

australian **home**
beautiful

Media Kit



australian
home
beautiful

Empowering Australians to ***create beautiful***, functional homes with ***expert*** design advice, ***trend***-driven inspiration, and ***attainable style***

For 100 years, Home Beautiful has been Australia's most trusted style authority, inspiring readers to create beautiful, livable homes. With a focus on attainable luxury, it offers design trends, expert advice, and real-life home transformations across print, digital, and social platforms.

Collaborating with top designers and architects, it showcases inspiring interiors, innovative renovations and the latest must-have buys. With an engaged, design-conscious audience, Home Beautiful connects brands with consumers who value quality, craftsmanship, and timeless style.

Editorial Talent *and Contributors*



ELLE LOVELOCK
Editor-In-Chief

"Creating beautiful homes is what we do, and for a century Home Beautiful has been turning houses into homes, embracing our brand DNA of stylish practicality and attainable luxury."



VICTORIA KINGSBURY
Deputy Editor



KATRINA BREEN
Creative Director



KATE LINCOLN
Stylist



DIANA MOORE
Senior Digital Content Producer

Reaching a hands-on audience of stylish **home creators**

AVERAGE AGE: 46 | \$150K AVE HHI



ONLY 1% DUPLICATION BETWEEN PRINT + DIGITAL



ENTERTAINERS

76% like to entertain spontaneously

DO IT FOR ME

1.3X more likely than the average Australian to do a major renovation in next 12M

INFO SEEKERS

1.8x more likely than the average Australian to be early adopters of home renovations

SHOPPERS

74% won't compromise on quality when buying products for the home

Combined spending
\$232M L4W home & garden
L3M furniture

"coming to us for inspiration and trusted advice on how to create their own home beautiful"

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

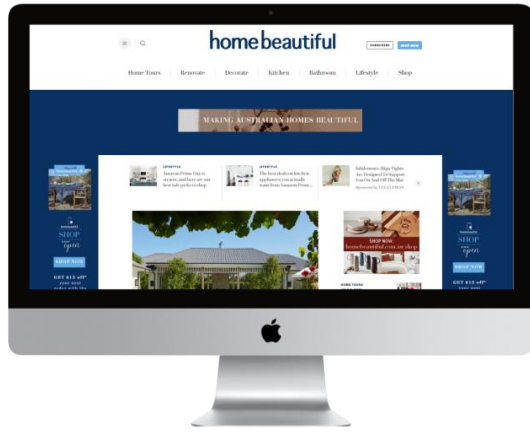
DREAM
RETREATER

Social: Established Living
Space: Country, Home
Self: Lifestyle Seeker

belle

URBAN
SOPHISTICATE

Social: Singles & Couples
Space: City, Terrace
Self: Global, Designs



DIGITAL

UAs: 167,961
PVs: 293,646



PRINT

Print Readership: 338,000
12 issues a year

One shots and custom publications
2 issues a year



BOOKS



home beautiful

Inspiring our audience to create their beautiful home across

2.3M+
TOTAL MONTHLY TOUCHPOINTS

**Ex-People Inc.*

People Inc.

PEOPLE INC. EXTENSION*

VIA Dotdash Meredith Partnership

8.807M
MONTHLY UAs



Better Homes & Gardens

Southern Living

the spruce

REAL SIMPLE

MYDOMAINE

MidwestLiving

DailyPaws

martha stewart

quilting



SOCIAL

Social Followers
Instagram: 494,597
Facebook: 1,071,914
Pinterest: 259,886
Combined: 1,825,397

LICENSING & PARTNERSHIPS



Collaboration with retailers to bring our interiors advice to life in your home.

