

Basic Profile | Ideal Home & Garden



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About the Magazine

The Ideal Home & Garden - India Edition. We are house proud. And home loving. And that's what we are hoping The Ideal Home and Garden will reflect. The happiness, the contentment and the peace we talk about in the magazine are all part of the emotion we feel for our home. With work occupying centre stage in most of our lives, home has become that much more rare, and so, more precious. It has come to stand for everything that work isn't. Familiarity, comfort, privacy, luxury, relaxation, recreation, personal space. Having said that, we'd also like to emphasize that The Ideal Home and Garden isn't only about interiors – to label it that would be unfair. It would, sadly, narrow its scope. In essence, we are all about good, comfortable, wholesome living – the magazine covers all the pieces of living that go in to make the picture complete. It is all about the home (inside and out of it) and the life you lead around it. Homes around the country (city apartments, country homes, holiday cottages, quaint bungalows in not-so-busy bylanes), gardens (from balcony trimmings and indoor plants to well-manicured lawns and terrace conservatories), market information, great gadgets, handy appliances, good things to do this season, value-for-money shopping (at home and abroad), gastronomic indulgence, house fashion, do-it-yourself delights, easy makeover suggestions and lots of tips, trends, ideas and advice are all a part of this pleasure parcel. We intend to reflect a lot of the market trends along with creating and setting a few good ones of our own - to inspire and excite our readers as well as the market that caters to them. Through the magazine, we provide our readers access to a voracious marketplace, the ultimate consumer's dream. Finally to put it all in a nutshell, the endeavour is to capture a way of life that everybody aspires to. One where everything is beautiful. And at the end of the day, we'd like to believe that we're creating great lifestyles.

