



belle

BRAND OVERVIEW 2022

belle

Each issue of *Belle* is a global style and design journey featuring a stunning line-up of Australian and international homes, the latest trends in interior design, art, and architecture, and provides a uniquely Australian perspective for readers with an appreciation of everyday luxury.





A NOTE FROM THE EDITOR

“Belle, Australia’s leading premium interiors magazine, has been delivering the best in design from Australia and around the world for over 40 years.

Each issue of *Belle* is a global style journey with a stunning line-up of local and international homes, our edit of the best design trends and furniture, desirable art, decadent events, creatives who are making their mark and travel and design hot spots.

Belle takes readers inside the world’s most beautiful and dynamic interiors and presents cutting-edge looks and covetable objects for the home through outstanding photography and original design. At *Belle* we are lucky to work with a creative and inspiring team who live and breathe interior design ensuring this amazing brand’s success well into the future.”

TANYA BUCHANAN EDITOR-IN-CHIEF

are
media

EDITORIAL PILLARS



ART

A round-up of collectable art, up and coming artists, art galleries and exhibitions.



INTERIORS

The best and latest in textiles, soft furnishings, upholstery and decorative finishes.



PEOPLE

Profiles of inspirational creative people in the art, design and culture industries at home or in their workspace.



HOMES

The most beautiful and inspiring collection of homes and gardens from across the globe featuring the world's leading architects and interior designers.



ARCHITECTURE

Profiles of leading architects and their recent projects plus the latest cutting edge Australian and international developments.



DESIGN

the here and now of contemporary design from directional designers, design houses and brands from Australia and abroad.

SIGNATURE PROPERTIES

belle FANULI INTERIOR DESIGN AWARDS 2021

THE *BELLE* INTERIOR DESIGN AWARDS

Belle's annual flagship event attracts entries from the pinnacle of the Australian design industry and is a highly coveted award for architects and interior designers alike. *Belle's Interior Design Awards* is a premium design networking event with true brand integration and partnership opportunities.



ARTSTART

Artstart encourages emerging artists to enter their works with three prize grants on offer and the chance to have their works sold and displayed in *Belle*.

Belle's Artstart is a premium networking event for art philanthropists - the chance to discover the next generation of artists, with true brand integration and ongoing opportunities with our partners.



READERSHIP

118,000

FREQUENCY

8 ISSUES PER YEAR

CROSS PLATFORM READERSHIP

599,000

Source: Roy Morgan September 2021

Belle takes readers inside the world's most beautiful and dynamic interiors, transports them to breathtaking destinations and presents cutting-edge looks and covetable objects that transform any house into a stylish home.

