

COUNTRY STYLE

Media Kit



COUNTRYSTYLE



Celebrating the beauty, creativity, and community of regional life in Australia and ***creating an escape from the everyday.***

Country Style is Australia's leading brand for those who dream of living a beautiful **country way of life**, whether they call the country or the city home.

Through authentic storytelling and its trademark photography, *Country Style* showcases the beauty of regional homes and gardens, luxury regional travel, destination dining, recipes, and fashion.

Editorial Talent *and Contributors*



TANYA BUCHANAN
Editor-In-Chief

“Country Style is a champion of regional business, restaurants, boutique accommodation, retailers, and products. Our loyal audience believe in supporting Australian made and trust our genuine voice and support for the bush.”



KYLIE IMESON
Editor



HANNAH JAMES
Deputy Editor



MIA DAMINATO
Creative Director



KATE LINCOLN
Stylist

Reaching an audience driven by the dream of living a beautiful **regional lifestyle**

Our audience of **DREAM RETREATERS**

AVERAGE AGE: 53 | AVERAGE HHI: \$144K



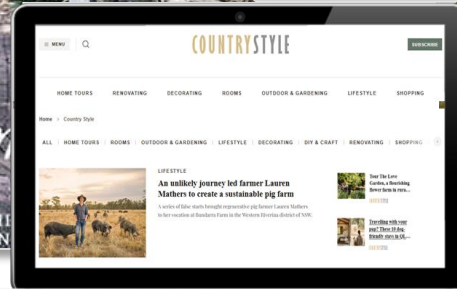
FREE TO SPEND

The highest proportion of homeowners **74%** when compared to other ARE Media homes titles. With average savings/investments of **241k** (24% higher than average!)



SUPPORT LOCAL

69% prefer Australian-made products; **1.2x** more likely than the average Australian to be a small business owner



STYLE SEEKERS

1.3x more likely than the average Australian to intend to redecorate or refurbish their home in the next 12 months
72% value quality over price



INDULGE IN EXPERIENCES

83% love to take holidays in Australia and **47%** are big spenders with discretionary income 1.4x more likely

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

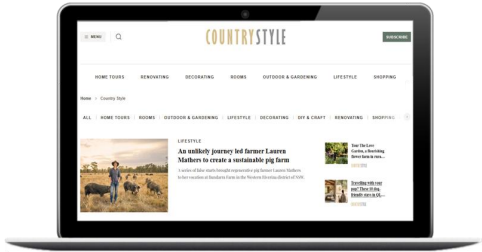
Social: Singles & Couples

Space: City, Terrace

Self: Global, Designs

DIGITAL

UAs: 377, 439
PVs: 690,694



BOOKS

SOCIAL



Followers:
Instagram: 230,315
Facebook: 626,302
Pinterest: 16,435
Combined Socials: 873,052

COUNTRYSTYLE
A WAY OF LIFE DELIVERED
OVER *1.365 million*
MONTHLY TOTAL TOUCHPOINTS
**Ex- People Inc.*

PRINT

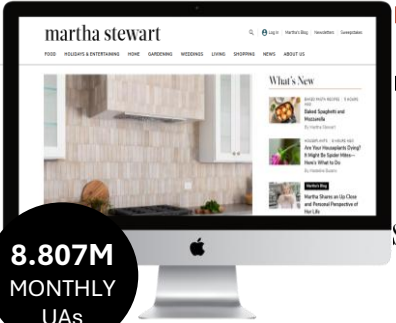
Print Readership:
228K monthly
13 issues a year

One shots
Custom publications
Books



PEOPLE INC. DIGITAL EXTENSION*

VIA People Inc. Partnership



8.807M
MONTHLY
UAs

DailyPaws
martha stewart
FOOD&WINE
the spruce
MidwestLiving
MYDOMAINE
TRAVEL+LEISURE
Southern Living



CUSTOM PUBLICATIONS
CALENDAR | DIARY

EDMS

Newsletter: 13.7K
Solus: 13.7K

Source: *Roy Morgan Single Source Australia, Mar25 - AP14+, **Ipsos iris Online Audience Measurement Service, May 2024 - 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 LIFESTYLE AT SCALE
Via our People Inc. Partnership

are
media
×
People Inc.

