



AUSTRALIAN

# HOUSE & GARDEN

BRAND OVERVIEW

AUSTRALIAN  
**HOUSE  
& GARDEN**

IS THE TRUSTED SOURCE OF  
INFORMATION FOR  
ASPIRATIONAL HOME OWNERS.

---

FILLED WITH EXPERT ADVICE  
AND INSPIRATION FOR EVERY  
STEP OF THE HOMEMAKING  
JOURNEY, IT HOLDS A  
MIRROR TO CONTEMPORARY  
AUSTRALIAN LIVING,  
MAKING IT THE GO-TO BRAND  
FOR AVID RENOVATORS AND  
DECORATORS ALIKE.





## NOTE FROM THE EDITOR



*Australian House & Garden* is the number-one home-lifestyle title in the Australian marketplace.

Launched in 1948, this much-trusted magazine has played a significant role in the lives of passionate homemakers, presenting relevant information and inspiration at every step of their home journey.

Anchored by 60+ pages of the best homes and gardens in the country every month, the broader editorial content relates to the wider life of the reader: quality shopping, decorating and entertaining inspiration; engaging stories on family, health, beauty, renovation advice and pets; and regular travel, design and news features.

The *House & Garden* reader is aspirational, house-proud and loves to be inspired with new ideas for her home and garden.

She (and her partner) are highly engaged and active renovators and decorators and also avid entertainers.

*House & Garden* holds a mirror to contemporary Australian family life and delivers an unrivalled platform for advertisers to communicate with our exclusive and responsive readership in a dynamic, innovative environment.

*Tanya Buchanan*

Tanya Buchanan, *Editor in chief*

**are**  
media

# EDITORIAL PILLARS



## DECORATING & DESIGN

Decorating and design inspiration, trends and masterclasses



## HOUSES

Aspirational and inspirational homes from around Australia



## GARDENS

Inspiration for outdoor areas and seasonal gardening advice for green thumbs



## RENOVATING ADVICE

Information and advice from experts and design professionals around renovations, property and styling



## ENTERTAINING & TRAVEL

Seasonal food and drink recipes for any occasion, plus domestic and international travel features for the adventurous and the indulgent



## SHOPPING

Shop the latest trends and buyer's guides themed monthly by room or season

# SIGNATURE PROPERTY



## TOP 50 ROOMS

Now in its 23rd year, Top 50 Rooms celebrates Australian design, identifies current trends and gives the *Australian House & Garden* audience the opportunity to see inside the minds of Australia's best architects and designers. Architects and interior designers from around Australia submit their best work for a judging panel, represented by the Australian House & Garden editorial team and some of the foremost interiors experts in the country. The resulting showcase is a thought-provoking look at the very best in design and styling.



**MASTHEAD READERSHIP**

644,000

**PAGE VIEWS**

MONTHLY

**CROSS PLATFORM READERSHIP**

1,110,000

Source: Roy Morgan Sept 2021

**TOTAL BRAND TOUCHPOINTS 1,578,110**

The number one home lifestyle title in Australia, *House & Garden* delivers a dynamic innovative environment filled with expert advice for every step of the home journey and an unrivalled platform for advertisers.



HOMESTOLIVE.COM.AU

**UNIQUE AUDIENCE**

561,218

**PAGE VIEWS**

6,507,732

Source: Roy Morgan Nov 2021



**INSTAGRAM**

308,885

**FACEBOOK**

127,275

**PINTEREST**

12,778

**COMBINED SOCIAL FOLLOWING**

448,910

Social landscape as of Oct 2021



**NEWSLETTER SUBSCRIBERS**

19,200

**SOLUS SUBSCRIBERS**

33,400

Subscribers updated 3 Sept 2021

**HOUSE & GARDEN E-MAG**

Available through the App Store

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

**COLLABORATIONS**



MYER HOMEWARES COLLABORATION



TOP 50 ROOMS

**SPECIAL ISSUES**



KITCHEN SPECIAL



RENOVATION SPECIAL



BATHROOMS SPECIAL

**ONE-SHOTS**



LUXÉ KITCHENS & LAUNDRIES



CONTEMPORARY AUSTRALIAN RENOVATIONS



# 2022 EDITORIAL CALENDAR

## PRINT

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Summer Living Special	Home Organisation	Kitchen Special	Lighting Special	Bathroom & Powder Room Special	The White Issue	Decorating Special	Country Homes Special	Kitchen & Bathroom Special The Colour Issue	Renovation Special	Top 50 Rooms Special	Christmas Issue
Summer Spaces: Indoors & Out	Storage & Home Organisation Ideas	Kitchen Renovation Case Studies & Inspiration	Australia's Most Gorgeous Interiors	Home Renovation Case Studies Home Heating Guide	Bathroom Case Studies & Inspiration	Winter Decorating: Rugs, Bedding, Throws	Country Homes Inspiration Gallery	Kitchen & Bathroom Renovations	Home Renovation Case Studies Flooring Trend Report	Top 50 Rooms Winners Gallery	Christmas Decorating, Entertaining & Gifting

## DIGITAL

\*Subject to change at Editorial discretion



# AUDIENCE

## THE FOREVER HOMEOWNER

- Core audience: 45+ | Average age 51
- 74% are Home Owners (40% own their home outright)
- Most likely to have lived in their home for 10+ years
- Higher than average proportion of AB's (21%), Managers/Professionals (32%), and those with a Diploma/Degree (51%)
- Average Household income is \$121k
- Total savings and investments of \$288k, more than \$41k higher than the average (\$246k)
- They are 1.6x more likely than the average Australian to intend to buy a new house in the next 12M
- They skew 1.3x more likely than the average Australian to spend over \$5k renovating or extending their home in the next 12M
- They are 1.4x more likely than the average Australian to redecorate/refurbish home in the next 12M
- The House & Garden reader is a Big Spender (ix122) - spending a combined \$1205M on home and garden products in the last 4 weeks (average spend of \$300)

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

# CONTACTS

NAME	POSITION	PHONE NUMBER	EMAIL
Andrew Cook	National Director of Sales	+61 (02) 9282 8676	<a href="mailto:Andrew.Cook@aremedia.com.au">Andrew.Cook@aremedia.com.au</a>
Karen Holmes	NSW Director of Sales	+61(02) 9282 8733	<a href="mailto:Karen.Holmes@aremedia.com.au">Karen.Holmes@aremedia.com.au</a>
Samantha Lowe	NSW Head of Direct Sales	+61 (02) 8114 9442	<a href="mailto:Samantha.Lowe@aremedia.com.au">Samantha.Lowe@aremedia.com.au</a>
Demi Martello	VIC Head of Direct Sales	+61 (03) 9823 6368	<a href="mailto:Demi.Martello@aremedia.com.au">Demi.Martello@aremedia.com.au</a>
Ben Wiles	VIC Head of Agency Sales	+61 (03) 9823 6367	<a href="mailto:Ben.Wiles@aremedia.com.au">Ben.Wiles@aremedia.com.au</a>
Rhyl Heavener	Homes Commercial Manager	+61 (02) 9282 9420	<a href="mailto:Rhyl.Heavener@aremedia.com.au">Rhyl.Heavener@aremedia.com.au</a>