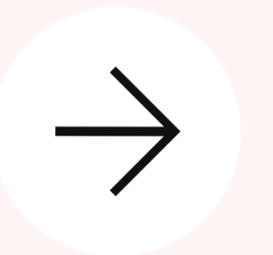




HOW TO HOME PRESS PACK



WHO WE ARE



MAXINE BRADY

Award winning interiors editor and stylist, TV presenter, journalist and content creator with over 27 years in home decor.

85K Followers



GEMMA GEAR

Interior shoot producer and stylist, event designer and TV art director with expertise across editorial, commercial and broadcast.

97K Followers



WHAT WE DO

In February 2024 we launched **How to Home Podcast**, bringing together decades of combined experience in interiors. The podcast delivers actionable guidance, trend insight and design inspiration to a highly engaged audience. Since launching, How to Home has become the UK's No. 1 home décor podcast, consistently ranking top across key platforms with strong download growth and a loyal listener community. We've built a platform that drives brand visibility across both audio and social channels.

OUR SERVICES

Following the success of How to Home Podcast, our work has naturally expanded into a wider range of brand collaborations and creative services.

We love partnering with brands to create exciting and inspiring collaborations. With our experience as professional interior stylists, presenters and content creators, we bring your products and stories to life. Whether you want to reach a new audience or boost brand awareness, we can help!

We work closely with each brand to develop thoughtful, results-driven collaborations that feel authentic and impactful. From one-off campaigns to long-term partnerships, we offer a flexible approach tailored to your goals. Our multi-channel reach through podcast, social media, live events and media ensures your brand benefits from trusted endorsement and strong audience engagement.



PODCAST SPONSORSHIP & ADVERTISING

Become a headline sponsor of *How to Home* podcast or feature in mid-roll adverts to connect with thousands of engaged interiors listeners.



SOCIAL MEDIA CONTENT CREATION

We create bespoke, engaging content that showcases your brand and products across our social channels.



IN-STORE & BRANDED WORKSHOPS

Host interactive styling workshops with us to attract new customers and inspire audiences to build connections in a memorable way.



EVENT & CAMPAIGN STYLING

From intimate brand events to large-scale shoots and productions, we handle styling, set design, and logistics to make sure your campaign shines.



BRAND AMBASSADORSHIPS

Partner with us as trusted brand ambassadors to build authentic connections through expert endorsement and consistent visibility.



TALK, PANELS & MEDIA APPEARANCES

Book us to host talks, appear on expert panels or represent your brand in the media as trusted voices in interiors.

METRICS OF SUCCESS



5★ REVIEWS FROM OUR DEDICATED LISTENERS

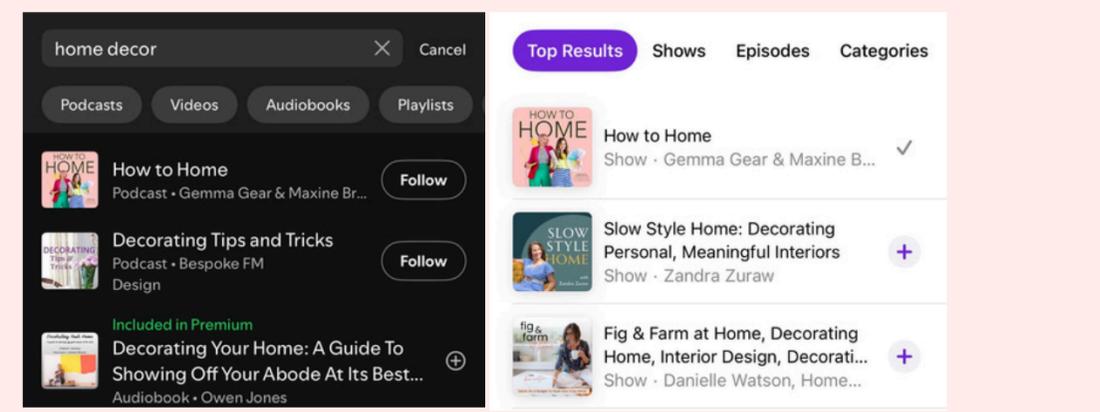
Fab podcast! 23 Feb 2024
★★★★★ GeorgieCV
Brilliant tips and advice on interiors. I'm now inspired and filled with plenty of ideas for my own home decor journey. Also love their bubbly personalities too, I feel like that alone motivates me to be creative at home! I can't wait for more episodes!

