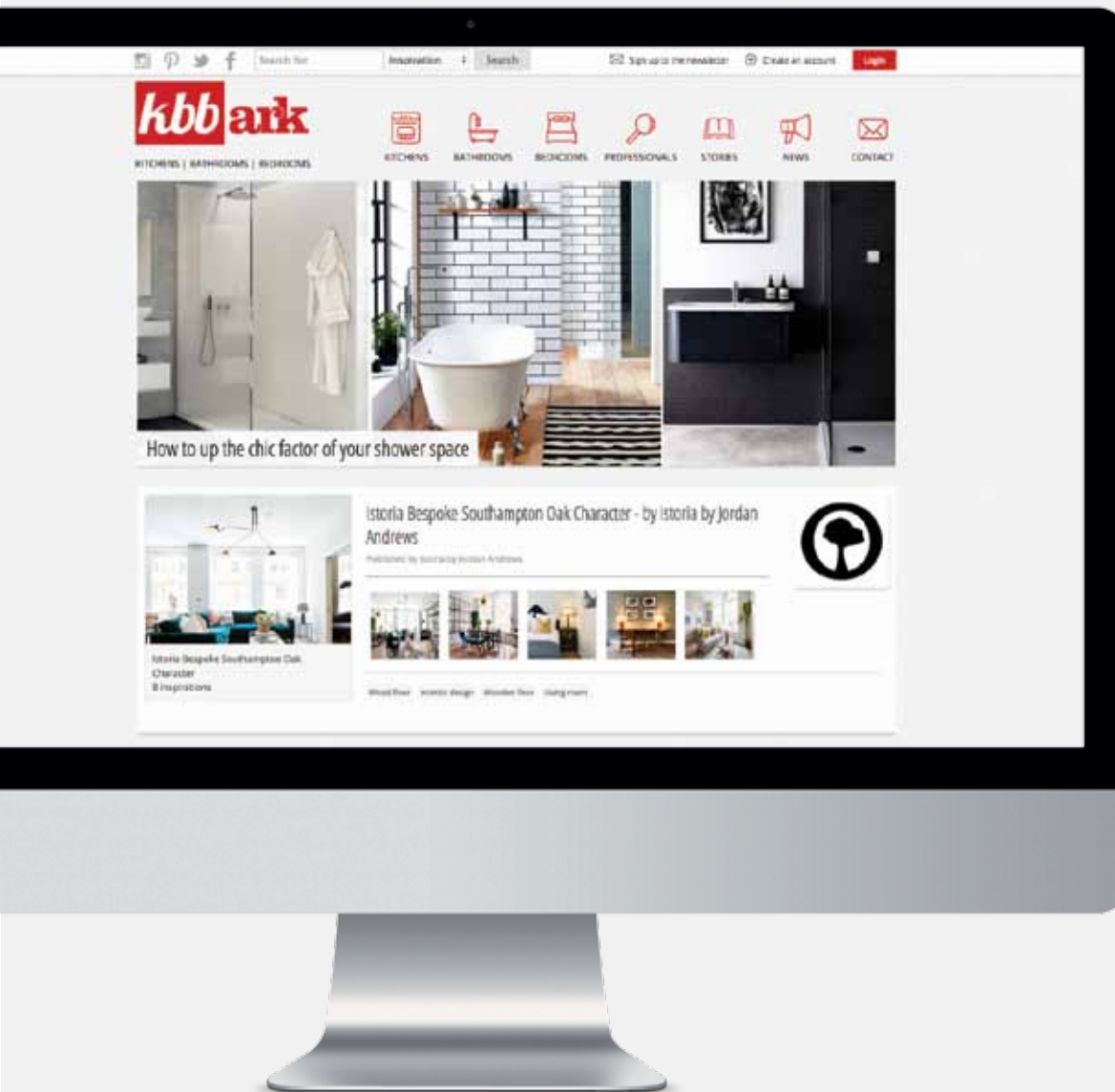




kbb ark

KITCHENS | BATHROOMS | BEDROOMS



About **kbbark.com**

Say hello to our brand-new inspirational décor website – kbbark.com! From the publisher of award-winning titles, such as EKBB, kbbdaily.com and EK&B Business, KBB Ark is a hub where homeowners can connect with kitchen, bathroom and bedroom design professionals.