Daily Paws

martha
stewart

FOOD & WINE

the
spruce

MidwestLiving

MYDOMAINE

Southern Living

TRAVEL+
LEISURE

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Editorial and Content *Pillars*



PEOPLE

Celebrating the individuals making a difference in our regions.



DECORATING

Expert design tips and how to create a modern country look in every home.



HOMES and GARDENS

Gorgeous rural and coastal houses to inspire those who dream of living in the country.



TRAVEL

Australia's most amazing regional towns and international destinations.



SUSTAINABILITY

Caring for the environment and connection to country.



FASHION AND BEAUTY

Country women showcase their style, plus health and beauty tips.



FOOD

Celebrating home cooks and country chefs. Every issue features recipes and produce.



SHOPPING

Championing rural businesses and detailing where to buy beautiful products in the bush.

advertising **OPPORTUNITIES**

driving intention through connection



signature PROPERTIES AND PLATFORMS



REGIONAL TRAVEL

The very best places to visit and stay around the country, including tips and advice on how to create your own beautiful holiday home

September 2025



COLOUR IN THE COUNTRY

The bold, bright and beautiful ways Australian country homeowners decorate and use colour inside and out.

November 2025



TASMANIA SPECIAL

A dedicated special issue, with cross platform content covering travel, food & wine, homes & gardens, delicious recipes made from local produce and inspirational people stories.

August 2025



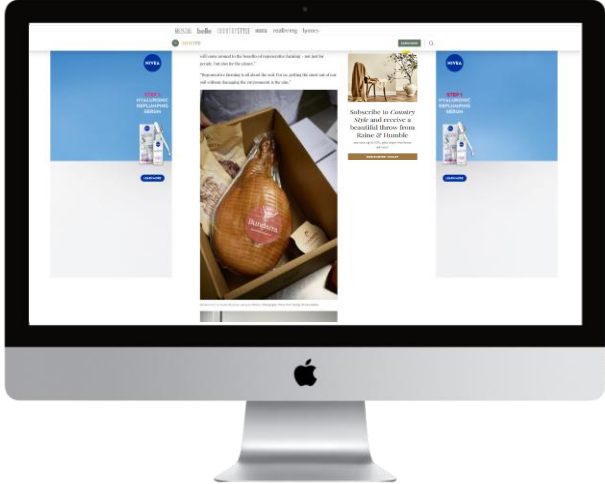
FOOD & WINE MONTH

Step inside our food and wine issue. With a focus on the growers of world-class produce from around Australia, and the homes of people who love to cook.

April 2025

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



ONE SHOTS

Available exclusively to one sponsor, or category exclusivity, supported by a marketing campaign, appearing within Are Media brands print and digital.

CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT

PROMOTION

The river and waterfall are teeming with wildlife, while the waterfalls and natural pools along the banks are...

True North's custom built... to be... and... and... and...

Where time stands still
KIMBERLEY WATERFALLS
Journey deep into the wilderness with the luxury of True North.

THE SEASONS ARE EVERYTHING IN WA. Lives and journeys are planned around the wet season and the magnificent changes it brings as the seasonal storms and rainfall transform the landscape. And when the rain has passed, the land reveals a wealth of growth and greenery and waterways at their full potential.

At the end of every wet season, True North takes a small group of travellers into the heart of the Kimberley to experience this magnificent region at its best. The rivers and waterways are teeming with wildlife, while the waterfalls and natural pools are at their best. Guests journey deep into the remote, untouched areas aboard an exclusive luxury boat offering unparalleled access to stunning scenery plus unforgettable tangible experiences.

The True North difference: With just 16 guests hosted at a time on the True North, and 22 guests on True North II, these boats are built to visit wilderness areas where bigger vessels just can't.

