

COUNTRYSTYLE

BRAND OVERVIEW 2022



COUNTRYSTYLE

celebrates the diversity of modern Australian living, from the country to the coast, and is a trusted source of information for Australians who are driven by the dream of a beautiful regional lifestyle.

For more than 30 years, *Country Style* has inspired Australians to escape the everyday.





a note from the editor

For more than 30 years *Country Style* has been supporting country communities and sharing the stories of those who live in regional Australia. With half our audience living in the city, we bring to life the dream of leaving it all behind and moving to the country. For those already living on the land, *Country Style* serves as a modern-day bush telegraph.

Every month we go inside gorgeous country homes, including historic homesteads, modern family farmhouses, unique beach shacks and new builds to inspire our audience to create their very own rustic luxe home, wherever they live. Through our stunning photography, we showcase a beautiful country lifestyle that provides a way to escape the everyday – something we all need from time to time.

Country Style is also the champion of regional businesses, restaurants, boutique accommodation and producers. Our loyal audience believes in supporting Australian made and trust our genuine voice and support for the bush.

Kylie

editorial pillars



PEOPLE

Celebrating the individuals making a difference in our country regions.



DECORATING

Expert design tips and how to create a modern country look in every home.



HOMES

Gorgeous rural and coastal houses to inspire those who dream of living in the country.



TRAVEL

Australia's most amazing regional towns and international destinations.



GARDENS

Stunning country gardens with practical advice for Australian regions.



FASHION AND BEAUTY

Country women showcase their style, plus health and beauty tips.



FOOD

Celebrating home cooks and country chefs. Every issue features recipes and produce.



SHOPPING

A champion of rural businesses and where to buy beautiful products in the bush.

major properties



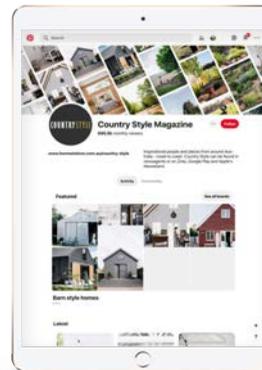
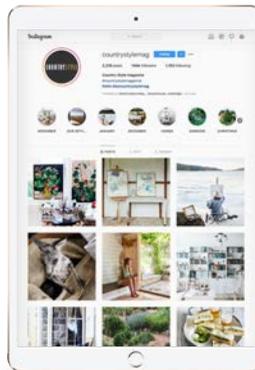
LEGENDS OF THE LAND

Country Style's 'Legends of the Land' Awards will be an editorially driven campaign that will honour, recognise and reward six of the most influential people who are making a difference in regional Australia across a variety of categories.



total brand touchpoints 1,543,572

Country Style celebrates the diversity of modern Australian living – from the country to the coast.



f **FACEBOOK**
629,718

Instagram
194,571

P **PINTEREST**
12,583

COMBINED SOCIAL FOLLOWING
836,872

Social Landscape as of October 2021

MASTHEAD READERSHIP
210,000

FREQUENCY
monthly

CROSS PLATFORM READERSHIP
691,000

Source: Roy Morgan Sept 2021



HOMESTOLOVE.COM.AU
UNIQUE AUDIENCE 561,218
PAGE VIEWS 6,507,732

Source: Roy Morgan November 2021

NEWSLETTER SUBSCRIBERS
15,700

SOLUS SUBSCRIBERS
15,600
Subscribers updated
03/09/2021

COUNTRY STYLE E-MAG
Available through
the App Store



special issues
Food and Wine Month
Kitchen & Bathroom
Tasmania



one shots
Kitchen & Bathroom
Life on the Land
Weddings



properties
Country Chef
Legends of the Land

Source: Roy Morgan Single Source Australia, September 2021 – All People 14+, unduplicated print and digital monthly reach, (note: Country Style 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.

2022 calendar

PRINT

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	XMAS	DEC
Coastal issue	The Get Organised Issue	The Art Issue	Food & Wine Issue Kitchen Special	Mother's Day Special	The Winter Issue Bathroom Special	Moving to the Country Special	Tasmania Special	The Spring Issue	The Agriculture Special	The Decorating Issue Kitchen & Laundry Special	The Christmas Special	The Celebration Issue
Get Organised Proudly Australian	Home Office Back to Work	Artist Home Profiles	Easter Long Weekend Local Travel	Mother's Day Winter Decorating	Winter Decorating & Gardening	Winter Decorating Heating Indoor/Outdoor	Kitchens & Bathrooms	Spring Updates Father's Day	Summer Decorating Entertaining	Entertaining At Home Christmas Preparation Holiday Travel	Christmas Gift Guide Decorating Entertaining & Travel	

DIGITAL

*Subject to change at Editorial discretion



audience

THE DREAM RETREATER

- Core audience is age 50+ | Average age 52
- 55% live in capital cities and 45% live in regional country areas (ix142)
- 78% are Home Owners (own or paying off) that's the highest of the Homes Titles, 45% own their home outright (ix122)
- Average savings and investments of \$292k – that's 19% above the average
- 1.3x more likely than the average Australian to have purchased a holiday home or intend to buy a holiday home N12M
- 70% say they are financially stable
- Almost half (46%) are big spenders with discretionary income (ix137)
- 8 in 9 (89%) say helping others is important to them
- 5 in 6 (82%) prefer to buy Australian made products
- 2,1x more likely than average Australian to be a small business owner
- Strong call to action, 9 in 10 (90%) took action after reading Country Style magazine
- 1.3x more likely than average Australian to keep up to date with ideas to improve the home

Source: Roy Morgan Single Source Australia, September 2021 – Print readership, AP 14+; Are Media Research, Brand Health Study 2020

contacts

NAME

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Michelle O'Hanlon

POSITION

National Director of Sales
NSW Director of Sales
QLD Head of Sales
VIC Head of Direct Sales
VIC Head of Agency Sales
NSW Head of Direct Sales Group
Category Manager Homes
Commercial Brand Manager

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