Ready to guide users every step of the way, the website offers an easy-to-navigate online experience across desktops, mobiles and tablets. KBB Ark features beautiful imagery to inspire users alongside articles that cover everything from the latest technology and product launches (including where they can be bought) to decorating ideas, tips from experts, interviews and profiles on design professionals, plus in-depth case studies. With an emphasis on inspirational visuals and a seamless user experience regardless of device, it's never been easier for homeowners to browse, save, share... And more!

Get started...

Sign up for a free account to connect with thousands of potential clients seeking your design expertise on how to tackle their latest kitchen, bathroom and bedroom renovations. Whether it's product recommendations, design ideas or uploading images of your latest offerings to inspire, head over to KBB Ark now.

Katie Byrne, Web Editor



What professionals say about us

“KBB Ark is a great platform to showcase all of our products with lifestyle and project images. It is very easy to use and provides Roman with another avenue to promote the brand and products. With the increased use of inspirational social media such as Instagram and Pinterest, KBB Ark is another stable platform to showcase our products to a wider audience”

David Osborne, Managing Director of Roman

“KBB Ark allows us to showcase our work in an environment dedicated to kitchen enthusiasts. In addition, we can also communicate with potential clients and provide them with advice and ideas, which in turn will hopefully raise awareness of the Kitchens International brand and encourage footfall”

Ross Craig, Marketing Manager at Kitchens International

“KBB Ark is a fantastic online portal for those specifically seeking inspiration for their kitchens, bedrooms and bathrooms. Novy is listed on the Professionals section and it helps generate page views for us which increases SEO and traffic to our website”

Owain Harrison, Country Manager of Novy

Website – rate card

Site takeover

- Banner (1080x150px)
- Background (2000x1200px)
- MPU (500x500px)