TOTAL BRAND TOUCHPOINTS 898,759



HOMESTOLOVE.COM.AU

PAGE VIEWS

6,507,732

UNIQUE AUDIENCE

561,218

Source: Roy Morgan November 2021



INSTAGRAM

211,093



FACEBOOK

74,696

COMBINED SOCIAL FOLLOWERS

292,159

Are Media as at October 2021



NEWSLETTER SUBSCRIBERS

7,600

SOLUS SUBSCRIBERS

9,300

Subscribers updated 3 September 2021

BELLE E-MAG

Available through the App Store

BELLE CUSTOM & COLLABORATIONS



BEAUTIFUL AUSTRALIAN HOMES



21 AUSTRALIAN ARCHITECTS

SPECIALS



KITCHEN & BATHROOM SPECIAL



THE MILAN REPORT



SMART SPACES

EXTENSIONS



BELLE INTERIOR DESIGN AWARDS



BELLE ART START

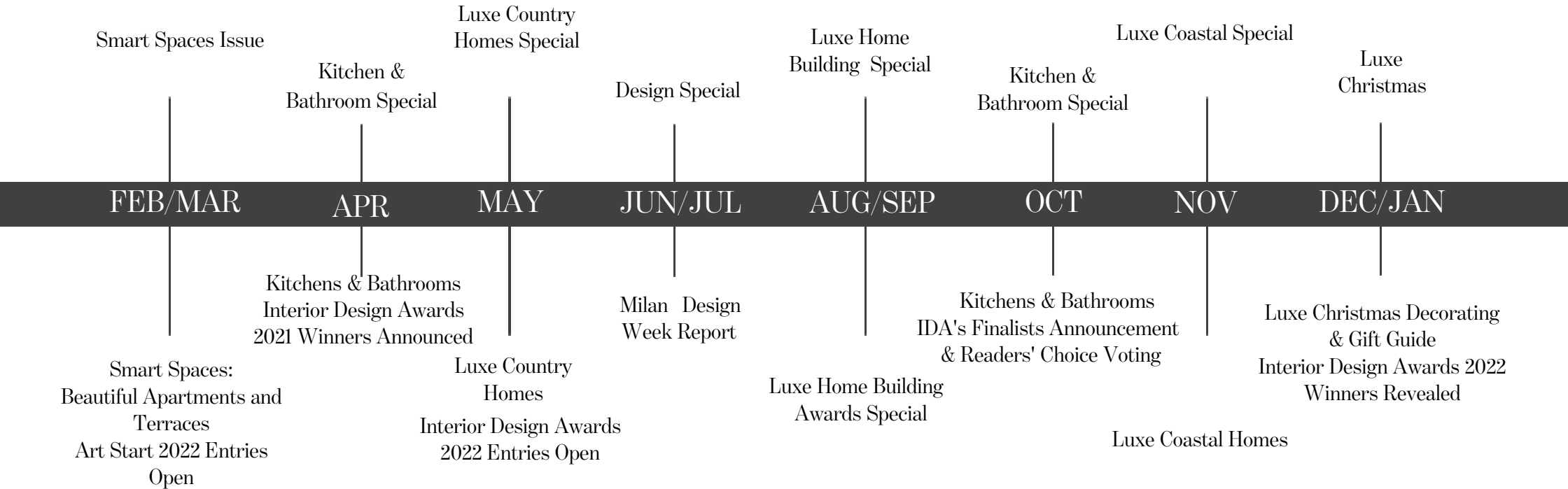


Source: Roy Morgan Single Source Australia, September 2021 – All People 14+, unduplicated print and digital monthly reach, (note: belle x 1 monthly insertion + 4 weeks on Homes To Love); Social followers as at October 2021 – combined social following are duplicated figures, newsletter numbers as at September 2021

belle

CALENDAR 2022

PRINT



DIGITAL

*Subject to change at Editorial discretion



AUDIENCE

THE BELLE AUDIENCE IS PREMIUM

- Core audience is age 25-54 | Average age 42
- 31% in the AB Quintile (ix 154)
- 64% have a diploma or degree (ix136)
- Average Household income is \$143k – that's 17% higher than the average household and 2nd highest of our Homes Titles
- Average savings and investments of \$244k
- They are 1.7x more likely to intend to buy a property in the next 12M, with 69% Home Owners
- Almost half (45%) are Big Spenders (ix135) when it comes to discretionary income

THE BELLE AUDIENCE SPENDS THEIR DISCRETIONARY INCOME ON LUXURY ITEMS

- 38% of Belle readers buy luxuries and they skew 1.6x more likely than the average Australian to buy a product because of the label
- They are 1.4x more likely than the average Australian to be trusted advisors when buying fashion and looking good
- 32% have bought home & garden products in the last 4W
- Belle readers are 2.2x more likely than the average Australian to have bought luxury cosmetics in the last 6M
- They skew 1.7x more likely than the average Australian to intend to build or buy a property in the next 12M
- They also skew 3x more likely to buy a new apartment in the N12M compared to the general population
- Belle readers are 1.9x more likely to intend to buy a NEW luxury car in the next12M compared to the general population
- 26% intend to take a holiday in the next 12M

Source: Roy Morgan Single Source Australia, September 21 – Print readership, AP 14+

CONTACTS

| NAME | POSITION | PHONE NUMBER | EMAIL |
|---------------|----------------------------|--------------------|--|
| Andrew Cook | National Director of Sales | +61 (02) 9282 8676 | Andrew.Cook@aremedia.com.au |
| Karen Holmes | NSW Sales Director | +61 (02) 9282 8733 | Karen.Holmes@aremedia.com.au |
| Judy Taylor | QLD Head of Sales | +61 (07) 3101 6636 | Judy.Taylor@aremedia.com.au |
| Samantha Lowe | NSW Head of Direct Sales | +61 (02) 8114 9442 | Samantha.Lowe@aremedia.com.au |
| Demi Martello | VIC Head of Direct Sales | +61 (03) 9823 6368 | Demi.Martello@aremedia.com.au |
| Ben Wiles | VIC Head of Agency Sales | +61 (03) 9823 6367 | Ben.Wiles@aremedia.com.au |
| Rhyl Heavener | Homes Commercial Manager | +61 (02) 9282 9420 | Rhyl.Heavener@aremedia.com.au |