Our True North experience: "We thought the our first True North trip was going to be all about the Kimberley from a coastal perspective. On reflection, it has been so much more special - not only seeing spectacular landscapes, but also getting insight into the history of the region and its people. We came away feeling and loved to have had a true glimpse of the history and culture of our ancestors and first peoples." - John and Gemma

For more information, visit www.true-north.com.au

ADVERTORIAL

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

COFFEE CORNER

charm offensive
CREATE A COSY COTTAGE SETTING AT HOME WITH SOFT FLORALS, STILL LIFE PAINTINGS AND BEAUTIFUL WAXY TABLE FURNITURE.

Complete history: While the number... compromise... core ratio area... for each cubic... on suite and in-house entertainment for when you expect to return to your cabin.

FOR MORE INFORMATION VISIT www.true-north.com.au

FEATURE INTEGRATION

Integrate your product into our existing relevant features (e.g. Homes, Garden, People, Decorating, Food, Travel, Fashion and Beauty)

FASHION

Fashion

WRAPPED UP
Don't let the weather get you down with our selection of... and... for your next adventure.

ON THE FARM

THIS SEASON, WRAP YOURSELF IN LAYERS OF...
BY LUCIE INNAWS, MARTIN AND GEMMA...
PHOTOGRAPHY: ALAN LAMBERT, STYLING: NATALIE...

322 | OCTOBER STYLE JUNE 2020

BESPOKE BRANDED SPONSORED CONTENT

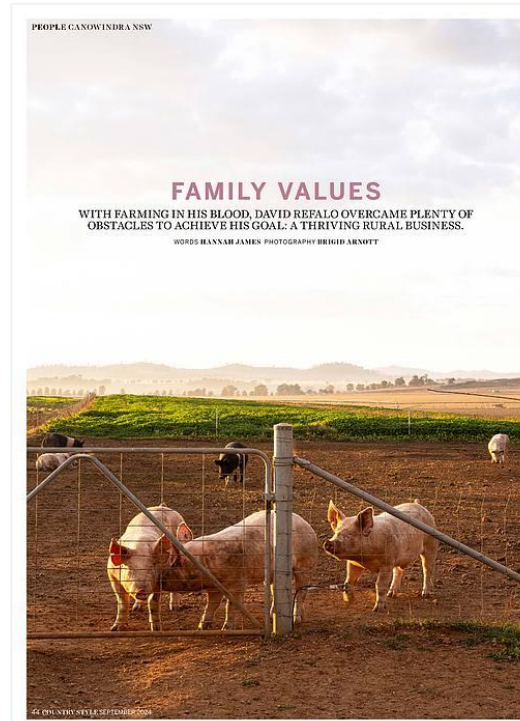
Integrate your products seamlessly; beautifully shot and curated by our editorial team with your brand in mind

CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT



COVER INTEGRATION

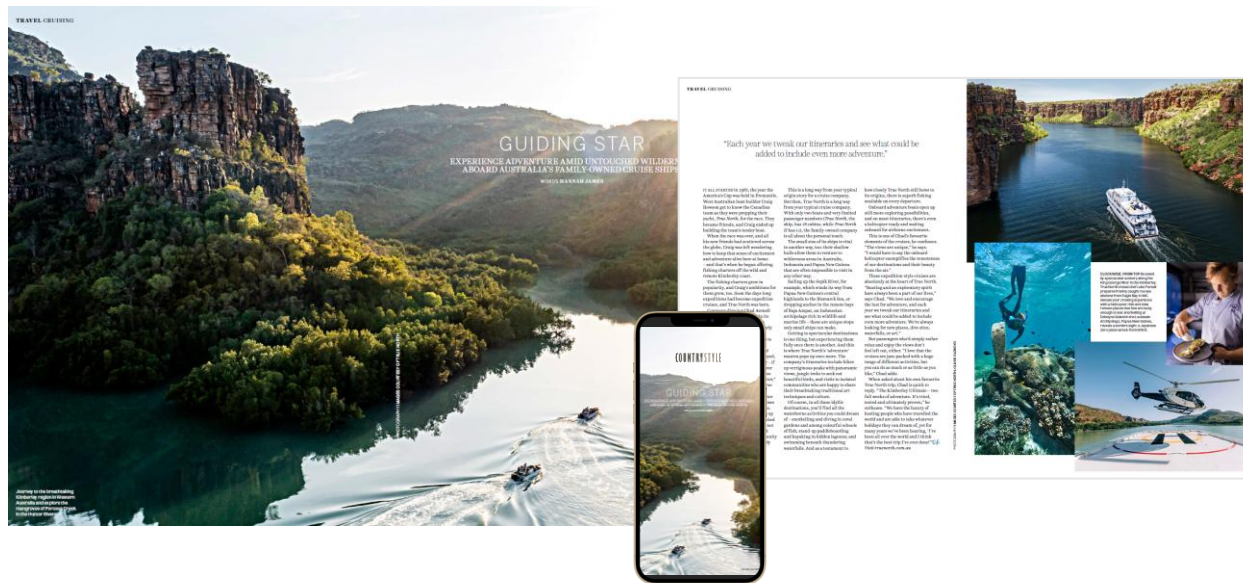


PEOPLE STORIES

Inspirational stories of people living and working in regional Australian communities. Authentic storytelling that captures real-life challenges and the many ways successful businesses are thriving in the bush.

CONTENT CREATION

CREATE ENVIRONMENTS AND CUSTOM CONTENT



TRAVEL STORIES



JOURNEY: REGIONAL TRAVEL

Engage with *Country Style*'s audience who are free to spend, with content focusing on travel destinations local and overseas or regions and towns in Australia. Features go into detail about what makes each destination a must to visit, and cover what to do, where to stay, where to eat and unique attractions.

PRODUCT INTEGRATION

PRODUCTS PLACED WITHIN CONTEXTUAL EDITORIAL ENVIRONMENTS

weddings

WEDDED BLISS
Polly and Jack celebrated their big day in the Upper Hunter region of NSW. For more, turn to page 120.

PHOTOGRAPHY: ABBIE NELLE

GUEST STAR
HOW TO DRESS YOUR BEST AS A WEDDING GUEST OR MOTHER OF THE BRIDE.

WORDS: HANNAH JAMES PHOTOGRAPHY: ABBIE NELLE

WEDDINGS
Season is still in full swing, but the wedding season is well and truly upon us. It's time to start thinking about what to wear to the wedding. Don't panic, we've got you covered. Here are some tips to help you choose the perfect outfit for the occasion.

TRUNK SHOW
Once upon a time, this style of Timberland canvas covered leather and brass trimmed trunks, bags, and more have been used as a suitcase. These days, it adds a touch of vintage glamour to your living room. Visit www.espartan.com.au

LOVE SEAT
Not, sweet and petite, the *Stella* is a curvy *Gigi Slinger Chair* in *Tringa* fabric. It's made in Italy. Visit www.espartan.com.au

QUILT SHOW
Crafted in a traditional style, the *Boston* quilt is made with an edge of romance in style. It's a classic quilting design. Visit www.espartan.com.au

MUG MAGIC
Robert Gordon's beautiful new Good Queen collection comes with what it says on the tin. Engraved Queen's Heads in Metal and Blauk designs. Visit www.espartan.com.au

JUST A TICK
Here's a reminder: the clock. This classic clock style will be familiar from countless railway stations, and looks just as home on your wall as on a platform. Visit www.espartan.com.au

THE RIGHT PATH
Having the beauty of *Hammond's* *Quartz Mountain* in the *Quartz Mountain* Park on your wall with this photograph is a great idea. Visit www.espartan.com.au

HOUSE TO HOME
Easier in spring with new season pieces. Visit www.espartan.com.au

FINE PRINT
Visit www.espartan.com.au

REGIONAL WEDDINGS

HOUSE TO HOME
Easier in spring with new season pieces. Visit www.espartan.com.au

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MUG MAGIC
Robert Gordon's beautiful new Good Queen collection comes with what it says on the tin. Engraved Queen's Heads in Metal and Blauk designs. Visit www.espartan.com.au

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Having the beauty of *Hammond's* *Quartz Mountain* in the *Quartz Mountain* Park on your wall with this photograph is a great idea. Visit www.espartan.com.au

a bit of beauty
Give the look a touch of vintage style. Visit www.espartan.com.au