£1,500 p/w

Spotlight

(1060x300px) **£800 p/w**

Footer banner

(1080x150px) **£400 p/w**

Skyscraper

(120x650px) **£1000 p/w**

Banner

(1080x150px) **£800 p/w**

MPU

(1080x150px) **£600 p/w**

Background

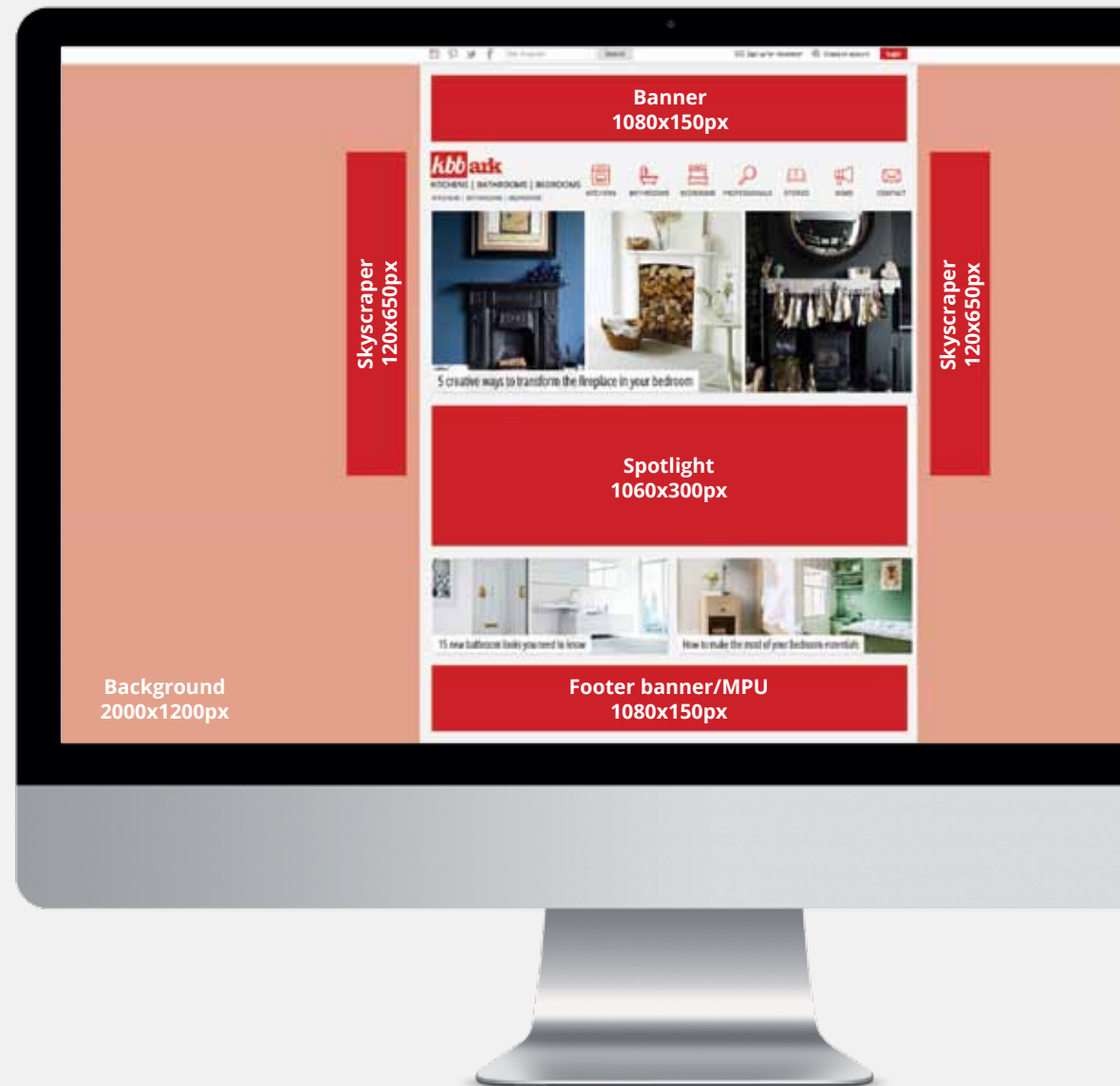
(2000x1200px) **£1000 p/w**

Site pop-up

(120x650px) **£1000 p/w**

Advertorials

- Mention in the 'Must-Haves' section **£250** or a whole story **£900**
- Expert's Corner/Q&A **£900**



Banner
(700x150px)

kbbark



KITCHEN BATHROOM BEDROOM PROFESSIONALS STORES



Kitchen #Trending

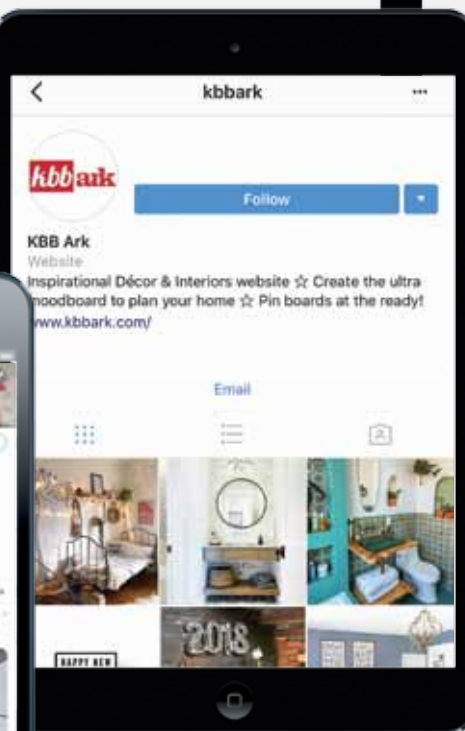
From the colour green to the new feel for 'recapit', here are 15 ideas inspiring kitchens [More...](#)

BE INSPIRED

Here are the top inspirations that caught our eye this week



Inspiration
(220x220px)



Newsletter & social media – rate card

E-shot newsletter
£1000 p/w

Newsletter

- Banner (700x150px) **£300 p/w**
- Image inspiration (220x220px) **£200 p/w**

Social media takeover

Facebook, Twitter and Instagram, plus story mention on Instagram per day for seven days **£950**

