

AUSTRALIAN

# HOUSE & GARDEN

*Media Kit*





**Showcasing modern Australian homes, Australian House & Garden blends classic and contemporary styles through innovative architecture and inspiring interior design, delivering stylish and informative content.**

For over 75 years, Australian House & Garden has been a trusted voice in Australian design, offering insights on architecture, interiors, landscaping, and lifestyle.

As Australia's leading homes magazine, it blends classic elegance with modern innovation. The expert editorial team collaborates with top architects and designers to showcase beautiful homes, renovations, and trends.

Catering to discerning homeowners, it serves as a guide to stylish and personal living spaces. Through print, digital, and social platforms, Australian House & Garden connects brands with an engaged audience valuing quality, craftsmanship, and timeless style.

# Editorial Talent *and Contributors*



**GAVIN KIRK**  
*Editor-In-Chief*



**SOPHIE WILSON**  
*Senior Stylist*



**KATE HASSETT**  
*Digital Editor*



**AMANDA CORDONY**  
*Food Editor, H&G Entertains*



## ***THE NUMBER-ONE HOME-LIFESTYLE TITLE IN THE AUSTRALIAN MARKETPLACE***

For more than 75 years House & Garden has been the go-to brand for avid renovators and decorators alike.

The most-read premium Homes magazine ***in the country*** - 723,000 monthly readers – and 11 consecutive readership increases.

Audience of ***early adopters*** – **1.8x** more likely to be early adopters of updating their home interiors.

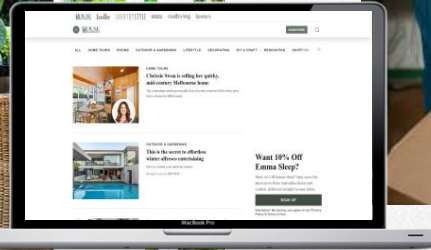
H&G audience don't follow transient trends – they know their personal style and invest in products designed to last. They are interested in the Australian design aesthetic and supporting Australian talent.

# REACHING 1.4 M AUSTRALIANS EACH MONTH

with 1,481,987 total touchpoints

AVERAGE AGE: 47 | \$141K AVE HHI

IN THE L4W SPENT \$178M ON ELECTRICAL GOODS



## ENTERTAINERS

415,000 have entertained friends / family in the L4W

## RENOVATORS

42% intend to renovate or decorate in the N12M

Comfort Food  
DELICIOUS RECIPES FOR WINTER NIGHTS

AFFORDABLE ART WITH A LIGHT TOUCH

## BIG SPENDERS

489,000 are big spenders

## UPGRADERS

1.99x more likely to buy new models of appliances

*"Their home is their heart and their legacy"*

Source: \*Roy Morgan Single Source Australia, Mar25 - AP14+, \*\*Ipsos iris Online Audience Measurement Service, May 2024 - April 2025, AP14+ (12 months average), \*Dash Social, Social Following as of April 2025, ~Solus subscribers as of February 2025 (last 90 days average)

Note: total touchpoints is a duplicated number

# 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**

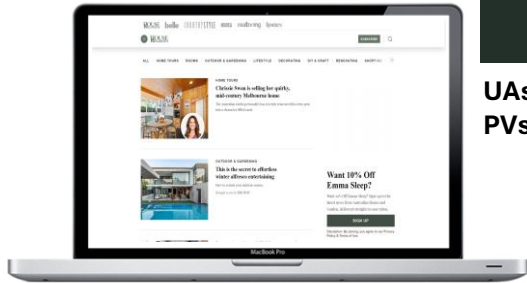
DREAM  
RETREATER

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:** 344.5k  
**Facebook Followers:** 140.9k  
**Pinterest Followers:** 16.7k  
**Combined Socials:** 502,287k



### PRINT

**Print Readership:** 723k monthly  
12 issues a year  
**One shots and custom publications**  
2 PER YEAR



AUSTRALIAN  
**HOUSE & GARDEN**

CONNECTING TO DOERS AND DREAMERS EVERYWHERE WITH  
**1.48 MIL TOTAL TOUCHPOINTS**  
TOTAL MONTHLY TOUCHPOINTS  
*\*Ex-People Inc.*