LOVE SEAT
Not, sweet and petite, the *Stella* is a curvy *Gigi Slinger Chair* in *Tringa* fabric. It's made in Italy. Visit www.espartan.com.au

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MUG MAGIC
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THE RIGHT PATH
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SHOPPING

CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT



VISUAL STORY

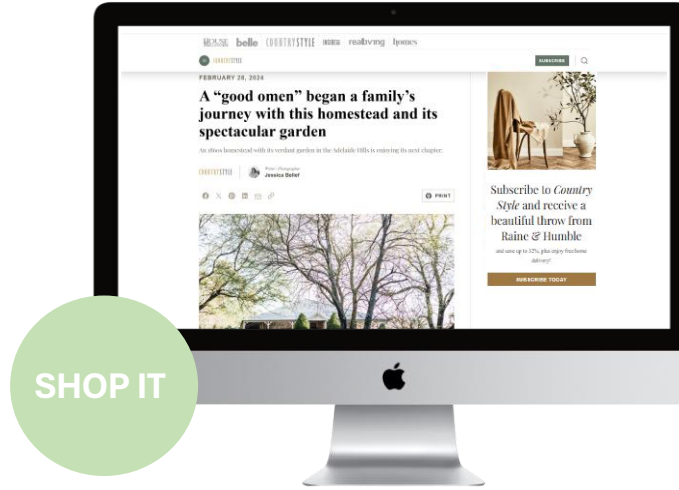
An innovative content solution to deliver immersive storytelling for your brand. Bespoke through our Creative Studio, it features a combination of imagery and video to allow our audience to truly engage with your brand.

INCLUSIONS

- 10,000 PVs and 2 social posts
- 9 x Brand mentions seamlessly throughout
- BTYB Client name at the Head and Foot of Visual Story
- Opportunity for multiple content sections within

EXAMPLE

[Link](#)



NATIVE ARTICLE

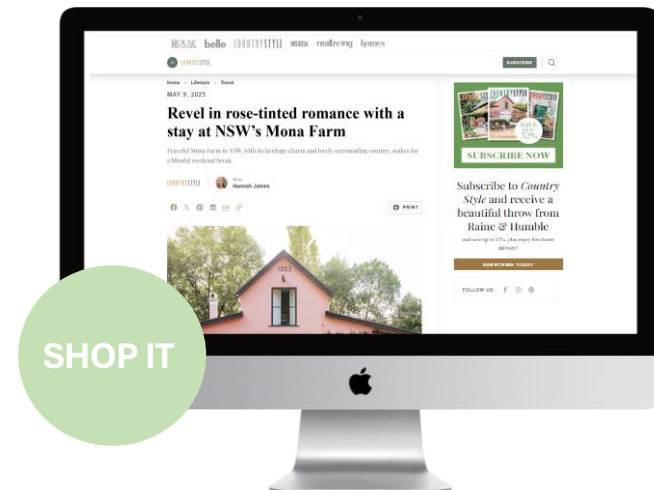
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

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 images

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

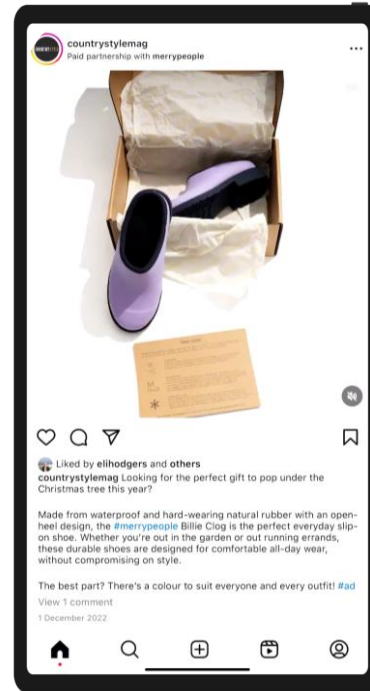


TIER ONE

SMART VIDEO

Tell a simple story (trending, or how to) through an AI-generated video of your written article

