

# INSIDE

BRAND OVERVIEW 2022



# INSIDE

WE ARE **AUSTRALIAN MODERN**.

OUR FOCUS IS ON HOW WE LIVE NOW AND HOW WE  
WILL CHOOSE TO LIVE IN THE FUTURE.

WE INSPIRE AND INFORM OUR AUDIENCE TO EMBARK ON  
THE JOURNEY TO THEIR DREAM HOMES AND  
ENCOURAGE EACH STEP OF THE PURCHASE DECISIONS,  
FROM CHOOSING ARCHITECTS, BUYING MATERIALS AND  
FINALISING INTERIORS.

**WE CAN LIVE BETTER**, WHICH IS WHY WE CHAMPION  
SPACES THAT ARE BIG ON CLEVER DESIGN, WITH  
LOCALLY MADE AND **SUSTAINABLE MATERIALS** AND  
ALWAYS IN AUSTRALIAN STYLE. IT'S THAT CONSIDERED,  
HOLISTIC EFFORT TO CONSTRUCT HOMES THAT MAKE  
THE LIVES OF PEOPLE WHO LIVE IN THEM BETTER.

**INSIDE OUT** HAS A UNIQUE COMBINATION OF  
AUTHORITY, INSPIRATION AND ACCESS THAT MAKES  
THIS WORK.





## NOTE FROM THE EDITOR

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This year, *Inside Out* is 21, and that means we've encouraged a whole generation dedicated to **Australian Modern** style. Our approach to the exteriors and interiors of Australian homes is different to every other magazine in the market.

Our mindset is deliberately modern, delivering innovation in the smart home space, inspiration in new design and space solutions and always a considered approach to a lifestyle of **Barefoot Luxury** built around **Conscious Sustainability** and luxurious craftsmanship.

Our strong industry relationships with Australia's most exciting architects, makers and interiors specialists means we are embedded with the zeitgeist of making incredible homes across the nation.

We are passionate about making life at home better.

*Eliza*

# EDITORIAL PILLARS

AUSTRALIAN MODERN | BAREFOOT LUXURY | CONSCIOUS SUSTAINABILITY



## INSIDE

Great Australian and international homes, sharing clever decorating and design ideas



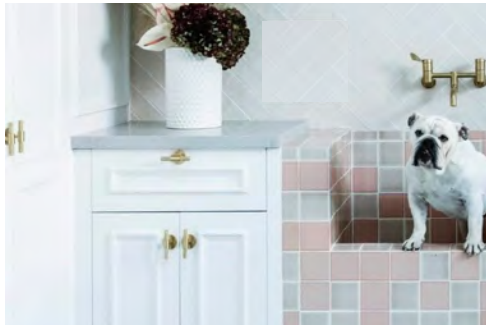
## OUT

Real gardens from the city to the country with an eye on sustainability and style



## ENTERTAINING & DESTINATIONS

Design destinations that will inspire transformations, and entertaining ideas when home



## ALWAYS WANTED A ...

Big dreams, smart projects



## THE CUT

An insider's edit of the very best shopping, design & style finds



## RENOVATE

Construction, materials and advice using case studies of real



## HOT PIECE

Design forward must-haves and the story behind them

# SIGNATURE PROPERTY



## HOME OF THE YEAR

An accolade awarded to one Australian architect who has designed a completed project that embodies the idea of 'home'.  
A premium award that highlights sensitive design and the ability to create emotional spaces,  
this award highlights the human response to Australian-designed houses.



### READERSHIP

104,000

### FREQUENCY

MONTHLY

### CROSS PLATFORM READERSHIP

587,000

# TOTAL BRAND TOUCHPOINTS 2,510,959

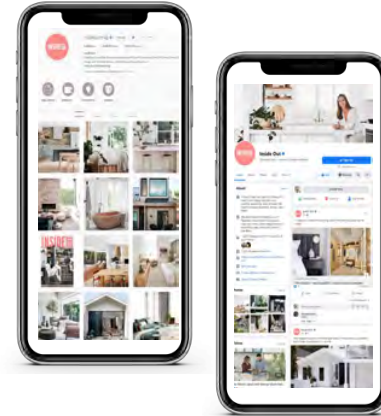
AUSTRALIAN MODERN | BAREFOOT LUXURY | CONSCIOUS SUSTAINABILITY



HOMESTOLOVE.COM.AU

PAGE VIEWS 6,507,732  
UNIQUE AUDIENCE 561,218

Source: Roy Morgan November 2021



### FACEBOOK

1,218,250

### INSTAGRAM

456,749

### PINTEREST

216,508

### COMBINED SOCIAL FOLLOWING

1,909,059

Social landscape as of October 2021

### NEWSLETTER SUBSCRIBERS

14,900

### SOLUS SUBSCRIBERS

12,200

Updated as of 3 September 2021



# EDITORIAL CALENDAR 2022

## PRINT

| JAN   | FEB  | MAR                        | APR                          | MAY  | JUN                      | JUL                      | AUG   | SEP   | OCT                        | NOV  | DEC                                      |
|---|--|----------------------------|------------------------------|--|--------------------------|--------------------------|---|---|----------------------------|--|--|
| The Holiday Issue                                     | Transformers Special                                     | Kitchen Masterclass        | Decorating with Experts      | Laundries & Bathroom Special   | Before + After Special   | The Flip Book            | 2022 Home of the Year   | The Kitchen Files                               | Dreaming of Colour         | Outdoor Special                                  | Modern Coastal                           |
| Summer Homes, Beach Houses Outdoor Entertaining Areas | Organisation & Decluttering Home Office and Study Spaces | Inside Out's Best Kitchens | Home Renovation Ideas & Tips | Prepare Your Home for Winter Inside Out's Best Laundries & Bathrooms | Indoor & Outdoor Heating | Renovations & Extensions | Australian Beach Houses Home of the Year Awards Winners Announced | Colour Trends 2023 Best Flooring for Your Space | Inside Out's Best Kitchens | Australian Modern Christmas Christmas Gift Guide | Holiday Entertaining Outdoor Style Guide |

## DIGITAL

\*Subject to change at Editorial discretion



# AUDIENCE

## THE ACTIVE RENOVATOR

### AFFLUENT MILLENNIALS and XENNIALS

- Core audience is age 30-59 | Average age 42
- Highest proportion of AB's (31%) and 2nd highest proportion of Managers/ Professionals (42%)
- More than 1 in 5 (22%) are SINKS or DINKS (ix137)
- 1 in 3 (32%) are parents of children U18 living in the household
- 68% are Home Owners - 34% own their home outright, 33% are paying off their home
- The Inside Out reader has an average HHI of \$148k – that's 21% above the average and the highest in the homes category
- 1 in 2 (49%) are Big Spenders (ix147)
- Total savings and investments of \$287k – that's 17% above the average

### NEW PROPERTY OWNERS, INVESTORS and RENOVATORS - PASSIONATE ABOUT AUSTRALIAN MODERN

- 1 in 2 (49%) have been living at their current home for less than 5 years
- They are 1.8x more likely than the average Australian to build or buy a property in the next 12M
- They are 2.2x more likely than the average Australian to buy a new house, and 2.6x more likely to buy a new apartment in the N12M
- 1.3x more likely to intend to do major renovation in N12M and 1.4x more likely than the average Australian to intend to redecorate/refurbish home in N12M

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



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