



# homes

TO LOVE

## Brand Overview 2022

# homes TO LOVE

*Homes to Love* is the online destination of Australia's most trusted homes and interiors brands including Australian House & Garden, real living, Belle, Country Style, Home Beautiful and Inside Out.

Featuring uniquely Australian content paired with stunning original photography, *Homes To Love* offers a window into our country's most inspirational renovation and new build projects, as well as expert decorating, gardening and building advice to help turn any house into a home.

With an active social community, *Homes to Love* connects advertisers with an engaged Australian audience who can't be reached anywhere else.

**COUNTRYSTYLE** **AUSTRALIAN HOUSE & GARDEN** **home beautiful**  
**belle** **realiving** **INSIDE**



6.4  
million social  
connections

561k  
unique audience\*

6.5  
million page  
views\*

Source: \*Roy Morgan  
Audiences, Digital Monthly  
Tagged, November 2021

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## Note from the Editor

*Homes To Love* has been inspiring interior enthusiasts since its launch 2015, with aspirational home tours, expert advice and shopping guides covering every style, budget or stage of the home journey. Powered by a team of expert writers who live and breathe interior design, *Homes To Love* delivers new and exciting content daily – amplified across our vast social network, as well as straight to reader's inboxes. That's why [homestolove.com.au](http://homestolove.com.au) is the only address Australians need to know when designing their dream home.

DIGITAL DIRECTOR, AMBER MANTO

**are**  
media

# Editorial Pillars



## Home Tours

Great Australian and international homes featuring inspirational design ideas.



## Renovating

Layouts, top tips and budget breakdowns; from whole house renovations to one-room makeovers.



## Decorating

Expert design tips, trend explainers and shopping guides for every style.



## Rooms

Inspiration for every room of the home: kitchens, bathroom & laundry, living & dining, bedrooms, and kids' room.



## Outdoors & Gardening

Landscape design tips and outdoor room shopping guides, plus seasonal gardening advice.



## Pets

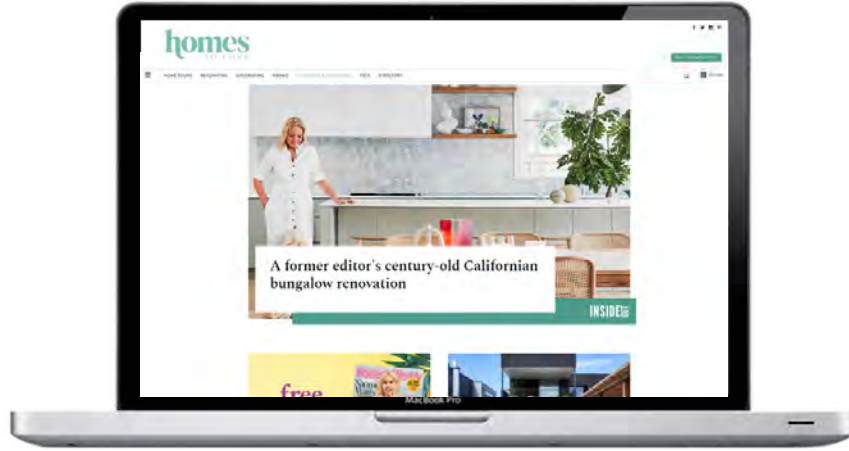
Expert advice on breeds and care, pet-proofing tips and, pet product shopping guides.



## Entertaining

On-trend table settings and decorating inspiration for every celebration.

