

belle

Media Kit



A circular frame containing a photograph of a modern interior. A black spiral staircase is the central focus, winding upwards. In the foreground, there is a bright yellow tufted sofa and a light-colored wooden chair. The room has white walls with some exposed brickwork and large windows. The word "belle" is overlaid in white lowercase letters on the right side of the image.

belle

Inspire luxury living with Belle, Australia's authority on high-end interior design, architecture, and art—curating exclusive homes, visionary designers, and timeless elegance for discerning tastemakers and style enthusiasts.

For over 50 years, *Belle* has been Australia's leading voice in luxury interior design, architecture, and art. A benchmark for elegance and innovation, it showcases exclusive homes and top designers.

With a focus on high-end interiors and cutting-edge architecture, *Belle* inspires style visionaries and discerning homeowners. The expert editorial team collaborate with industry leaders to provide a sophisticated perspective on evolving design trends.

Through print, digital, and immersive experiences, *Belle* connects brands with an engaged audience of architects, designers, and affluent consumers seeking the finest in interiors and lifestyle.

Editorial Talent *and Contributors*



TANYA BUCHANAN
Editor-In-Chief

"Belle takes its audience inside the world's most beautiful and dynamic interiors and presents cutting-edge looks and covetable objects for the home through outstanding photography and original design."



HANNAH JAMES
Deputy Editor



LAUREN CAMILLERI
Creative director



SHAYNE BURTON
Art director



STEVE CORDONY
Style director-at-large

Reaching a discerning audience who are affluent, educated and **on the leading edge of art, architecture and design**

Cross platform average age: 42
74% (3 in 4) live in capital cities



AFFLUENT

1.3 x more likely to be in the AB Quintile

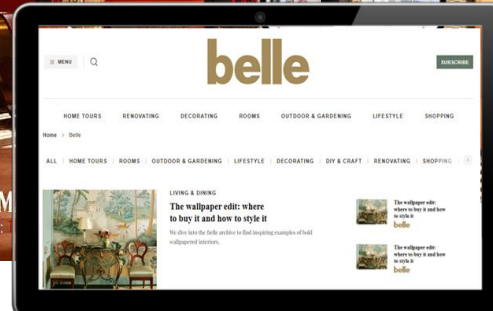


INFLUENTIAL

1.5X more likely to be trusted advisors in decorating



1.8x more likely to be early adopters of interiors updates



LUXURY SPENDERS

1.5X more likely to be a luxury spender



WORLDLY & SOPHISTICATED

70% have attended cultural events in L3M

“Belle is a publication with a global lens and uniquely Australian voice”

