

# KBBFocus

Media Pack 2026



# About KBBFocus

Welcome to **KBBFocus.com** – the news and features website for kitchen and bathroom professionals brought to you by the award-winning team of Emma Hedges and Darren Summerfield

Our target audience is independent kitchen and bathroom retailers, designers, installers, specifiers, housebuilders and architects, and we are proud to enjoy the support of industry associations the BMA, KBSA, BiKBBI, SBID and the Unified Cater Label.

**KBBFocus.com** brings its readers breaking news stories and information about the latest product launches with content that is regularly updated to encourage return visits. It also carries trend updates, analysis, thought leadership articles, interviews and company profiles all tailored specifically for a digital platform. Our opinion sections are ideal opportunities for industry experts to address our specialist audience, and we also cover new appointments to keep everyone up to date with the latest hires.

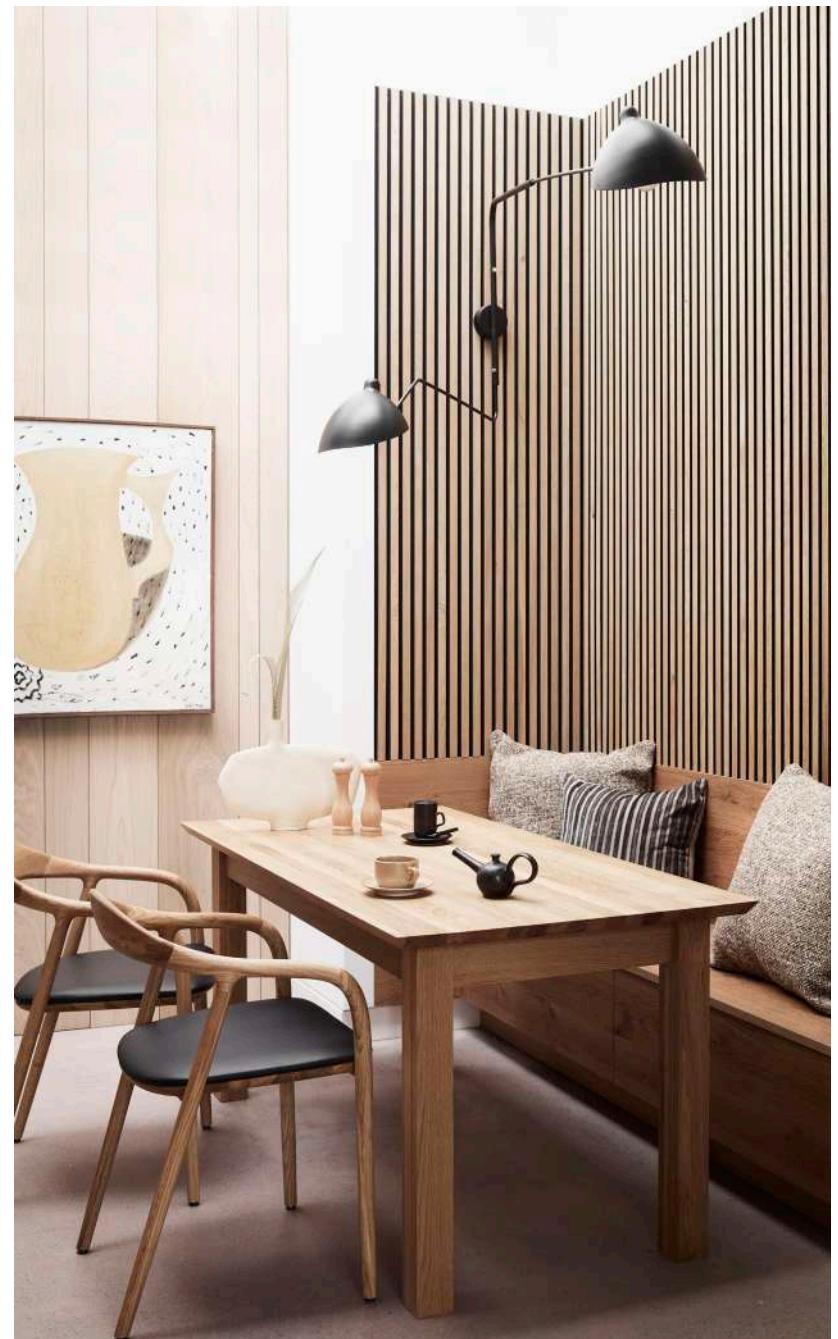
As a platform created to share information and encourage communication, our aim is to promote all that is positive in our vibrant industry, and act as a bridge between the manufacturing, retail and design communities. Our priority is to offer a flexible commercial approach in keeping with the challenges of today, so get in touch to see what we can do for you.



