

# Country Homes

## Redesign team

Country Homes & Interiors is aimed at an affluent rural female demographic. Focus group and reader surveys suggested that whilst the title was maintaining a healthy market share, a few regular features were being largely overlooked whilst others had proven to be very popular. The running order and content were therefore rebalanced to capitalise on these findings. The task was to instill these improvements into the title without compromising a successful formula.

I worked within the redesign team team to help establish the new content running order and create design solutions to address the market research. This

required a new set of grids for the sections to be enhanced and another grid for presenting product pages (below). The title was also to benefit from a website brought in line with the new structure and presentation.

### Solution

- Work closely with the editorial team to revise content running order and refresh the relevant sections
- Introduction of a new multi-purpose single-page feature grid (for interviews, competitions, recipes, etc)
- A more uniform approach to picture and copy relationships





- A new mobile-optimised WordPress website to closely reflect the new title structure
- Developing a social media presence (Facebook, Twitter, etc)
- Improved pdf to print distribution strategy through uplinking their machines direct to their printers

## Outcome

The changes made seemed to be hardly noticed by the readership (which is exactly what was required), but the brand continued to see a steady rise in both newsstand and subscription sales. The title has also been able to significantly enhance its online presence through social media and reader events.



## Garden notes



MEET OUR FAVORITE VEGETABLE GARDEN EXPERT



**Harvest the rain**  
Rainwater harvesting has been high on the garden agenda for a while. Water is so precious and a valuable way of watering plants in summer, but the most sophisticated rainwater harvesting systems are the least eco-friendly. An underground tank hydroponically pumps water from roofs to supply on irrigation systems. The Rainwater Garden System (for gardening and arboriculture) costs from £1,400 with all parts. Visit [www.rainwatergardensystem.com](http://www.rainwatergardensystem.com).

**WE WANT THIS NOW...**  
We love this Kepple bee from The Kitchen Garden collection at Highgrove Garden. It's perfect for stinging insects in your garden. Collected from late-flowering plants. H 14.5 x W 24.4 x D 7.5cm. £32.95.

**ORDER TODAY**  
**Spring anemone**  
Plant these hardy flowering corms. The 'Eminent' comes now for vivid color next spring. They are easy to grow and bridge the gap between spring bulbs and border perennials. Buy 50 corms for £9.95 (RCC45823) or 100 for £16.95 (RCC45841) plus £9.99 p&p per order. Order from [www.royalhorticultural.org.uk](http://www.royalhorticultural.org.uk) or [www.royalhorticultural.com](http://www.royalhorticultural.com). Dispatched from September 2014 by Thompson & Morgan. Offer closes 30 September 2014.



## Country best Twine holders



Five designs that are easy to use...  
1. **1.184 TWINE HANGING GARDEN STRETCHER** in a tin H 24.5cm W 24.5cm £12.95  
2. **2.185 TWINE HANGING TWINE DISPENSER** in a tin H 15.5cm W 15.5cm £12.95  
3. **3.186 ORGANIC COTTON JUTE TWINE DISPENSER** in a tin H 15.5cm W 15.5cm £12.95  
4. **4.187 ORGANIC COTTON JUTE TWINE DISPENSER** in a tin H 15.5cm W 15.5cm £12.95  
5. **5.188 ORGANIC COTTON JUTE TWINE DISPENSER** in a tin H 15.5cm W 15.5cm £12.95

## Plant a blossom garden

CHOOSE FLOWERING TREES THAT LOOK THEIR BEST IN SPRING, BUT ALSO DELIGHT LATER IN THE YEAR WITH LUSCIOUS FRUIT, COLOURFUL FOLIAGE OR BARK



1. **Apple tree**

There are few sights in spring as pretty as blossom spreading its white through an orchard. Apple trees break out in the profusion of blossoms that is especially welcome on the garden. In late summer, they are also a source of delicious fruit. In autumn, they are also a source of colorful foliage. The most popular apple tree is the Malus domestica. It is a tree that is easy to grow and is a source of delicious fruit. It is also a source of colorful foliage. The most popular apple tree is the Malus domestica. It is a tree that is easy to grow and is a source of delicious fruit. It is also a source of colorful foliage.



2. **Black cherry plum**

Also known as purple leaf plum, the Prunus serotina has a beautiful blossoms, striking foliage, white fruit and good autumn color. Although it is not a native, it does fit in the ornamental appearance in our landscapes. In early spring, deep pink buds open to a mass of single pale pink flowers. In late summer, they are also a source of delicious fruit. In autumn, they are also a source of colorful foliage.



3. **Tibetan cherry**

This medium-sized, round-headed deciduous tree provides interest in every season. In late spring, clusters of single white flowers, borne on long drooping branches, appear just before the leaves. Often, small fruit clusters are borne in the autumn. The dark green leaves turn yellow in autumn. The tree is also a source of colorful foliage. The most popular cherry tree is the Prunus sibirica. It is a tree that is easy to grow and is a source of delicious fruit. It is also a source of colorful foliage.



4. **Japanese crab apple**

This medium-sized, round-headed deciduous tree provides interest in every season. In late spring, clusters of single white flowers, borne on long drooping branches, appear just before the leaves. Often, small fruit clusters are borne in the autumn. The dark green leaves turn yellow in autumn. The tree is also a source of colorful foliage. The most popular crab apple tree is the Malus baccata. It is a tree that is easy to grow and is a source of delicious fruit. It is also a source of colorful foliage.



Bonus later in the year...



Bonus later in the year...



Bonus later in the year...