# Total Brand Touchpoints 1,113,827



**Homestolove.com.au**

Unique Audience 561,218

Page Views 6,507,732

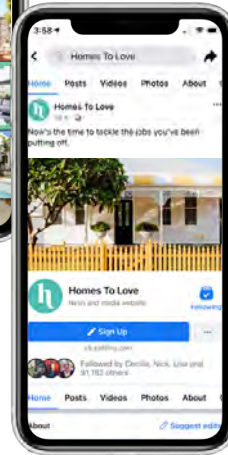
Source: Roy Morgan, November 2021



**Instagram** 203,110

**Facebook** 90,936

Social Landscape October 2021



Newsletter Subscribers 17,000

Solus Subscribers 17,000

Subscriber numbers correct as at 3 September 2021

## Contributing Brands



**Instagram:**  
308,885  
**Facebook:**  
127,247  
**Newsletter:**  
19,200  
**Solus:**  
33,400



**Instagram:**  
211,093  
**Facebook:**  
74,696  
**Newsletter:**  
7,600  
**Solus:**  
9,300



**Instagram:**  
194,571  
**Facebook:**  
629,718  
**Newsletter:**  
15,700  
**Solus:**  
15,600



**Instagram:**  
474,991  
**Facebook:**  
1,071,044  
**Newsletter:**  
18,300  
**Solus:**  
17,800



**Instagram:**  
456,749  
**Facebook:**  
1,218,250  
**Newsletter:**  
14,900  
**Solus:**  
12,200



**Instagram:**  
315,864  
**Facebook:**  
184,035  
**Newsletter:**  
14,000  
**Solus:**  
18,000

# 2022 Editorial Calendar | [homestolove.com](https://homestolove.com)

| Outdoor Living<br>Organising /<br>Decluttering<br>Australia Day<br>Entertaining<br>Inspiration |                                    | Autumn In<br>The Garden |  | Mother's Day<br>Winter<br>Decorating |  | Winter<br>Decorating<br>Heating (Indoor<br>And Outdoor)<br>Winter<br>Gardening |  | Spring Cleaning<br>(Home Hacks)<br>Spring<br>Decorating<br>Spring<br>Gardening<br>Father's Day |   | Entertaining<br>at Home<br>Preparing For<br>Christmas<br>Christmas<br>Craft/DIY |  |
|--|------------------------------------|-------------------------|--|--------------------------------------|--|--|--|--|---|---|--|
| JAN  | FEB                                | MAR                     | APR  | MAY                                  | JUN  | JUL  | AUG  | SEP  | OCT   | NOV   | DEC  |
|  | Home Office<br>and Study<br>Spaces |                         | Easter Long<br>Weekend: Local<br>Travel<br>Easter: Jobs<br>To Do Around<br>The House |                                      | Winter<br>Decorating<br>Heating (Indoor<br>And Outdoor)<br>Winter<br>Gardening |  | 2021 Trend<br>Report<br>(What's In,<br>What's Out)<br>The Block Show<br>Coverage (Runs<br>Aug-End Oct) |  | Summer<br>Decorating<br>Outdoor<br>Decorating<br>Entertaining |   | Summer<br>Gardening<br>Christmas Gift<br>Guide/s<br>Christmas<br>Entertaining<br>Ideas |

# Audience Profile

- With a median age of 44 years, and a strong female profile (80%), this audience is united by their positive outlook, desire to build a secure future for their family and their love of home styling and improvements.
- She's interested in decorating ideas for the home.
- She's an early adopter when it comes to updating her home interiors and intends to renovate or decorate her home in the next 12 months.
- She views home interior products as a means of creative expression for herself and comfort for her family, tech as a means of organising her life and keeping her loved ones secure, home entertainment as a way to reward herself and create family moments.
- She's a confident online shopper - significantly more likely than other women to shop online for homewares, manchester, furniture, home décor, fashion, health & beauty.
- She experiences genuine joy making her house a home, relishes in shopping the category and delights in sharing her ideas and expertise with those around her - acting as a trusted advisor on decorating and all things homes.

Source: Roy Morgan Single Source, September 2021



80%  
Female

44  
Average age

2 in 3  
Own their  
own homes

Source: Roy Morgan Single  
Source, September 21.

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# Solutions

Homes to Love delivers marketing outcomes across all stages of the customer purchase funnel





# Display Solutions

Sponsorships, roadblocks, ROS, audience targeting, video/pre-roll, mobile rich media



**Sponsorship**



**ROS**



**Roadblocks**



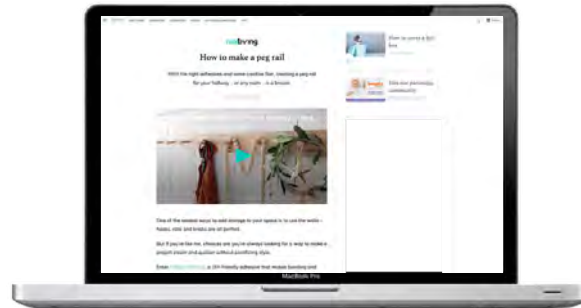
**Mobile Rich**

# Branded Content

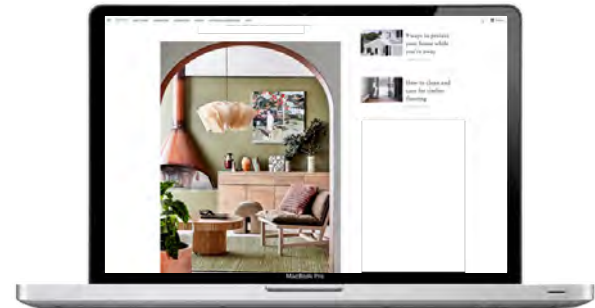
Are Media's native content is produced in-house by our commercial editorial team and is tailored to meet your marketing objectives. Seamlessly integrated, our native solutions drive maximum reach and engagement, by positioning your brand in a highly relevant and contextual environment.



Native Articles



Native Videos



Native Gallery



Infographics



Image Sliders



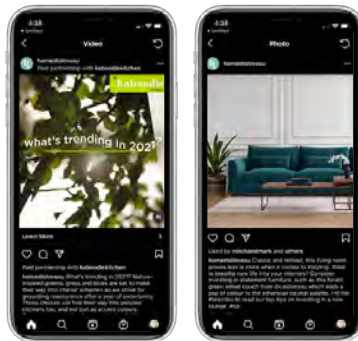
Custom Integrations

# Social Media Amplification

Are Media's established social media audiences and content expertise can create customers for your brand. With unparalleled connections to millions of Australians every month, Are Media's social amplification solutions delivers engaged audiences to your branded content.



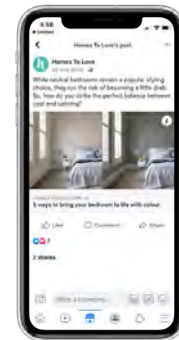
Instazine



Instagram Post



Instagram Story



Facebook Post

# EDM Solutions

Advertisers can partner with Are Media's premium brands to reach active email audiences with Newsletters and Solus EDMs.



## Newsletters

Advertisers can sponsor ad units within newsletters.

- Homes to Love: 16,459 subscribers



## Solus EDMs

Advertisers can send targeted offers, coupons, and discounts with brand-lef Solus EDMs.

- Homes to Love: 16,533 subscribers

# Contacts

| <b>NAME</b>       | <b>POSITION</b>                     | <b>PHONE NUMBER</b> | <b>EMAIL</b>                      |
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