Supported by a *HOMES NETWORK*

are
media

13.2M

MONTHLY
CROSS PLATFORM
TOUCHPOINTS

AUSTRALIAN
**HOUSE
& GARDEN**

FOREVER
HOME

Social: Established Families

Space: Established Home

Self: Stylish Families

**Better
Homes
and Gardens**

CREATIVE
HOMEMAKER

Social: Families All Ages

Space: Homes Large & Small

Self: Enthusiastic D.I.Y.ers

**home
beautiful**

HOME
CREATOR

Social: Families

Space: Suburban Home

Self: Forever Decorator

COUNTRYSTYLE

DREAM
RETREATER

Social: Established Living

Space: Country, Home

Self: Lifestyle Seeker

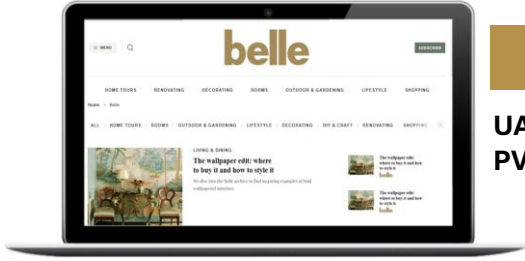
belle

URBAN
SOPHISTICATE

Social: Singles & Couples

Space: City, Terrace

Self: Global, Designs



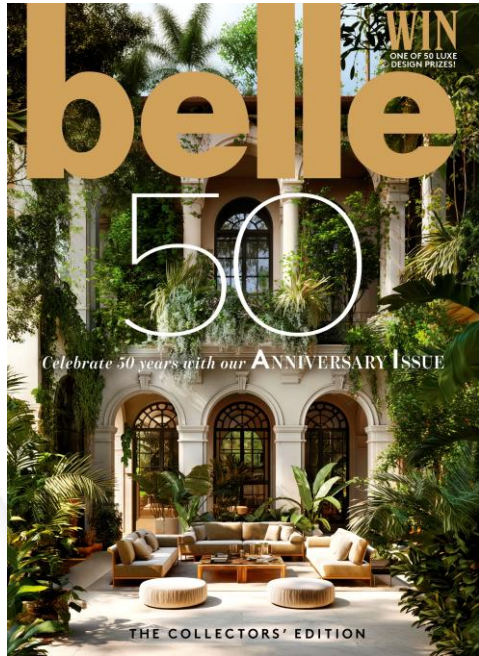
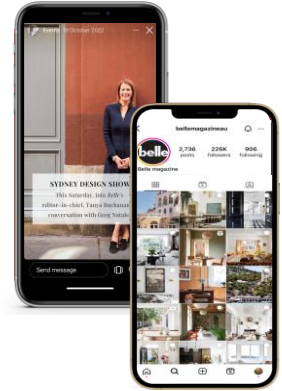
DIGITAL

UAs: 377,439
PVs: 690,694

SOCIAL



Instagram Followers: 228,592
Facebook Followers: 90,218
Pinterest Followers: 5,703
Combined Socials: 324,513



PRINT

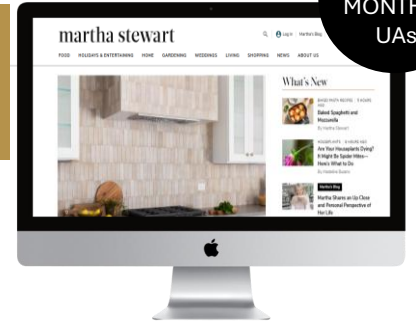
Print Readership:
122K monthly
8 issues a year

belle

TOTAL MONTHLY TOUCHPOINTS
709,813
CONNECTING WITH OUR AUDIENCE
AND INDUSTRY EXPERTS
**Ex-People Inc.*

People Inc.
PEOPLE INC.
DIGITAL
EXTENSION*

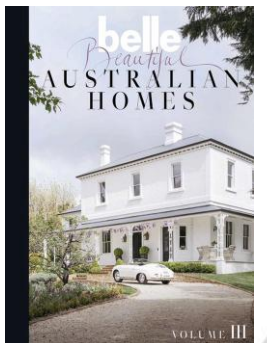
VIA People Inc.
Partnership



8.807M
MONTHLY
UAs

TRAVEL+
LEISURE
martha
stewart
FOOD & WINE

LICENSING & PARTNERSHIPS



EDMS

Weekly Newsletter: 8,500
Solus Subscribers: 9,300



EVENTS & ACTIVATIONS



Source: *Roy Morgan Single Source Australia, Mar25 - AP14+, **Ipsos iris Online Audience Measurement Service, May 2024 - April 2025, AP14+ (12 months average), ^People Inc., Social Following as of April 2025, ~Solus subscribers as of February 2025 (last 90 days average)
Note: total touchpoints is a duplicated number

DRIVING INFLUENCE IN
LUXURY AT SCALE *via our*

Dotdash Meredith Partnership

are
media
x
People Inc.

martha
stewart

FOOD & WINE

TRAVEL +
LEISURE

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Editorial and Content *Pillars*



ART & ARTISTS



LUXE FINDS & THE CHIC AGENDA



PEOPLE & PROFILES



LUXURY HOMES



DESIGN AROUND THE WORLD



COMMERCIAL & CREATIVE SPACES



advertising
OPPORTUNITIES

Driving intention through connection

signature PROPERTIES AND PLATFORMS



INTERIOR DESIGN AWARDS

For 15 years the *Belle* Interior Design Awards have witnessed and celebrated the evolution of spectacular Australian design from our local superstar architects and designers.

Showcasing the very best of residential, commercial and hospitality interior design, the IDA's recognise the very best of the best - the projects that lead the conversation on design both here and on the global stage.