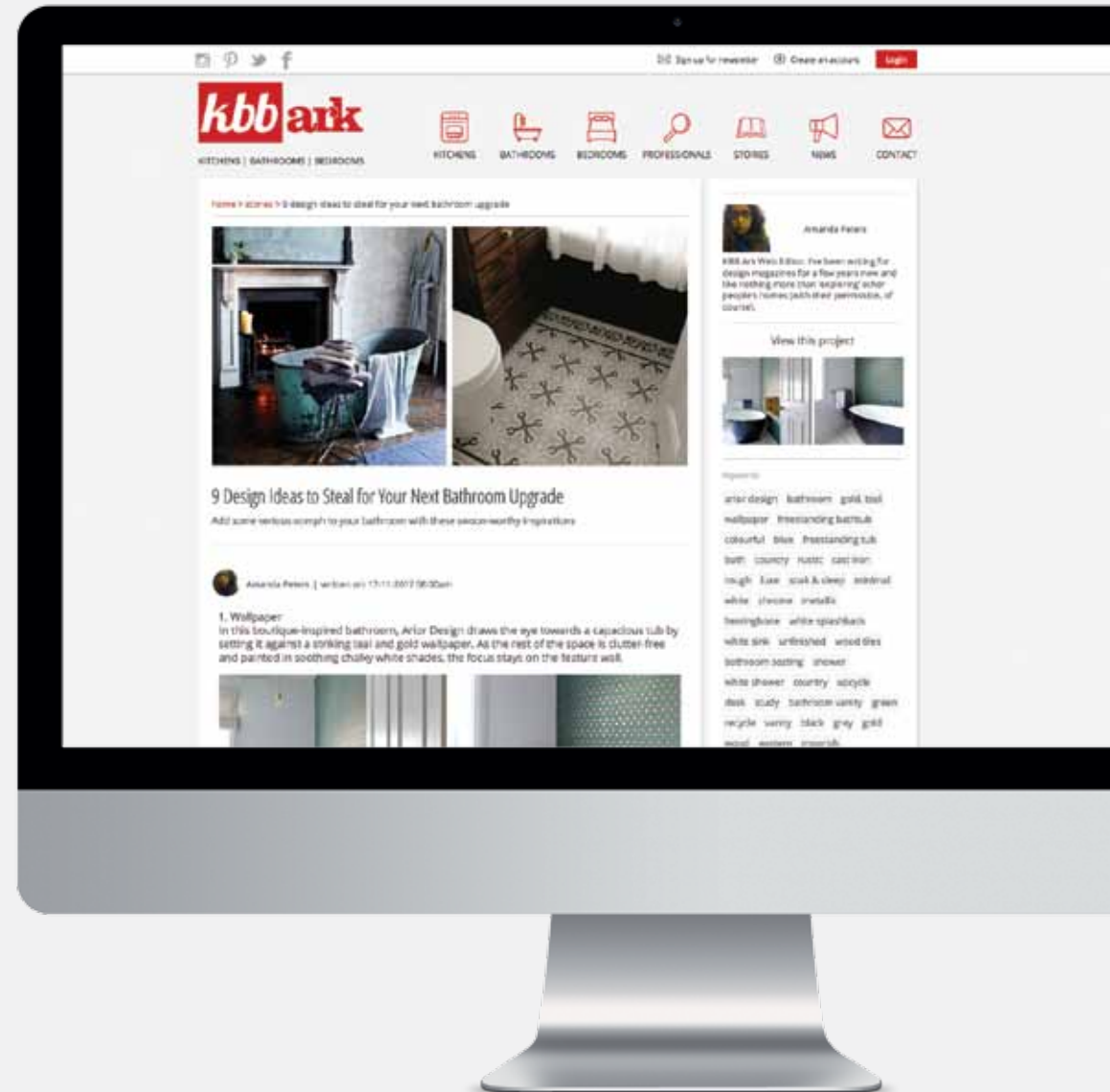
Demographics & analytics

User overview

- The typical KBB Ark user is a 30-year-old+ woman (70% female users)
- KBB Ark users love to travel, shop and entertain. They are book lovers and are focused on the arts, green living and gardening
- KBB Ark users are affluent, passionate about their homes and love to socialise. They want to be inspired and are at important purchase-points in the higher end of the kitchen, bathroom and bedroom market

Projected analytics

Based on how our award-winning sister brands – EKBB, Home Style, Your Home, KBB Daily and EK&B Business – have done in the past, we are projected to see 100,000 page views by the end of 2018. We are currently receiving 28,000 page views a month across the site with a high user engagement of 5 to 6 page views per session and an average time of 3 minutes.





About Hubert Burda Media

KBB Ark is a Hubert Burda Media Group title, one of the largest publishers in Europe.

HBM UK also publishes the award-winning sister titles EK&B Business, EKBB and the KBB industry's biggest news and jobs site, the award-winning kbbdaily.com

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