



## **PRESS ANNOUNCEMENT FOR IMMEDIATE RELEASE**

# **Ideal Home Show changes hands for the first time in 100 years**

The Ideal Home Show has been sold to one of Britain's fastest growing events and publishing companies Media 10 - just over 100 years after the famous show was first launched. Previously owned by dmg world media, it is the first time in the show's history that ownership has changed hands.

Media 10, which was formed just six years ago and is best known for the award-winning Grand Designs Live events, will take over ownership and be responsible for staging the show next March at Earls Court.

The Ideal Home Show has established itself as part of the social calendar of events and regularly attracts over 250,000 visitors every year.

The first ever show, then known as the Ideal Home Exhibition was opened by the Lord Mayor of London at Olympia in 1908. It took over 3000 men a week to build the first exhibition and at a time when only 10% of the population owned their own homes.

Lee Newton, Managing Director of Media 10 stated: "We are delighted and privileged to be the new owners of the Ideal Home Show, which has such a fantastic heritage and reputation as one of the great British events of the year.

"We are looking forward to adding our own brand expertise and creativity to the Ideal Home Show thus reflecting the massive and exciting ecological, cultural and technological changes that we have seen in the home sector over recent years.

"The Ideal Home Show is famous for showing people how they will live in the future and we will continue this trend. Through the event we are committed to showcasing the latest products for the home and garden be they energy saving solutions, technological advancements or methods for making consumers homes adapt to the current trends in 21st Century living"

"Through our portfolio of shows we now have direct face to face contact with to over half million home-interest consumers each year, coupled with an unrivalled database of millions of home-loving British public.

“This puts us in a fairly unique position in that we are the only home interest events company that can offer businesses this level of face to face interaction. The Ideal Home Show is a national institution and the plans we have for the forthcoming years will ensure it retains its status as the foremost location for property loving consumers.

“We see this acquisition as being perfectly timed; at a time when consumer confidence appears to be increasing and with interest rates at an all time low. In my opinion the clever money is being used to buy property at this moment – similarly I believe that clever money in exhibitions is also in this market. In the Ideal Home Show we are buying more than an event, we are buying a brand – and one that comes with a unique history.

“This brand has lived through 6 major recessions since its launch in 1908 and rather than just survive each time it has come out the other side stronger. It remains the case that the Englishman’s home is his castle and the British public will always be obsessed with their homes.”

The acquisition, for an undisclosed amount, gives Media 10 the largest home interest event portfolio in the UK. Having built the Grand Designs Live shows from a standing start in 2005, Media 10 now run 3 home interest exhibitions per year in the UK, attracting some 500,000 visitors and have recently launched events in South Africa and aim to further expand their home interest events portfolio globally.

Michael Franks, Chief Operating Officer of dmg world media stated “We are delighted that this prestigious event has been acquired by Media 10. They are the events company that have made the most impact in recent years; and have the dedication, knowledge and enthusiasm to ensure that the event continues to flourish for the next 100 years. I look forward to seeing the Ideal Home Show pick up as many awards in the next five years as Grand Designs Live has in the previous five.”

“It was important for us to sell this prestigious event to a company that has a proven track record in this sector and one that has the ability to deliver an event with superb content, innovative products and a host of celebrities.”

## **THE IDEAL HOME SHOW TAKES PLACE AT EARLS COURT FROM 20 MARCH-5 APRIL, 2010**

### **Notes to Editors:-**

Formed 6 years ago, Media 10 is a privately owned publishing and events company based in Epping, Essex. It currently employs approximately 100 staff and has fast become one of the leading players in the events industry as a result of the hugely successful Grand Designs Live exhibition, held twice per year in London and Birmingham.

Other events in the portfolio include the Duke of Essex Polo Trophy – now one of the largest attended polo matches in Europe; The London Design Trail; The Milan Design Trail and the Grand Designs Awards.

Its award-winning magazine portfolio includes icon magazine, the leading international architecture and design magazine; Grand Designs, the magazine of the leading property programme on Channel 4; The Selfbuilder, a monthly resource for anyone looking to refurbish, restore or build their own home; on office, the leading office design magazine; the music magazine, M; and Spanish, a design and property publication. Media 10 currently has partnerships with Channel 4, Talkback Thames, Fremantle Media, The Performing Rights Society and the Spanish Embassy.

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