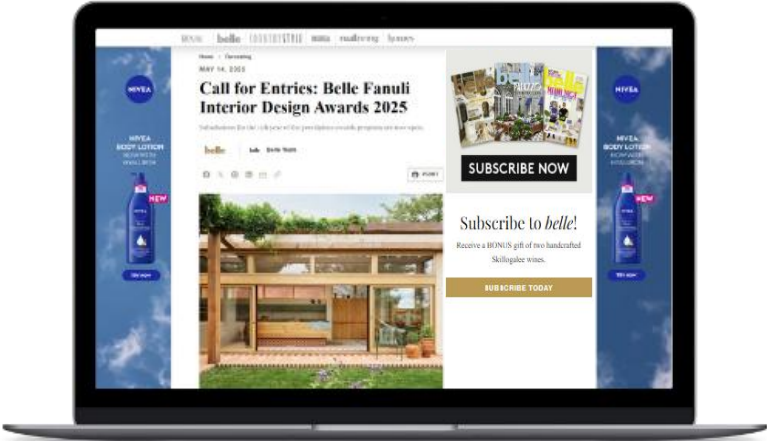


THE MILAN REPORT

Belle's annual Milan Report documents the emerging trends and standout exhibitions at Salone del Mobile Milano – the world's premier interior design event. The annual report shapes the trends that will lead the conversation on Australian design for years to come.

SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.



SHOP IT

SOLUS EDM

With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions



SECTION BUY-OUT

Drive awareness and promote authority by sponsoring a section with the option of high impact paper tricks, integrate your brand seamlessly into a sponsored editorial feature or take over a luxe list of covetable items to shop and showcase a range or collection.



CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



ADVERTORIAL

Using your brand assets, our creative team will create an advertorial with the design elements of the magazine, aligning it closely in look and feel to editorial content.

FEATURE INTEGRATION

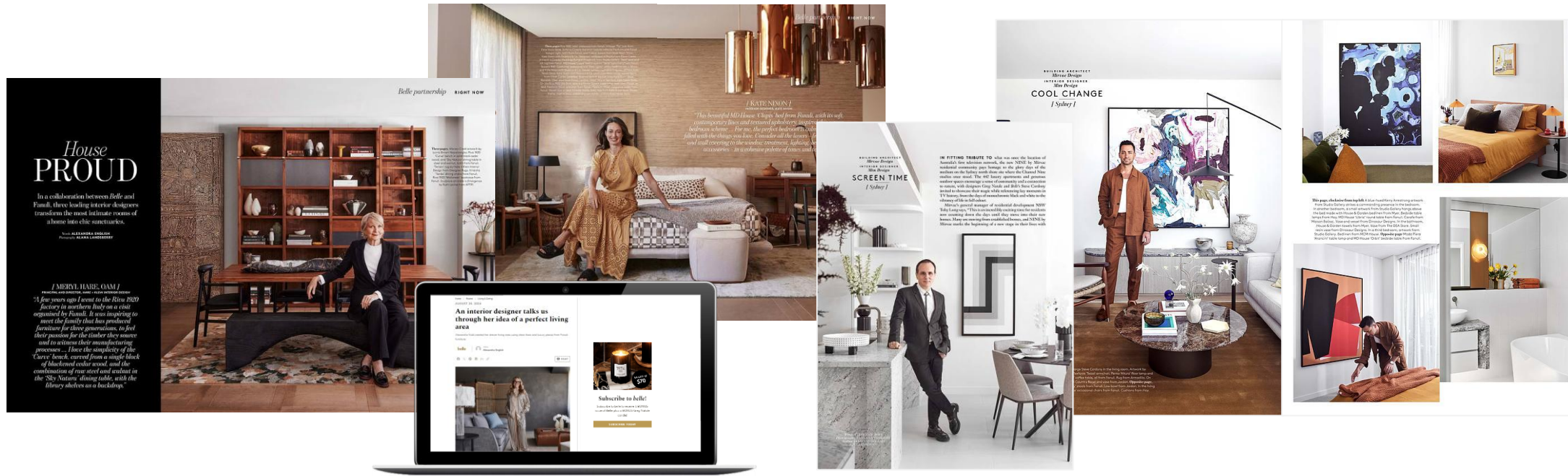
Integrate your product into our existing relevant features (e.g. Art, Luxury Homes, Commercial Spaces, Residential developments, Surfaces, Appliances, Luxury homewares, Automotive, Travel, Beauty and more)

BESPOKE BRANDED SPONSORED CONTENT

Integrate your products seamlessly; beautifully shot and curated by our editorial team with your brand in mind

CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



DESIGNER COLLABORATIONS

Showcase your products in partnership with Belle alongside leading Australian designers to create highly engaging contextual content brought to life through the unique design lens of Belle's leading creative editorial team.