Tip top advice! 16 Feb 2024
★★★★★ Frustrated bus user
Amazing tips for using colour in your home! As a colourful home decorator I thought I knew everything there was to know about decorating with colour but picked up some great new tips. Can't wait for your next topic 🥰

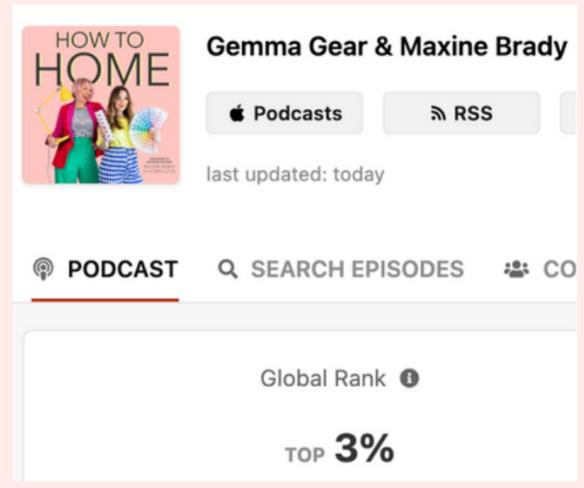
This will be good 14 Feb 2024
★★★★★ Miggy1971
I've followed these girls career paths for some time. They are the new girls on the block in this field and definitely put the fun in to home living in a accessible and achievable way. So stay tuned...

Amazing first episode 25 Feb 2024
★★★★★ BettyCleo22
Wow what a great starting topic! This has been something I've been struggling with but you made it feel easy and accessible! Thanks - excited to listen for more!

NO.1 ON SEARCH RESULTS ON BOTH APPLE & SPOTIFY UNDER HOME DÉCOR.



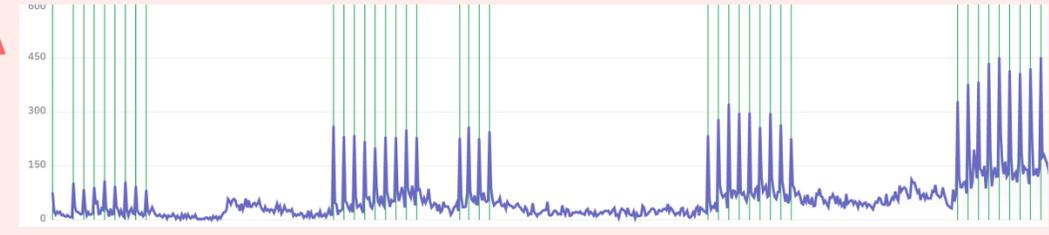
RANKING OF PODCASTS TOP 3% OUT OF 3.4 MILLION.



