

EMPOWERED LIVING
Creating a better life, your way

Better Homes and Gardens®

BRAND OVERVIEW 2021

are
media



Better Homes and Gardens.

Better Homes and Gardens is the largest multi-media lifestyle brand in Australia providing expert lifestyle advice to generations of Australians for over 40 years.

Our consumers are enthusiastic, smart, resourceful and know what they want from their lives. Family is important, as is security, comfort and a place to call home. How their home 'feels' is important, they take pride in how it looks and want their guests to always feel welcome. Whether they're planning their spring garden, a meal for the family or a new project around the house, they're constantly looking for ways to improve their lives – that's where we step in!

PRINT | DIGITAL | SOCIAL | TV
PODCAST | VIDEO | EVENTS | ONLINE RETAIL STORE
REAL ESTATE



A NOTE FROM THE EDITOR

“Australians have a love affair with their homes and at *Better Homes and Gardens* that’s what we live for. For more than 40 strong and successful years *BHG* has been providing Australians with an abundance of ideas, inspiration and how-to information to create a home they love to be in, and to make every aspect of their home lives better for themselves and loved ones.

DORA PAPAS, EDITOR



DIY

BHG provides the ideas, the inspiration and tools for our audience to empower them to achieve any home project themselves.



RENOVATING

Inspiring, practical and achievable home renovation ideas and solutions, with step-by-step info on how to get the latest looks whether you DIY it or bring in the experts.



FOOD

Delicious, achievable tried and tested recipes for everyday and special occasions, with simple to follow steps making foolproof amazing dishes.



GARDENING

From balconies to backyards, BHG offers gardening and landscaping ideas and inspiration for every type of garden, with seasonal planting guides, plant profiles and tips on growing your own food.



TRAVEL

Better Travel showcases incredible experiences and destinations around the world, making travel planning easy with how-to guides and itineraries.



DECORATING + CRAFT

BHG offers an array of creative home projects and decorating ideas with step-by-step instructions to personalise your own home.



FINANCE + PROPERTY

Finance and property advice from our expert team, without the confusing jargon; BHG offers simple, practical information on how to save, invest, and protect your assets.



HEALTH + BEAUTY

How to feel fit and fabulous inside and out at any age; with nutritional info, how-to beauty tips, exercise routines and health advice for all ages.

EDITORIAL PILLARS

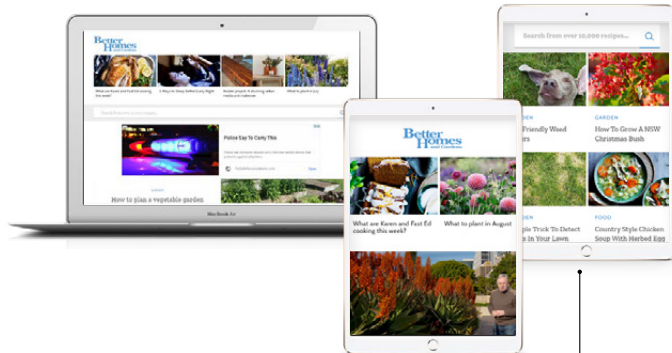
WE PROVIDE THE IDEAS,
INSPIRATION AND INFORMATION
FOR OUR READERS.

Whether you want to build it, beautify it, sew it, grow it or cook it, BHG takes you from what if - to wow!

Being the 'how-to' brand, BHG really integrates products. We won't just include a can of paint in a story, we will show the brand, talk to the benefits and USPs, discuss how to prepare a surface for painting, how to store your paint when finished or dispose of empty containers correctly, we will include hints and tips from the brand expert and that's the same with all integration.

WHAT DO WE END UP WITH:

- one of Aust most successful mags
- one of our most enduring TV programmes
- snakable online content
- social content that our audience trust and share
- and an incredibly loyal audience



CUSTOM RICH CONTENT

- *BHG* TV Segment especially created by *BHG* editorial in authentic *BHG* editorial tone and style
- Native online article created for *BHG.com.au* including segment with guaranteed views
- *BHG* solus EDM including segment link, and bespoke content seeded to 65,287

BHG 360

Better Homes and Gardens.

True editorial intergration across platform, leveraging the trusted voice of *BHG*, our talent, expertise and uniquely powerful relationship with Australian home makers.



AMPLIFICATION

- 2 x TV national spots
- 1 x TV Billboards
- 1 x *BHG* FB post driving to segment, including boosting to client target
- 1 x additional FB driver to segment hosted online one month post air date



LONGEVITY

- Segment hosted online at *BHG.com.au* post on air date & on 7 Plus
- Downloadable product sheet outlining the how to, hosted online at *BHG.com.au* in article



EDITORIAL ADVOCACY / BHG HALO

- Product immersion in a editorial TV Segment
- Minimum 2 page editorial story in *BHG* magazine amplifying the segment to 1.8 million consumers
- Editorial inclusion in seperate magazine story



MASTHEAD READERSHIP

1,679,000

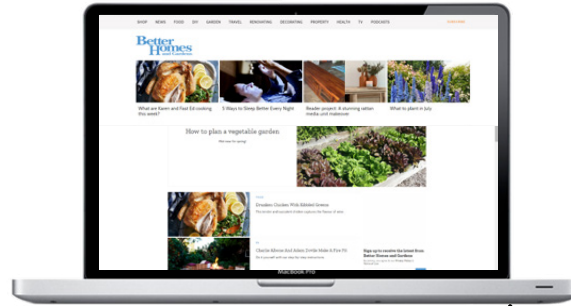
FREQUENCY

13 ISSUES PER YEAR

Source: Roy Morgan Readership June 2021

Everyday we speak to our audience through different and multiple touchpoint.

