



# THE BLOCK MAGAZINE

## THE BLOCK IS BACK IN 2020

Season 16 of The Block maybe the biggest and most difficult series of The Block yet! The Blockheads will transform five existing homes that have been relocated from different eras dating from 1910 to 1950. The challenge for each team will be to modernise whilst maintaining a nod to heritage in their styles. We'll capture it all in the 2020 edition of The Block magazine and on our dedicated The Block section of Homes to Love.

**THE BLOCK 2020** magazine will provide the final reveals, home by home and room by room featuring all the details. We'll cover floor plans, before and after shots and budget recommendations, plus the 'Little Block Book' of products and suppliers including furniture, home-wares, prices, stockists, paint colour, lighting, flooring, tiles and surfaces, joinery and fittings – everything you need to know to recreate 2020's sensational makeovers.

**THE BLOCK 2019** series was an outstanding success with the average episode attracting just under a million viewers and the finale being the highest rating episode for the season with 1.9M+ Australians tuning in to see Tess & Luke take out the top spot.

Don't miss out! Be part of Australia's favourite home renovation show with **THE BLOCK 2020** magazine, flying off the shelves in November 2020. – and **HOMES TO LOVE**, going live in August 2020 (exact time tbc).

**CONTACT YOUR ARE MEDIA REPRESENTATIVE FOR MORE INFORMATION**



### ON SALE, SPECS & RATES

**ON SALE:** 16 Nov, 2020  
**BOOKING:** 23 Oct, 2020  
**MATERIAL:** 27 Nov, 2020

**DIMENSIONS**  
**BOOK SIZE:** 270x225mm  
**PRINT RUN:** 40,000

**ADVERTISING RATES**  
**DPS:** \$12,000  
**FPC:** \$6,000  
**Half page:** \$3,600

Created by the team at  
**realiving**



# THE BLOCK ON HOMES TO LOVE

## DEDICATED SECTION

Last year's reach was beyond expectations delivering over 3.1 million impressions! This year, Homes to Love will again follow this season of The Block with coverage on our dedicated The Block section.

As contestants take on the biggest homes to ever feature on the show, The 2020 Block contestants are doing what has not been done before, with each team renovating a home from a different era. Homes To Love will cover each style with expert design commentary, shopping guides to achieve the look and of course, the all-important room reveals.

There will also be renovating explainers and exclusive Q&As with the judges and regular buyer's agents, who will provide tips on buying, selling and styling a home for sale. All content will be shared across the Homes to Love social network of over 4M connections for maximum reach and engagement.



**ONLINE  
CONTENT  
LIVE FROM  
AUGUST 2020**



## OPTION 1

### EXCLUSIVE DISPLAY SPONSORSHIP

#### THE BLOCK SECTION SPONSORSHIP (HOMES TO LOVE) 100%

- 100% SOV high impact display sponsorship delivering 550k impressions across 1x month
- 1x themed native article with social & display aligned to The Block content including:
  - 500k guaranteed article impressions
  - 10k guaranteed page views
  - 100% SOV on surrounding display media
  - 2 x social posts from HTL
- 1 x Real Living Instagram social post (292k followers)
- 2x Editorial mentions HTL Block articles

**VALUE = \$129,750 | INVESTMENT = \$38,500**

## OPTION 2

### CONTEXTUAL ALIGNMENT - THE BLOCK SECTION (HOMES TO LOVE)

#### EXCLUSIVE DISPLAY SPONSORSHIP - THE BLOCK SECTION (HOMES TO LOVE)

- 150,000 display impressions across The Block section of HTL
- 1x themed advertorial article with social & display aligning with The Block content including:
  - 5 x product inclusions throughout
  - 250k guaranteed article impressions
  - 5k guaranteed page views
  - 100% SOV on surrounding display media
  - x social posts from HTL
- 1x Real Living Instagram social post (292k followers)
- 1x editorial mention HTL Block article

**VALUE = \$48,900 | INVESTMENT = \$22,250**

Created by the team at

