand with 16 editions around the world including publications in China, Russia, Indonesia, Chile and Central America – selling more than six million copies worldwide every month.



Market

There are more than 3,000 magazines in the UK market, seven of which compete directly with Good Housekeeping.

In 2008 the women's interest magazine market became more competitive than ever, as the credit crunch began to bite and consumers cut back on non-essentials. However, Good Housekeeping has managed to maintain its leadership in this mature market, outselling its competitors with copy sales of more than 425,000 (Source: ABC July-December 2008).

Furthermore, Good Housekeeping boasts the largest subscription base of a magazine in the women's interest market, with 53 per cent of



its readers currently subscribing to the title on a monthly basis. Recent orders have seen subscriptions hit a record high of 224,347 copies.

Product

Good Housekeeping aims to be lively, inspirational and an essential read for women in the 21st century, focusing on what really matters in life. It sets out to be the magazine readers trust most, providing expertise and attention to detail, delivered in a positive and accessible way – giving readers access to the 'best of everything'. Good Housekeeping's remit is to provide its readers with a wealth of information and advice, keeping them up-to-date and balancing practical solutions with achievable inspiration in a no-nonsense format.

Good Housekeeping is the only women's interest magazine with an independent consumer research centre, the Good Housekeeping Institute (GHI), established in 1924. The GHI was founded to provide readers with unbiased, independent research findings on consumer products.

In 2000, the GHI launched an accreditation scheme that allows manufacturers and

retailers of food and non-food products to apply for access to use the GHI Approved logo – the benchmark for quality. Only after a consumer product has passed a series of rigorous Consumer Quality Assessment tests can the GHI Approved logo be used for marketing, PR and advertising purposes during a 12-month period. The GHI currently has more than 50 accredited products, bringing the trust and authority of the Good Housekeeping brand to a consumer audience that reaches far beyond the pages of the magazine.

Bringing the Good Housekeeping brand to life further, more than 30 reader events are organised annually, ranging from gardening evenings to cookery demonstrations and beauty workshops to fashion shows. Every year more than 10,000 readers have the opportunity to meet the people who work on the magazine and share in their expertise.

Achievements

In November 2008, The National Magazine Company's editorial director, Lindsay Nicholson, returned to the day-to-day editing of Good Housekeeping. A winner of the prestigious Mark Boxer lifetime achievement award presented by the British Society of Magazine Editors, Lindsay previously edited Good Housekeeping from 1999 to 2006 when it was named Magazine of the Year by the Periodical Publishers Association.

With her return to the magazine coinciding with an increasingly uncertain economy, Lindsay undertook the first major overhaul of the magazine's content in 10 years in order to reflect readers' current concerns. Underpinning the project was a clear belief: "In good times people love Good Housekeeping. In tough



times, they depend on it." Given that the magazine had already survived four major recessions and a World War, she turned to the archive copies for inspiration. The resulting redesign, which made its debut with the May 2009 issue, features classical typography and more copy-heavy pages, delivering up to 25 per cent more information per page. Not only representing greater value for money for readers, it is also a more ecologically sound use of paper stocks.

Additionally, new columns were introduced, covering emotional issues, modern etiquette and household tips from the former head of the GHI, Aggie MacKenzie. Consumer advice provided by the GHI was expanded and a new campaign launched within the Food pages, encouraging readers to recognise that 'it's cheaper to make it yourself'.

Recent Developments

In 2003 Good Housekeeping launched its own range of branded products, the Good



Housekeeping Essentials range. Established to add value to everyday life, every item is selected for its innovative and user-friendly design and tested and approved by the GHI. To complement the bakeware and utensil ranges already available, a woodware range was launched in June 2005 and a cookware range was launched at the end of 2008.

A new 'content rich and community driven' website, allaboutyou.com, was launched in April 2008. Representing the key editorial pillars of the magazine, the site provides an extensive database of tried and tested recipes.

Promotion

Core to Good Housekeeping's promotional strategy is working closely with its editorial teams to reinforce the brand's values and ensure that readers' needs are met; focus groups and reader panels provide valuable insight into the magazine's readership. The magazine also endeavours to work closely with third parties to enhance its position both



on the newsstand and within the existing subscriber base. Good Housekeeping has seen a steady and consistent subscription growth over the years and in more recent times has tested innovative direct marketing techniques, with significant growth through online channels.

Brand Values

The Good Housekeeping brand is built upon the values of trust, expertise and authority, aiming to be progressive while maintaining its integrity as a consumer champion.

allaboutyou.com

Things you didn't know about Good Housekeeping

In the UK, Good Housekeeping sells one copy of the magazine every seven seconds (Source: ABC July-December 2008).

Good Housekeeping was the first magazine to publish a 'handbag' size. The reduced size was run during the paper shortages of World War II, when the information in Good Housekeeping was deemed by the government to be vital for the war effort.

Good Housekeeping was the first British women's magazine to publish an interview with Michelle Obama.

Over 45,000 recipes have been developed in the GHI since its launch. It would take someone eating three meals a day, more than 40 years to try all the recipes.

Cover stars have included Oprah Winfrey, Jane Fonda, Twiggy, Jamie Oliver and, in May 1937, George VI.



1922	1994	2000	2006	2008	2009
British Good Housekeeping launches. Two years later, the Good Housekeeping Institute (GHI) is set up to provide unbiased advice on the best consumer products available.	Good Housekeeping achieves its highest ever ABC figure – selling an average of 518,435 copies a month (Source: ABC July-December 1994).	The GHI launches an accreditation scheme.	Good Housekeeping celebrates its 1,000th issue.	The launch of allaboutyou.com takes place.	As an alternative to the main issue, the ecologically inspired smaller issue size returns, last seen during World War II.