EASY EXPLAINER



TIER TWO

STOP MOTION/SPANNING

Compiling still images to create a simple and effective video asset with your brand at the forefront

QUICK ENGAGEMENT

[LINK](#)



TIER THREE

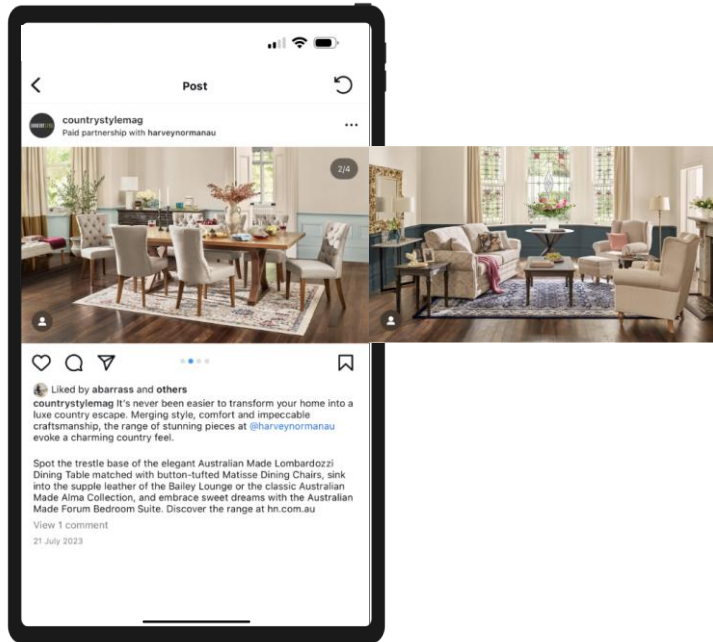
INSTAGRAM REELS

Compiling a mix of your brand's still and video assets to build an impactful and engaging social piece

INSPIRING STORYTELLING

[LINK](#)

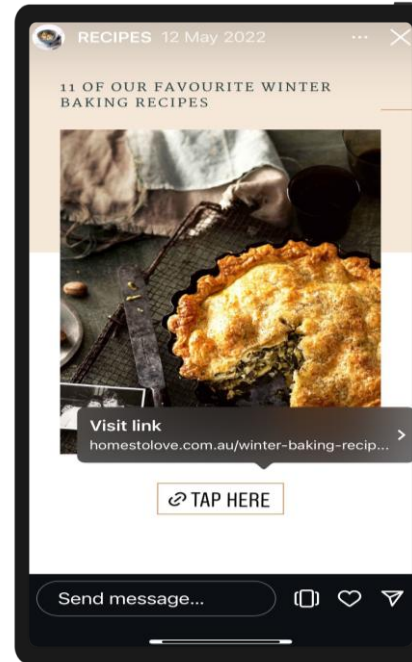
SOCIAL OPPORTUNITIES



CAROUSEL

A sponsored social format that uses a range of still assets to showcase your brand across multiple frames – with a supporting caption that builds upon the brand story and campaign comms

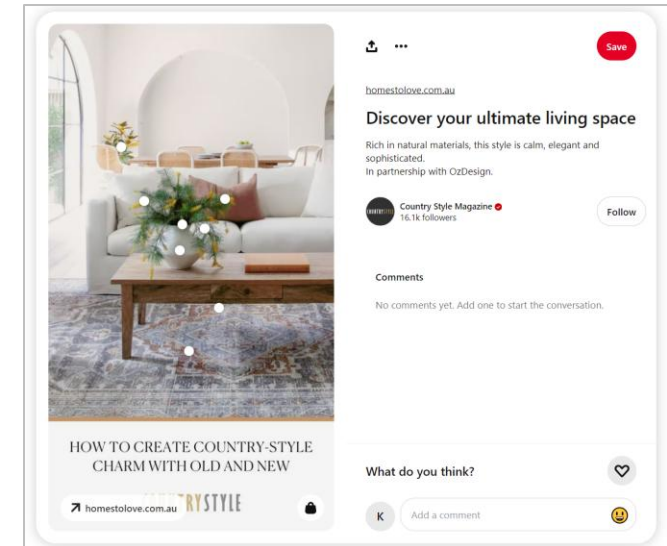
[Link](#)



