



AUSTRALIAN **home  
beautiful**

BRAND OVERVIEW 2022

# AUSTRALIAN home beautiful

*There's no place like Home Beautiful*

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CONNECTING HOMES AND HEARTS FOR 95 YEARS,  
*HOME BEAUTIFUL* IS THE MOST ESTABLISHED AND  
RESPECTED PREMIUM HOME IMPROVEMENT  
BRAND IN AUSTRALIA.

OUR AUDIENCE COMES TO *HOME BEAUTIFUL* FOR  
BOTH INSPIRATION AND TRUSTED EXPERT  
ADVICE ON HOW TO EXPRESS THEIR 'LIFE & STYLE'  
TO CREATE THEIR OWN  
HOME BEAUTIFUL.





# NOTES FROM THE EDITOR

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Just five years shy of a century, *Home Beautiful* is Australia's longest-running interiors magazine with a great history and a bright future. Each issue showcases an impressive collection of gorgeous Australian houses, all the latest style trends, kitchen and bathroom case studies and renovating content. Our loyal and passionate readers come to us for our in-depth home tours, fabulous entertaining features, signature decorating photo shoots and expert advice they can trust. *Home Beautiful* is simply one of the most loved, recognised and commercially successful brands in Australia. Fall in love with the possibilities of your home, over and over again with *Home Beautiful*.

**Elle Lovelock, Editor-in-chief**

# EDITORIAL PILLARS

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## HOMES

The stories behind the most gorgeous real-life homes, filled with personality – and all the details.



## KITCHEN&BATHROOMS

Style updates, designer looks and inspirational profiles of the home's hardest working rooms.



## RENOVATING

Lay-outs, top tips, budget breakdowns and every detail: from whole-house renovations to mini-makeovers.



## DECORATING

Home Beautiful curates and styles the latest finds and looks for today and predicts the top trends for tomorrow.



## OUTDOOR LIVING

The secrets to creating an outdoor room as stunning as your home. Plus gorgeous gardens and expert articles.



## ENTERTAINING

Home Beautiful turns every meal into an occasion with delicious and fresh menus and beautiful table settings.



## SMART HOME

We reveal the latest tech ideas and smart solutions to make life at home easier.



## TRAVEL

The best international style ideas, shopping precincts and trends to bring home.



## PROPERTY & FINANCE

Expert ideas and insider advice to making the most of your biggest asset – the home.

# SIGNATURE PROPERTIES

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## STYLE FORECAST

*Home Beautiful's* annual style forecast is a core platform and highly anticipated industry resource, that defines the trends that will influence our homes for the next 12 months. Trends that are genuine, connecting with the deeper meaning and not just a fad.



## BEAUTIFUL HAMPTONS HOMES AROUND AUSTRALIA

*Home Beautiful's* new signature series is a showcase of the best Hamptons-style houses in the country. Spanning across print, digital and social, this series celebrates the different elements of Hamptons-style.



**MASTHEAD READERSHIP**

323,000

**FREQUENCY  
MONTHLY**

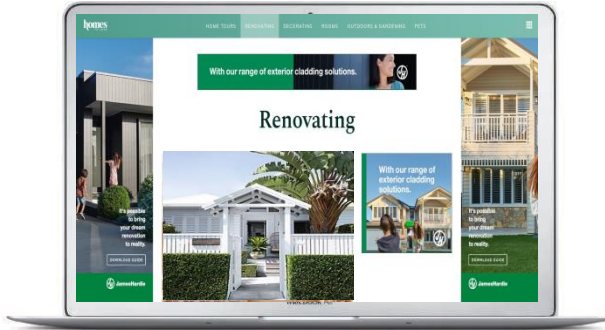
**CROSS PLATFORM READERSHIP**

821,000

Source: Roy Morgan Sept 2021

**TOTAL BRAND TOUCHPOINTS 2,641,139**

Connect with an active audience who are emotionally invested in their home, seeking inspiration and advice to create a home they love.



[HOMESTOLOVE.COM.AU](http://HOMESTOLOVE.COM.AU)

**UNIQUE AUDIENCE**

561,218

**PAGE VIEWS**

7,255,471

Source: Roy Morgan, Nov 2021



**INSTAGRAM**  
474,991

**FACEBOOK**  
1,071,044

**PINTEREST**  
245,534

**COMBINED SOCIAL FOLLOWING**  
1,801,839

Social Landscape October, 2021



**NEWSLETTERSUBSCRIBERS**

18,300

**SOLUSSUBSCRIBERS**

17,800

Subscribers updated 3 September 2021

Source: Roy Morgan Single Source Aust/September 2021 – All People 14+, unduplicated print and digital monthly reach. (note: home beautiful 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.

**FEATURES**



STYLE FORECAST



HAMPTON HOMES



KITCHENS



BATHROOMS



DECORATING

**ONE SHOTS**



DREAM HOMES VOL 3



DREAM KITCHENS & BATHROOMS



HAMPTONS VOL 4



DREAM ROOMS VOL 2

# 2022 EDITORIAL CALENDAR

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## PRINT

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Summer Homes Special	Indoor & Outdoor Living Special	Kitchen Special	Dream Homes	Decorating & Design	Bathroom Special	Mid Winter Special	Magic Makeovers	Kitchen & Bathroom Special	Outdoor Living	Style Forecast	Christmas issue
Holiday at Home	Organisation Back to Work	Kitchen Renovations	Easter Decorating Entertaining	Mother's Day Winter Decorating	Winter Bedding Entertaining	Winter Friendly Outdoor Rooms	Home Improvement Ideas	Spring Cleaning, Decorating, Gardening	Outdoors & Gardening	Christmas Planning Tips	Christmas Gift Guide Recipes, Travel

## DIGITAL



# AUDIENCE

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## THE HOME CREATOR

- Core audience is age 35-64 | Average age 47
- 3 in 4 (74%) are Home Owners (own or paying off their home)
- Average savings and investments of \$293k – that’s 19% higher than the average
- 1.5x more likely to intend to build or buy a new house in the N12M
- 1.6x more likely than average, intend to redecorate/refurbish home in N12M – 2nd highest index of all homes titles
- Almost half (46%) keep up-to-date with new ideas to improve their home (ix152)
- 1.6x more likely than the average Australian to be early adopters of updates to home interiors
- The Home Beautiful reader is a Big Spender - spending a combined \$99M on home and garden products in the last 4 weeks (average spend of \$287).
- 3 in 4 (75%) value quality over price
- A third (36%) are Managers and Professionals (ix126), and 2x more likely than the average Australian to be a small business owner

Source: Roy Morgan Single Source Australia, September 2021 – Print readership, AP 14+



# CONTACTS

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