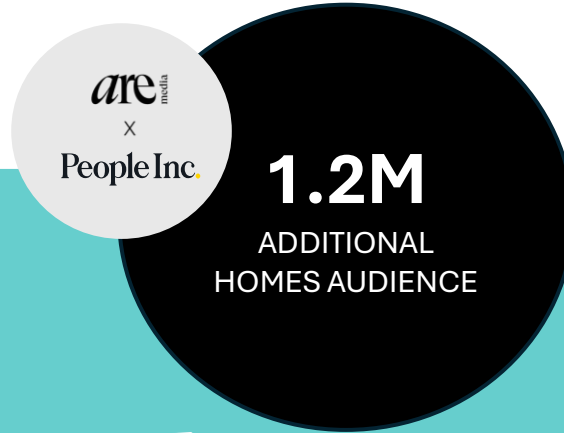
EDMS

Newsletter: 22,500
Solus: 21,400



Source: Roy Morgan Single Source Australia, Dec24, **Ipsos Iris, 2024 (12 months average), *People Inc., Social Following as of January 2025, ~Solus subscribers as of February 2025 (last 90 days average)
Note: total touchpoints is a duplicated number
*Source: Ipsos iris Online Audience Measurement Service, March 2024 – February 2025, Age 14+

DRIVING INFLUENCE IN HOMES AT SCALE
Via our People Inc. Partnership



Better Homes
& Gardens

martha
stewart

REAL SIMPLE

the
spruce

MidwestLiving

MYDOMAINE

Southern Living

AMERICAN
PATCHWORK &
quilting

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Editorial and Content *Pillars*



HOMES

The stories behind the most gorgeous real-life homes, filled with personality – and all the details.



KITCHEN & BATHROOMS

Style updates, designer looks and inspirational profiles of the homes hardest working rooms.



RENOVATING

Lay-outs, tips, budgets and every detail from whole-house renovations to mini makeovers.



DECORATING

Creating and styling the latest finds and looks for today and predicts the top trends for tomorrow.



SHOPPING

Expert advice, buyer's guides, discover latest trends & shop the lot in our Home Beautiful marketplace.



LIFESTYLE

The art of creating a happy home from food and entertaining, to cleaning and organising.

A tropical garden scene featuring a swimming pool in the foreground, four lounge chairs with blue and white striped cushions on a white patio, and a dense wall of greenery and pink flowers in the background. The text 'advertising OPPORTUNITIES' is overlaid on the image.

advertising **OPPORTUNITIES**

*driving
intention through
connection*

signature PROPERTIES AND PLATFORMS



BIRTHDAY CELEBRATION

2025 marks 100 years of Home Beautiful! To celebrate, each month will showcase the trends, brands and homes that have shaped the way we live today.

The celebrations will culminate in our special Centenary Issue in October 2025.



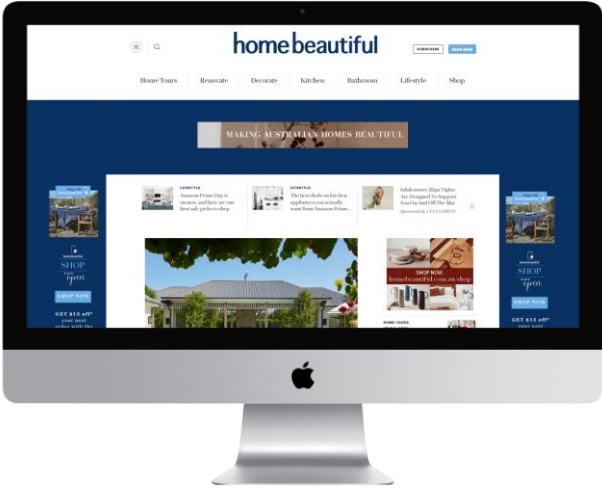
CELEBRITY ISSUE

A month of celebrity content across the Home Beautiful network, featuring selection of beautiful celebrity homes in Australia and overseas. Showcasing the latest products to shop and interior design styles to covet. A must-see that our audience simply cannot resist.