Content can be amplified across Belle's digital and social network with the opportunity to extend across owned and earned.

CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



CUSTOM SHOOTS

Spark the interest of Belle's luxury spending audience with impactful creative by integrating your product seamlessly in unique and exciting ways that will grab attention.

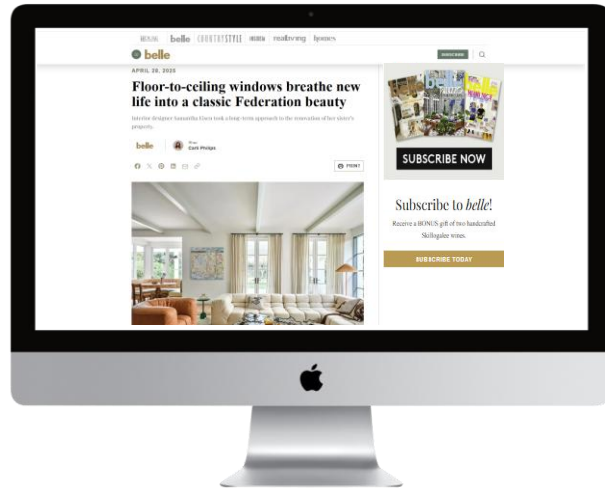


BELLE BOUTIQUES

A gorgeous editorial showcase of high-end retail, giving Belle's luxury spending audience first look at the most in-demand products – and where to buy them ahead of anyone else – from the nation's foremost taste-makers.

CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



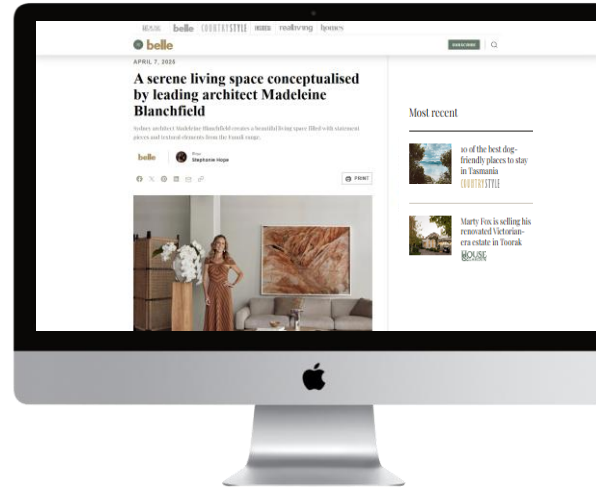
NATIVE ARTICLE

An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

INCLUSIONS

- 5,000 PVs and 1 social post
- 500 words of copy + 2 x Brand mentions
- BTYB Client name at Head and Foot of article.
- 1 x Internal body copy product mention.
 - No product image guarantees

EXAMPLE
[Link](#)



ADVERTORIAL ARTICLE

An article entirely themed around client's desired messaging, written by our content team in the tone of the brand it's housed on. Client has 100% Share of voice (SOV)

INCLUSIONS

- 2,500 PVs & 1 social post
- 500 words of copy + 5 x brand mentions
- BTYB Client name at Head and Foot of article
- Can include multiple (2) product imagery

EXAMPLE
[Link](#)

DIGITAL VERTICALS

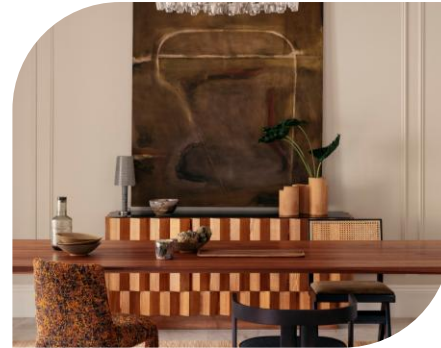
CENTRED AROUND OUR MOST POPULAR CONTENT CATEGORIES – AVAILABLE FOR SPONSORSHIP AND AUDIENCE TARGETING



HOME TOURS



RENOVATING



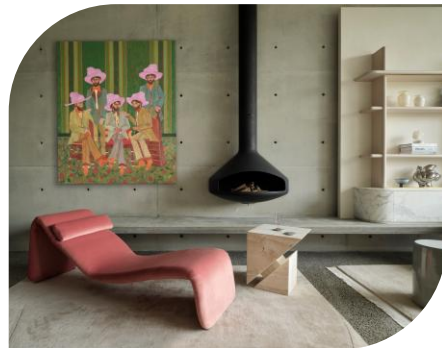
DECORATING



KITCHENS



BATHROOM &
LAUNDRY



LIVING & DINING



BEDROOMS



OUTDOOR &
GARDENING

IF THE ENVIRONMENT DOESN'T EXIST, WE CAN CREATE IT

VIDEO PACKAGES – *off the shelf*



HOME TOUR

Belle Home Tours is an editorial content series, where our audience is invited into the homes of Belle each month to meet the homeowners for an insight into their style.