STORY

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

[Link](#)



POST

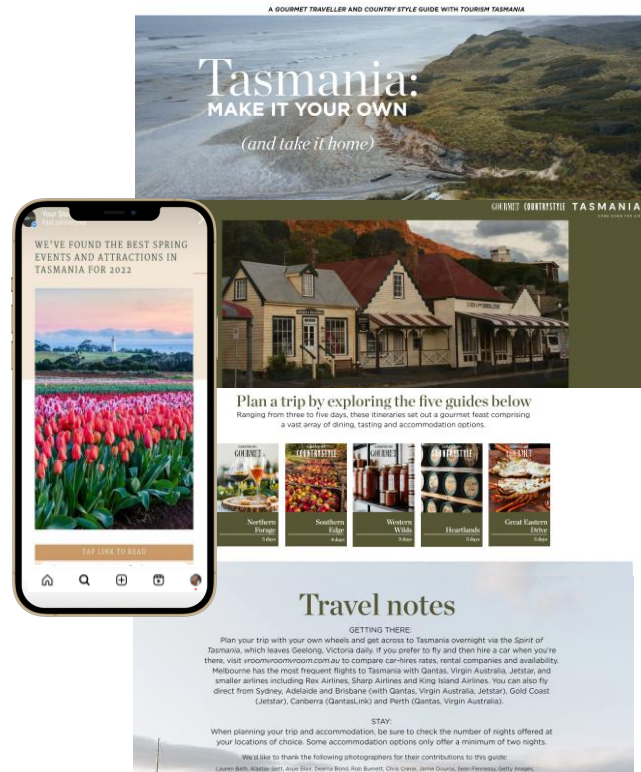
A social post on Pinterest, Facebook or Instagram enables clients to reach our engaged audience, with the ability to boost to reach further audiences outside our network with the authority of our brand handle

[Link](#)

SOLUTION-BASED CAMPAIGNS

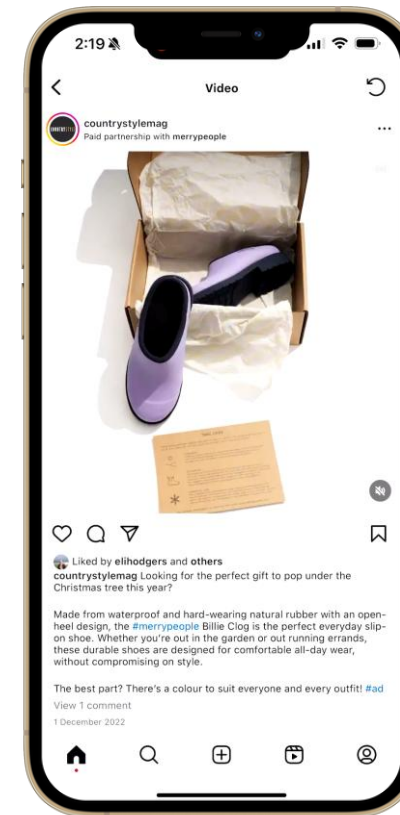
we've loved

TOURISM TASMANIA



[VIEW HERE](#)

MERRY PEOPLE



[VIEW HERE](#)

BIGGER INTEGRATION OPPORTUNITIES

HOME TOURS

TRAVEL
FEATURES
STAYS

SCHOOLS
EDUCATION

RECIPES
ENTERTAINING

IP
LICENSING &
PARTNERSHIPS

TIP ONS /
SAMPLING
GIFT WITH
PURCHASE

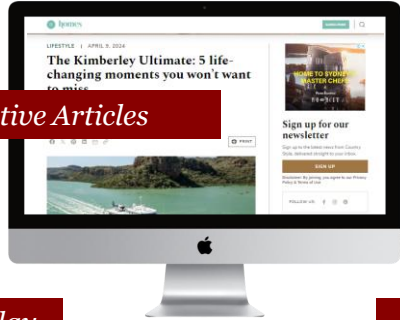
STAND PROUD
INTEGRATION
COMPETITIONS

COUNTRY CLUB
VIP EVENTS /
EXPERIENCES

FROM CONNECTION TO INTENTION

BUILDING A WAY OF LIFE FOR DREAM RETREATERS ACROSS THE FUNNEL

From inspiration



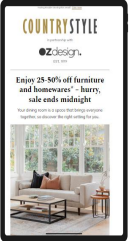
Native Articles

High Impact Display

Competitions



WIN tickets for you and a friend to the Affordable Art Fair!