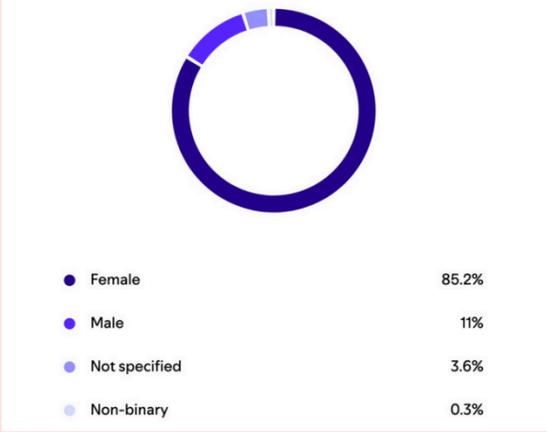
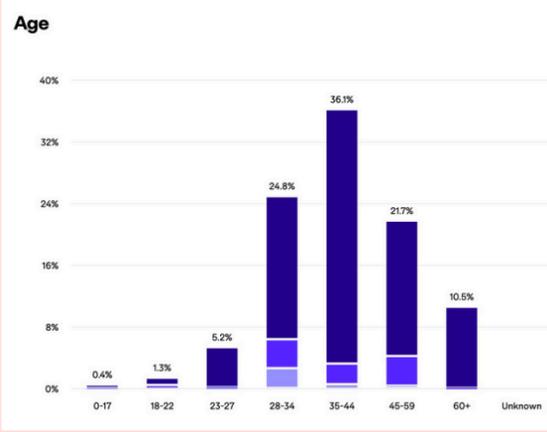
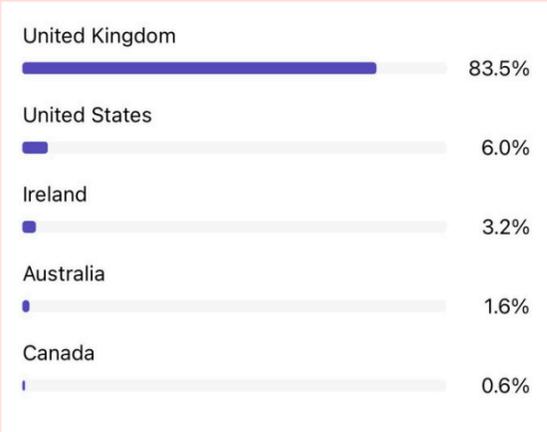
15K IMPRESSIONS ON SPOTIFY ALONE, IN 30 DAYS.

Spotify impressions ⓘ	Consumption hours ⓘ
15,836	363
Last 30 days	Last 30 days

4X THE AMOUNT OF LISTENERS SINCE LAUNCHING.



- 37 YEARS**
Combined experience in interiors.
- 18k**
Collective monthly website visitors.
- 258k**
Collective followers across socials.
- 200+**
Brands & companies worked with.



OUR AUDIENCE

Our audience is made up of design-conscious homeowners and renters who are actively seeking ideas and guidance to decorate their homes with confidence. They care about creating homes that feel personal and joyful and they value expert advice that they can really trust. They are highly engaged, motivated to invest in their spaces and receptive to thoughtful brand recommendations.

Our audience demographics at a glance:

- * Over 85% female listeners.
- * Core audience aged 28–59.
- * Strongest age group: 35–44.
- * Predominantly UK-based audience (over 83%).
- * Growing international reach across the US, Ireland, Australia and Canada.

AS SEEN IN...

BBC RADIO *STYLIST* **METRO**

Ideal Home **lust home.** **DECOREX**

THE NBHD **HouseBeautiful** **ideal HOME SHOW**

GoodHomes magazine **earthborn®** **YourHome**

HomeStyle **Style_{atHome}** **Salt**

5 **PODCAST: HOW TO HOME**

Interior stylists Gemma Gear and Maxine Brady chat all things decorating, renovating and trending on the home front in their new podcast, *How to Home*. Tune in as the duo share their design hits and misses, personal insights and practical advice on everything from decluttering to getting a high-end look on a budget. The tone is light and upbeat, making this an easy and fun listen while on the move or pottering about indoors. **Find *How To Home* on Spotify and iTunes**



House Beautiful JULY 2024 11

- * Speakers at Decorex, delivering expert talks and reaching an audience of 12,000+ design professionals from across the interiors industry.
- * Regular expert contributors for House Beautiful (90,000+ circulation) and Homestyle Magazine, sharing trusted interiors advice with national audiences.
- * On-air contributors on BBC Radio Sussex, reaching 200,000+ weekly listeners with expert commentary on interiors and home styling.
- * Regular columnists in Salt Digital Magazine, a respected Sussex and London-based lifestyle title for design-conscious readers.