ENGAGEMENT

[LINK](#)



TREND OR TIMELESS

In Conversation with...
In this highly engaging editorial video series, *Belle* talks to leading design talent on trending design topics happening now.

[LINK](#)

VIDEO PACKAGES – *bespoke*



[Link](#)

The Milan Report



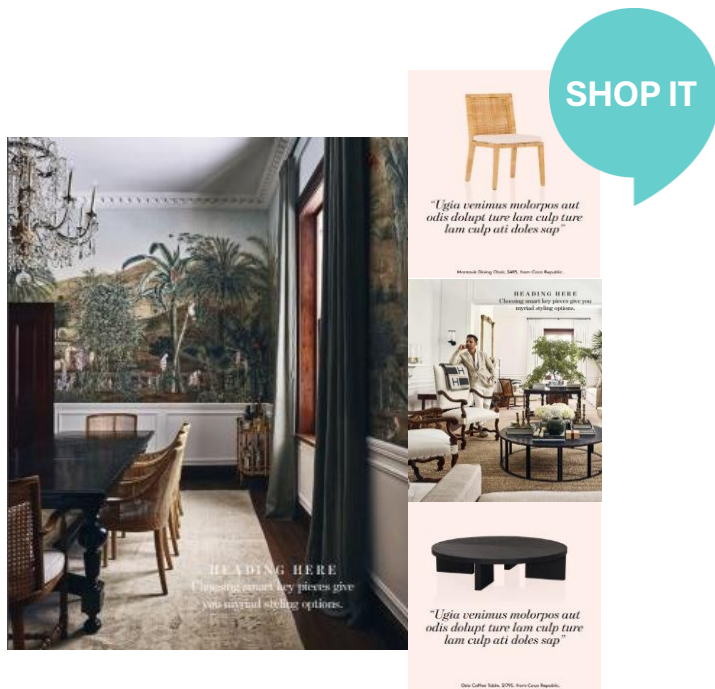
Driving in Cars with Designers

SOLUTIONS BASED

Brief us on your campaign objectives and we will produce a unique concept that we know will resonate with our audience and drive engagement for your brand.

[Link](#)

SOCIAL OPPORTUNITIES



INSTAZINE

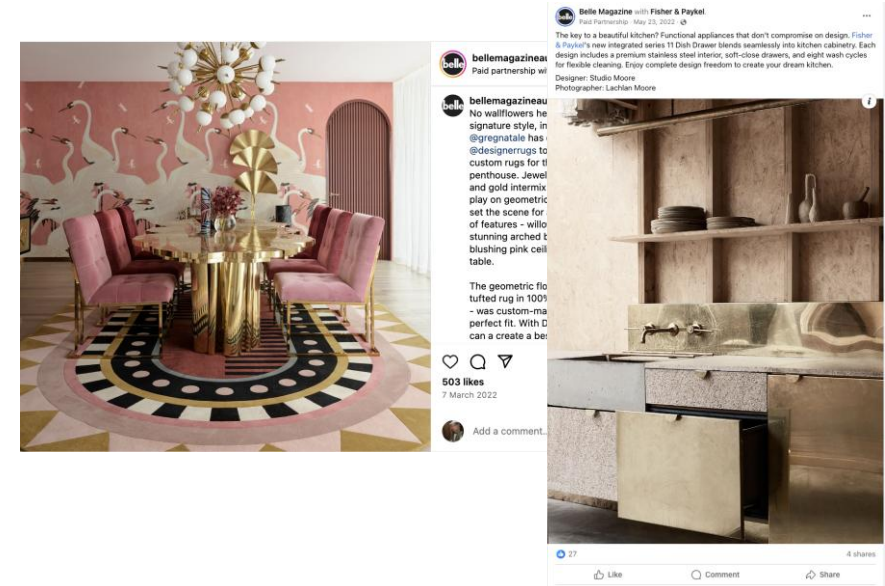
A social format that elevates a carousel making it feel more like flipping through pages of a magazine – produced by our creative studio and incorporating branding through title and end cards.