August 2025

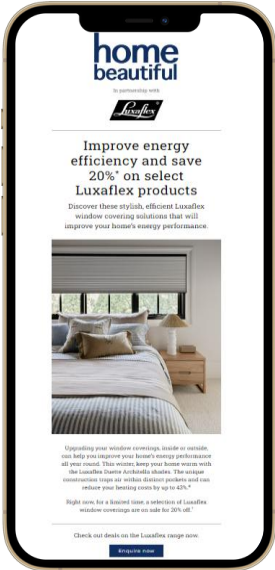
SPONSORSHIPS

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 exclusive, supported by a marketing campaign, appearing within Are Media brands print and digital.

SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



HOME TOURS

Home Tours is an editorial content series, where our audience is invited into the homes of home beautiful each month to meet the homeowners and discover their style.

HANDBOOK SERIES

Position your brand as the expert by partnering with our ultimate guide to a range of renovating and decorating topics such as flooring, windows, painting and storage. Each handbook is a 14-page section and digital article dedicated to everything you need to know.

FIRST LOOK

Our style team love to share their secrets when it comes to where to find the latest "It products" and First Look is an opportunity for our audience to see an exclusive preview of your new season ranges and product launches, all shot and styled in the Home Beautiful way.

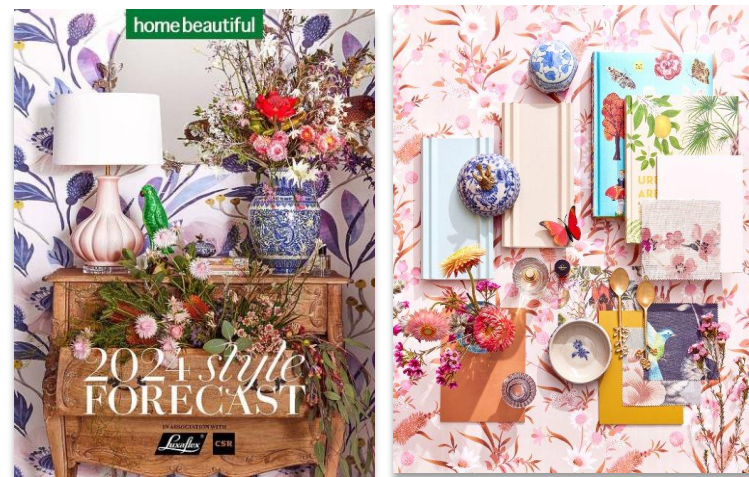
CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT



ADVERTORIAL

Using your brand assets, our creative team will create advertorial content with design elements that will align it to the magazine's editorial aesthetic.



FEATURE INTEGRATION

Integrate your product and experts into our editorial features and content. Topics covered include Kitchens, Bathrooms, Bedrooms, Decorating, Entertaining and more.

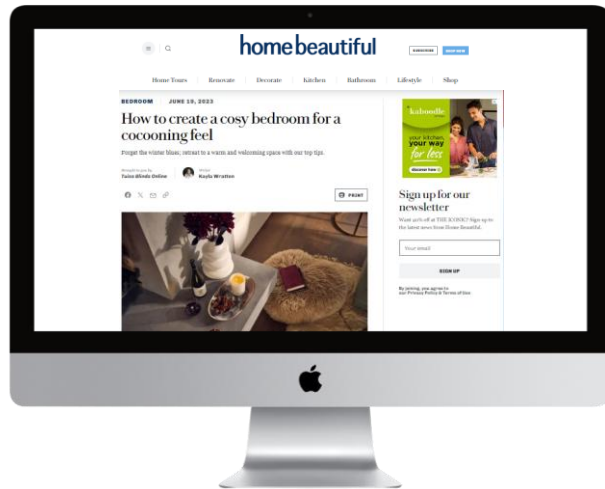


BESPOKE BRANDED SPONSORED CONTENT

Integrate your products seamlessly into beautiful editorial photo shoots that showcase your brand to our audience of highly engaged home creators.

CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT



NATIVE ARTICLE

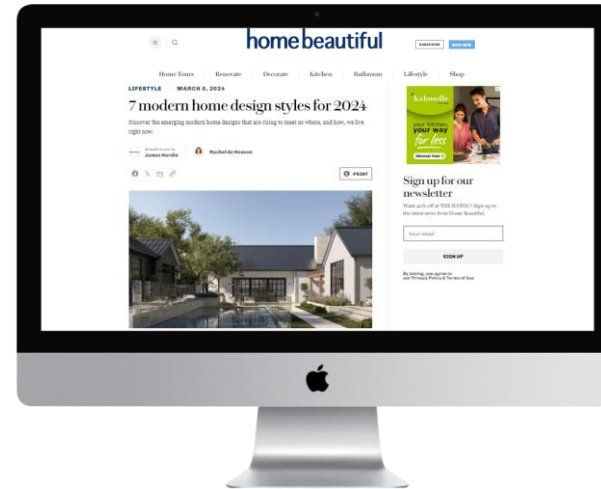
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

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



LIFESTYLE



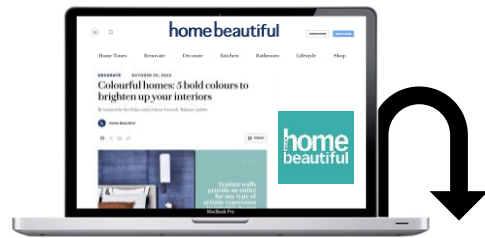
SHOP



OUTDOOR

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

VIDEO PACKAGES – *off the shelf*



TIER ONE

SMART VIDEO

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

EASY EXPLAINER

[LINK](#)



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](#)

VIDEO PACKAGES – *bespoke*



BESPOKE

SOLUTIONS BASED
[Link](#)



ELLE'S RENOVATION DIARY

SOLUTIONS BASED
[Link](#)



HOME TOURS

SOLUTIONS BASED
[Link](#)

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.

SHOPPABLE FORMATS



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.

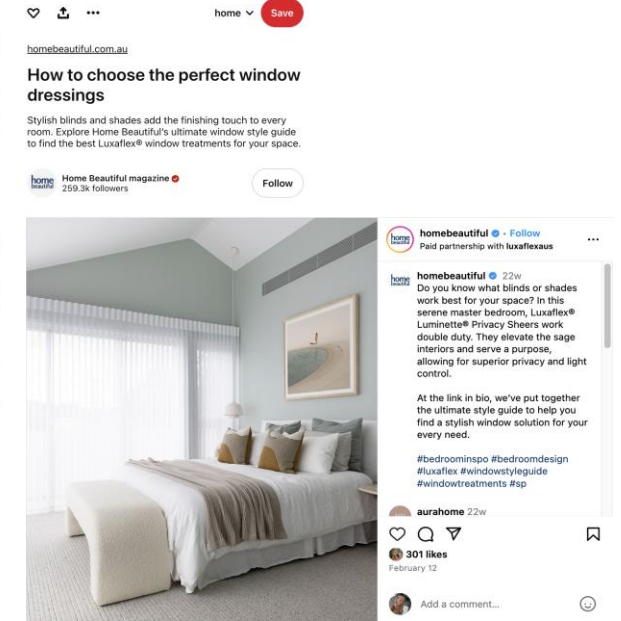
[Link](#)



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

[Link](#)



POST

A social post on Facebook, Instagram or Pinterest 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