EDMs



Product Carousel

AWARENESS

CONSIDERATION

INTENT & EVALUATION

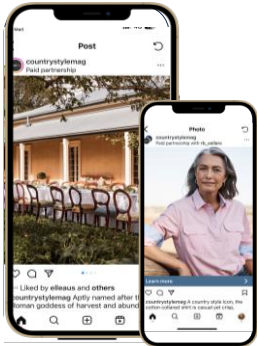
PURCHASE

ADVOCACY

Brand Ads



Social

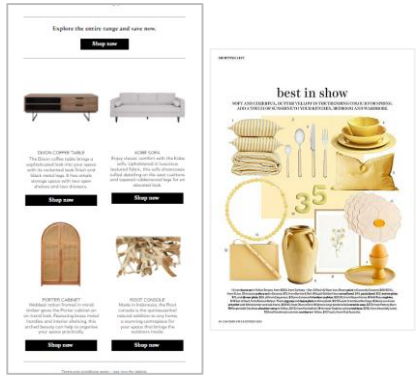


Affiliate Links

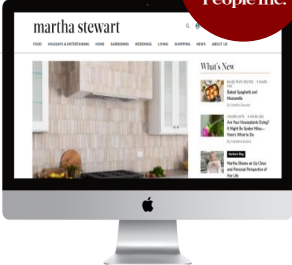


Editorial Integration

Shop



IP



To making it happen

Editorial Calendar 2025

People. Decorating. Home & Gardens. Travel. Sustainability. Fashion & Beauty. Food. Shopping

COUNTRYSTYLE

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	XMAS	DEC
Coastal Homes Summer Holidays	New Year Fresh Start	The Art Issue	Food & Wine	Mother's Day	Winter Lifestyle	Moving to the Country	Tasmania Special	Regional Travel	Spring is in the air Weddings	Colour in the Country Sustainability	Country Christmas	Celebrate Entertaining
Coastal Holidays - airbnbs & boutique hotels Education – how schools create networks	Food feature Rowlee Wines Next Gen Cruise feature Buying online series (part 1)	Decorating Bathrooms Artist homes & studios Travel feature Rocky Mountaineer Canada	Decorating Kitchens Easter lunch table decorating Autumn fashion shoot	Decorating bedrooms & shopping advice Weddings Baking	Decorating rugs Slow cooking meat & stews Cruises to escape winter	Decorating Laundries & mudrooms Education: regional school feature	Decorating Bathrooms Tasmanian travel Tasmania winemakers	Father's Day Decorating: one sofa x 4 ways Cover integration with Aus Pork Stays	Decorating florals, wallpaper, fabrics, cushions Weddings	Decorating using colour at home paint, wallpaper Passive house Alternatives to gas and engineered stone	Christmas gift guide (shoot) Regional shopping round-up Luxury Airbnb stays Decorating	Decorating tabletops, place settings Best Australian sparkling Regional shopping local produce

Country Style
One-shot
Dream Gardens
On sale: 18 Sept 2025



WHERE CONNECTION *ignites intention*

Anna Quinn

National Director of Sales
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Judy Taylor

Head of Sales – QLD, SA, WA
Judy.Taylor@aremedia.com.au

Jimmy Kerr

Head of Sales - NSW
Jimmy.Kerr@aremedia.com.au

Michelle O’Hanlon

Commercial Brand Manager
Michelle.Ohanlon@aremedia.com.au

Nisar Malik

Head of Sales – VIC
Nisar.Malik@aremedia.com.au