[Link](#)



STORY

A simple and effective reach driver, using created or client assets (where relevant) – option to link out to recipe/coupon and able to be boosted to specific audiences with defined reach goals



POST

A social post on Facebook or Instagram enables our clients to reach our engaged audience, with the ability to boost to reach further audiences outside of our network with the authority of our brand handle

[Link](#)

BIGGER INTEGRATION OPPORTUNITIES

DRIVING IN CARS
WITH DESIGNERS

BUSINESS OF
DESIGN

BELLE BOUTIQUES

SMART SPACES

COMPETITIONS

IP
LICENSING AND
PARTNERSHIPS

EVENTS (IRL OR
VIRTUAL)

BOOKS &
CORPORATE
SUBSCRIPTIONS

FROM CONNECTION TO INTENTION

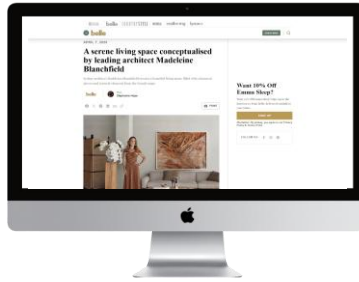
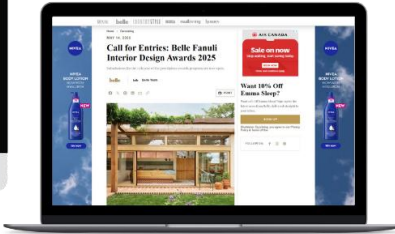
ACROSS THE FUNNEL

From inspiration

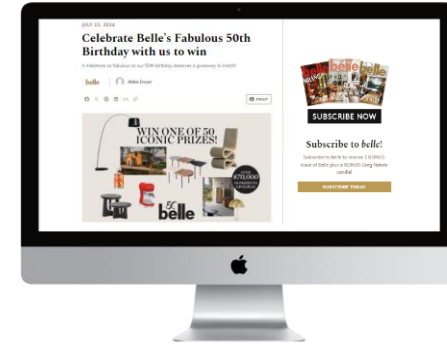
are media
×
People Inc.



High Impact Display



Digital Articles



Competitions



EDMs

AWARENESS

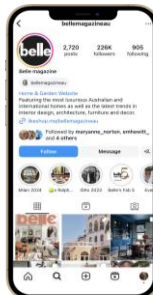
CONSIDERATION

INTENT & EVALUATION

PURCHASE

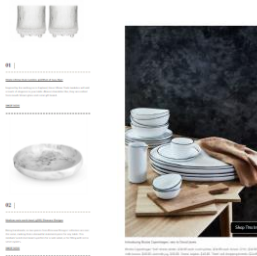
ADVOCACY

Brand Ads



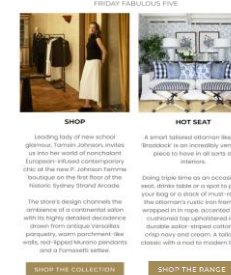
Social

Editorial Integration



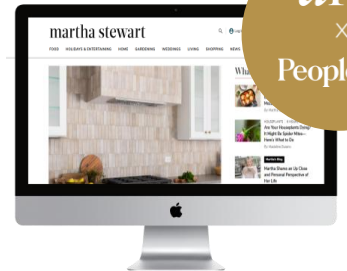
Shop

belle



IP Events

belle
FANULI
INTERIOR
DESIGN
AWARDS 2024



are media
×
People Inc.