WHAT'S HOT

HOUSEHOLD
NAME

THE BIG QUESTION

CELEBRITY HOMES

COMPETITIONS

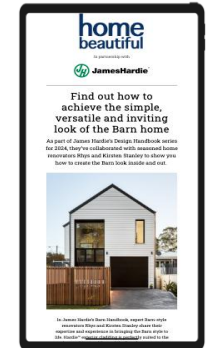
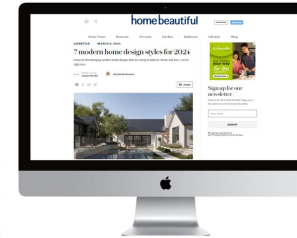
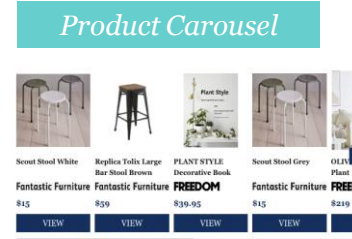
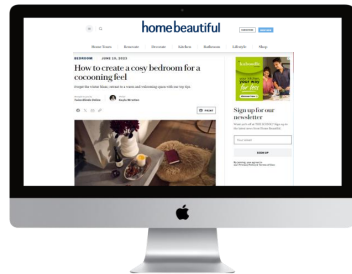
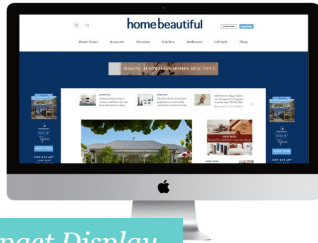
IP
LICENSING &
PARTNERHIPS

TIP ONS /
SAMPLING
GIFT WITH
PURCHASE

EVENTS (IRL OR
VIRTUAL)

Driving connection and intention through the purchase funnel

From inspiration



High Impact Display

Native Articles

Competitions

EDMs

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY

Brand Ads



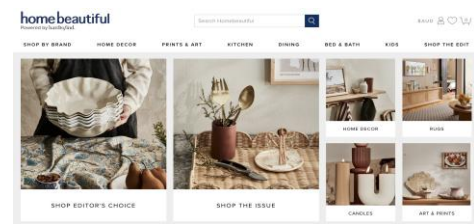
Social



Affiliate Links



Shop



Editorial Integration



To making it happen

Editorial Calendar 2025

Homes, Kitchens & Bathrooms, Renovating, Decorating, Outdoor Living, Entertaining, Shopping



	The Australian Issue		Dream Homes		Bathroom Special		Beautiful Builds		Home Beautiful 100th Birthday Special		Christmas	
	Summer Living & Entertaining	The Kitchen Special	Mother's Day	Colour & Decorating Special	On the Outside	Kitchens, Bathrooms & Laundries						
PRINT	Summer homes Wine rooms & bar fridges Outdoor furniture Bar carts \$10k Room renovation series	Australian 'Designed & Made' furniture, homewares, building materials Exterior paint Cleaning products \$10k Room renovation series	Kitchen supplement design & decorating Handbook: Storage & organisation \$10k Room renovation series	Create your dream home Expert advice Fashionable Flooring Bathroom case study \$10k Room renovation series	Mother's day gift guide Recipes How to style the perfect bed Guide to coffee machines \$10k Room renovation series	Special supplement Create the perfect bathroom family to ensuites Taps, tiles & lighting combos How to style: bathroom vanity	Guest Editor Handbook: How to use colours of 2025 Shop the edit How to style: a coffee table Kitchen masterclass	New Builds Renovating & Makeovers Real life before & after's Home automation Bathroom case study	Handbook: Get your garden spring/summer ready Swimming pools, plunges & spas How to style: a balcony Spring decorating		100+ Amazing kitchen, bathroom & laundry ideas Handbook: The big deep clean Kitchen design gamechangers How to style: a laundry	Ultimate guide for a beautiful Christmas Gift Guide Impressive tabletops Wine pairings & cocktails How designers decorate
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
DIGITAL	Australian summer	New year reset	Kitchen renovations	Easter Easy updates	Winter decorating	Winter bedding Bathroom renovations		Spring re-fresh, cleaning, renovating & gardening		Home Beautiful 100 Trend report	Christmas planning, gift guides, recipes, decorating	



WHERE CONNECTION *ignites intention*

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