TESTIMONIALS

'We had a fantastic experience supporting as headline sponsor for Maxine and Gemma at How to Home Podcast! They are quick, efficient, and truly experts in homeware. Their passion, creativity and collaborative spirit made the process a joy.'

Isabel Amor, PR Executive, Homesense. ★★★★★

'Gemma & Maxine are the full package; experienced stylists, writers and presenters, as well as genuinely lovely people. They bring huge value through their strong authority and engaged audience across the interiors industry. I'd highly recommend them to any interior brand looking to create beautiful content or host standout events.'

Nikki Snell, Founder, Press Loft. ★★★★★

'Gemma & Maxine were both a joy to work with and showed genuine dedication, both fully immersing themselves in the Earthborn brand. Their enthusiasm and professionalism made the collaboration smooth, enjoyable and highly rewarding.'

Michelle Turner, Marketing Manager, Earthborn Paints. ★★★★★

'Working with Gemma & Maxine injected a created flare to our photoshoot when we set them an exciting styling challenge to create two bathroom sets in 2024's interior trends. They mastered the art of showcasing unique looks that helped bring our products to life.'

Beth Hendley, PR Director, Triton Showers. ★★★★★

'Maxine and Gemma are an absolute pleasure to work with. They are super-efficient and organised, they take the time to understand the brands they work with, and their content is spot on, not only in terms of creativity and flair but also in terms of delivering against the brief. I wouldn't hesitate to recommend them!'

Amanda Thurston, Head of PR, Kalanchoe. ★★★★★

'It was such a pleasure joining the podcast to discuss timeless design. As our first venture into the podcast world, it offered a wonderfully relaxed way to share the Linwood story and was a brand-building moment that felt genuinely authentic. Maxine and Gemma made the experience seamless from start to finish; their professionalism and warm approach created a conversation that felt both inspiring and effortless. A truly enjoyable experience, and a brilliant platform for Linwood.'

**John Smigielski,
Marketing Director, Linwood Fabric.**



'Partnering with the How to Home podcast was a natural fit for Lust Home. Gemma and Maxine's creative approach and professional execution made the sponsorship seamless. We appreciated their dedication in representing our brand authentically and found their passion for home interiors to be truly inspiring.'

Emily Cummings, Digital Marketing Manager, Lust Home. ★★★★★

'We loved working with How to Home recently, where we sponsored their Christmas podcast and invited them to film at Moda and dress our private dining room for the perfect festive dinner party. Maxine and Gemma are a ray of sunshine and such a pleasure to work with!'

Mari Howie, Marketing Consultant, Moda Group. ★★★★★

'Maxine and Gemma have been fantastic to work with, and we've loved being involved in placing adverts in their How to Home podcast. The episodes are informative, fun and inspirational, and we've seen great engagement as a result.'

Ruth Welton, PR manager, Soak & Sleep. ★★★★★

'I've worked with Maxine & Gemma through a few of my clients and they've never failed to disappoint! The reaction we've had from collaborating with them has been beneficial for both engagement and sales. It's not often you get a chance to work with two interior experts... They both really know their stuff!'

Ruth Wilson PR, Zhoosh Paints & Frog Tape. ★★★★★

LET'S WORK TOGETHER...

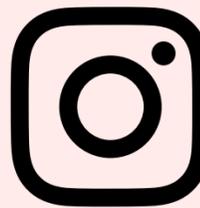
We're always excited to connect with like-minded brands and creatives. If you'd like to work with us, we'd love to hear from you!



maxinebradyis@googlemail.com
gemma@thatssoemma.com



howtohome/acast.com
maxinebrady.com
thatssoemma.com



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[@maxinebradystyling](https://www.instagram.com/maxinebradystyling)
[@thatssoemma](https://www.instagram.com/thatssoemma)

CLICKABLE
LINKS!

*Maxine
& Gemma*