In the lifestyle eco system *BHG* is Australia's powerhouse - with a national reach of 11.29 million each month across our platforms



BHG.COM.AU

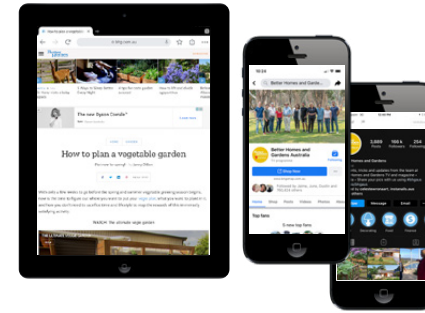
DIGITAL PAGE VIEWS

1,510,007

DIGITAL UNIQUE AUDIENCE

551,180

Source: Roy Morgan July 2021



-  **INSTAGRAM**
209,981
-  **FACEBOOK**
771,915

Social Landscape as at August 2021



SOLUS SUBSCRIBERS

42,900

NEWSLETTER SUBSCRIBERS

43,900

BHG TV

6,408,000

Updated as at 27/5/21

ONE-SHOTS



BEFORE AND AFTER



GROW IT EAT IT



SECRETS OF BEAUTIFUL GARDENS

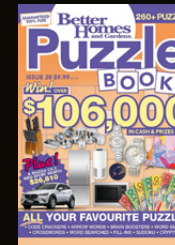


ALL I WANT FOR CHRISTMAS



MEDITERRANEAN MEALS

PUZZLES



PUZZLE BOOK



CODE CRACKER BOOK

PRINT

<p>Last minute Xmas Keep your cool - beauty, health and wellbeing</p> 	<p>Storage Feature DIY Projects</p> 	<p>Better Cruising Colour of the Year</p> 	<p>Kitchen Feature</p> 	<p>Bedroom Special Knitting and Crochet Special</p> 	<p>Bathroom and Laundries Feel Good Food</p> 	<p>Winter Slow Cooking Winter survival guide and furnishings inc heating special</p> 	<p>Redecorating/remodelling Feature Latest looks in flooring</p> 	<p>Kitchen Feature Window Treatments Spring Gardening PatchWork and Quilting</p> 	<p>Spring Decorating Spring Cleaning</p> 	<p>Outdoor Living and entertaining</p> 	<p>Xmas essentials booklet - standproud Christmas baking and craft Cooling Products Guide</p> 	<p>All about Christmas - Gift guides, DIY Christmas Decorating Xmas Feasts GWP - Baking Tray</p> 
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JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC XMAS

<p>Summer Entertaining Health and weight loss Storage and decluttering</p> 	<p>Decorating with colour Setting financial goals Smart Home office designs</p> 	<p>Kitchens Road trip survival guide</p> 	<p>Bathroom & Laundries Made for Mum - food and gifts Garden designs</p> 	<p>Winter food Heating Winter gardening</p> 	<p>Soft Flooring Winter decorating</p> 	<p>Kitchens Spring gardening</p> 	<p>Decluttering and cleaning hacks Domestic travel Best cruises for families</p> 	<p>Outdoor living Halloween</p> 	<p>Pool safety and care Home cooling Christmas deco and gifting</p> 	<p>What your gut is really telling you</p> 	<p>Xmas baking and making</p> 
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DIGITAL



AUDIENCE

- 8 in 10 readers are the main grocery buyers in their households
- BHG readers account for \$1 in every \$10 spent by Australians on groceries
- BHG is the #1 paid magazine for reaching W40+
- Over a third of our readers (36%) have a diploma or degree
- A quarter of BHG readers are parents of children under the age of 16

BETTER HOMES & GARDENS KEY STATS

- BHG continues to be the highest read consumer paid magazine in the country with almost 1.7m readers each month!
- BHG readers on average spend \$199 on their weekly groceries which is +5% higher than average
- 7 in 10 readers are home owners – skewing 43% more likely to have researched home improvement information online in the past 4 weeks
- A high value homes audience – spending \$126 on manchester and soft furnishings in the last 4 weeks and \$103 on homewares
- Influence the influencer – BHG readers skew more likely to be trusted advisors when it comes to home renovations (ix 106), decorating ideas for the home (ix 139) and buying new food products (ix 144). This means that their friends & family actively seek their advice on these topics
- Despite being a somewhat traditional audience, these readers are willing to try new things, with 3 in 5 'always ready to try new and different products', and almost 7 in 10 would try a new food.

THE LARGEST MULTI-MEDIA LIFESTYLE BRAND IN AUSTRALIA, BETTER HOMES AND GARDENS HAS PROVIDED EXPERT LIFESTYLE ADVICE TO GENERATIONS OF AUSTRALIANS FOR OVER 40 YEARS



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