**Emma Hedges**  
Editor



**Darren Summerfield**  
Commercial Director



# Our Writers



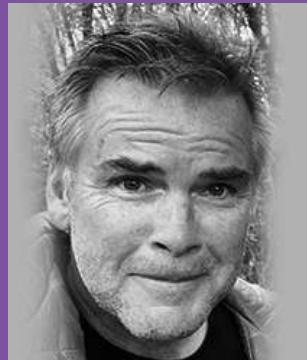
## Nicola Hanley

Nicola is an award winning journalist who has been writing about interiors for 15 years. A former editor of Essential Kitchen & Bathroom Business magazine, she has also worked in PR and is now a freelance writer specialising in kitchens, bathrooms and bedrooms.



## Amelia Thorpe

Amelia is an award winning journalist, specialising in kitchens, bathrooms, interiors and design. She has contributed to many leading national publications, and has written about the kitchen and bathroom business for more than 15 years.



## Tim Wallace

Tim entered the KBB world in 2004 with industry title kbbreview. He was appointed editor in 2011 before leaving to go freelance in 2019. In 2016, Tim was named Best Trade Journalist of the year at the Bathroom Manufacturers Association Media Awards.



## Katrina Bell

Katrina founded boutique digital agency Aardvark Multimedia in 2003, and has been a B2B journalist for over 25 years. She was the author of the Web Dr column for Essential Kitchen & Bathroom Business magazine focussing on online marketing strategies for KBB businesses.



## Lisa Hibberd

Lisa has a background in working on consumer titles, and as the former associate editor of Your Home magazine, over 15 years' experience writing about kitchens and bathrooms. She now works as a freelance, contributing to both consumer and B2B platforms.



## Sally Smith

Sally is a freelance interiors journalist with over 10 years' experience, specialising in kitchens and bathrooms. She contributes to many of the national home and interiors publications, and has a background in both consumer and B2B PR.

# Our Rates

## Website options

### Skyscraper

120x650px

**£450 /week**

### Header Banner

1250x100px

**£475 /week**

### MPU

400x340px

**£450 /week**

**Pop-up**  
**£900 /week**

### Spotlight

1250x350px

**£425 /week**

### Footer Banner

1250x100px

**£195 /week**

### Background

2000x1200px

**£500 /week**

**Takeover package**  
**£tbd**



ALL PRICES ON ROTATION BETWEEN A MAXIMUM OF TWO ADVERTISERS

# Our Rates

## Newsletter and advertorial options

### Weekly newsletter

Banner **£395/week**

MPU **£375/week**

Footer **£295/week**

### E-Shot

Tailored promotional newsletter to all subscribers

**£1295**

### Advertisorials

Positioned within the News Section – either a news story written in collaboration with us in our house style or a sponsored article written in your own words

**£495**

Positioned at the top of the site in the InFocus bar

**£tbd**

Bespoke packages to include combinations of the above – available on request

**£tbd**



# Our Stats

## Website



**16,500+**

Visitors per month



**10,000+**

Users per month



**65,000+**

Page views



**3mins 30+**

Average time

## Newsletter



**14,000+**

send list



**24%**

open rate



# Our Testimonials



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KBBFocus is an influential and hugely expected online publication delivering content and information that feeds the industry. With expert and experienced writers sharing their knowledge, retailers, manufacturers and distributors need to be using the resource to ensure their companies and brands are noticed by all those who matter. It is an opportunity wasted if you don't!

**Jacqueline Mariani, Director, JMM PR**

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We've long found KBBFocus to be a credible and far reaching platform for news and features. There is a unique diversity to the content across the KBB industry and they have some outstanding trend and design features. It is also the best source of up to date industry news every morning with weekly summaries for anything you might have missed. A trusted and key media partner for Roman.

**David Osborne, CEO, Roman**

“

The KBBFocus website is my daily must-read. It combines a mix of industry news with regularly updated profiles and product features that are written by knowledgeable journalists. The style and layout of the site are ideal for advertisers that want to reach a perfectly targeted audience of retailers, manufacturers and suppliers in our industry.

**Owain Harrison, Country Manager, Novy**

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We've worked with KBB Focus since day 1. Having worked with the team for years, we know they have an excellent understanding of the industry and the content their readers want to see.

The digital campaigns we have worked on have provided excellent click throughs. We've also been well supported on the editorial side, with Emma always open to ideas.

The team are really easy to work with and make every campaign extremely easy.

**Jenny Wilson Smith, Marketing Communications & Corporate PR Manager, Ideal Standard**

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We've experienced a lot of interest in our brand by advertising and featuring on KBBFocus. The variety of content featured is always inspirational, compelling and informative and we're proud to work so closely with the team!

**Steve Tough, Group Sales Director at Masterclass Kitchens**



# Contact KBBFocus

## For all commercial enquiries:

### **Darren Summerfield**

Commercial Director

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## For all editorial enquiries:

### **Emma Hedges**

Editor

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