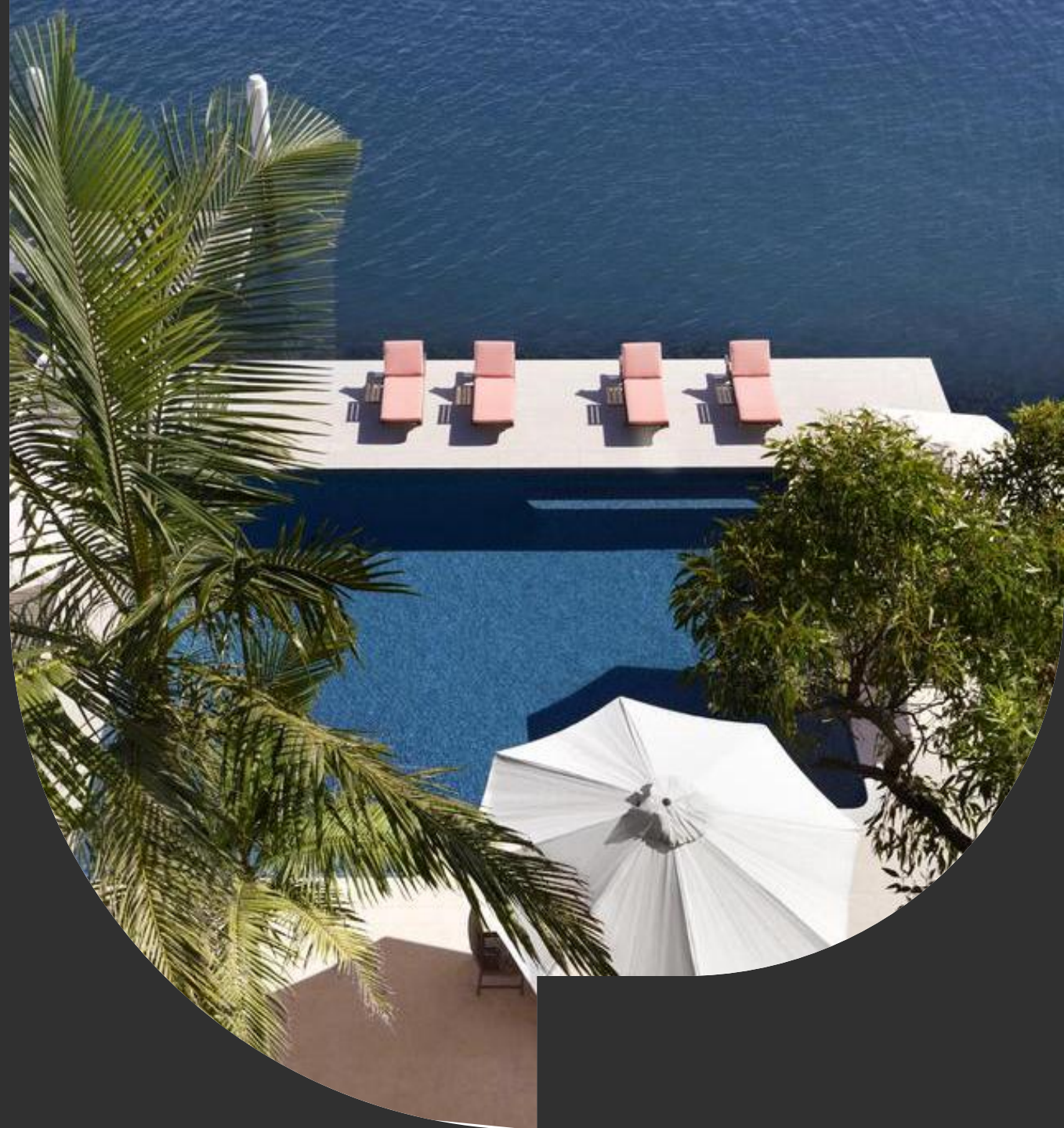
To making it happen

Editorial Calendar 2025



Appendix

are x **belle**
media



OUR AUDIENCE

The *Belle* audience are young, affluent and discerning luxury spenders driven by global design and on the leading edge of art, architecture and design.

CORE AUDIENCE: 22-54 | Average age: 42 years (75% female)

Successful

High income households
46% have HHI over
150k (ix125)

Average saving and
investments **\$270k**

25% AB (ix 126)

1 in 2 (49%) are
big spenders (ix146)

Luxury Spenders – ix 150

Intending to buy new model
car N12M – ix 123

Luxe Homeowners

2.6x more likely to intend to
buy a **new home** in the N12M

Intend to buy **major
appliances** N12M – ix168

1.8x more likely to be **early
adopters** of updates to
home interiors

37% intend to **renovate or
redecorate home** in the
N12M and skew more likely
for major renovations (ix150)

Sophisticated

Went to an **art gallery** or
exhibition in the L3M – ix150

25% early adopters of new
hotels – ix183

2.1x more likely to have been
on **luxury holidays**/stayed at
luxury hotel/resort/ luxurious
nature experience on last trip

Held a **dinner party** an
average 3 times in the L3M –
ix 162





Where connection *ignites* intention

Anna Quinn

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