People Inc.  
**PEOPLE INC DIGITAL EXTENSION\***  
VIA People Inc. Partnership



**8.807M**  
MONTHLY  
UAs

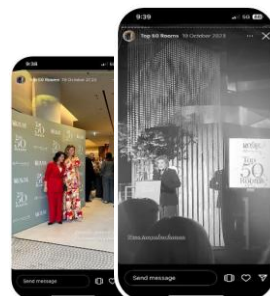
- Better Homes & Gardens
- Southern Living
- the spruce
- REAL SIMPLE
- MY DOMAINE
- MidwestLiving
- DailyPaws
- martha stewart
- new york quilting



### EDMS

**Newsletter:** 15.5K  
**Solus:** 24.7k

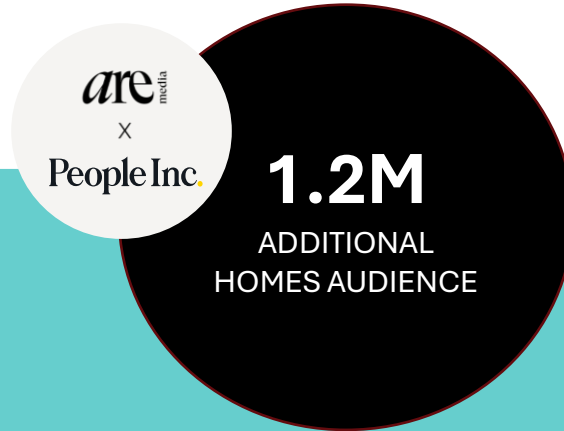
**HOUSE & GARDEN**  
Top 50 Rooms



### 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 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*



**100% AUSTRALIAN  
HOMES**



**GARDENS &  
OUTDOOR**



**SHOPPING**



**H&G ENTERTAINS**



**DECORATING**



**AUSTRALIAN  
KITCHENS &  
BATHROOM TRENDS**

A modern living room with a large window overlooking a dining area and a swimming pool. The room features a dark wood wall on the left, a long dark countertop, and a patterned rug. A teal speech bubble graphic is overlaid on the window area.

# *advertising* **OPPORTUNITIES**

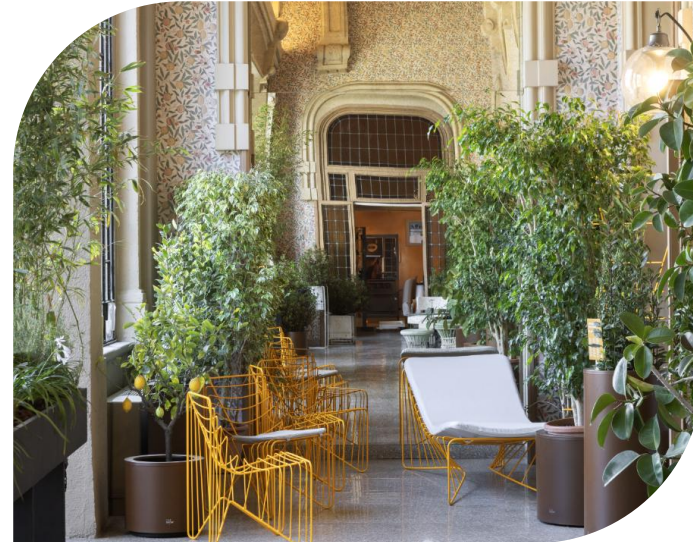
*driving intention through connection*

# *signature* PROPERTIES AND PLATFORMS



## TOP 50 ROOMS

Great projects are happening all around the country and H&G's Top 50 Rooms awards celebrates the limitless talent of our best architects and interior designers. For more than 25 years, the prestigious annual award honours the best examples of residential architecture, from both emerging and established designers.

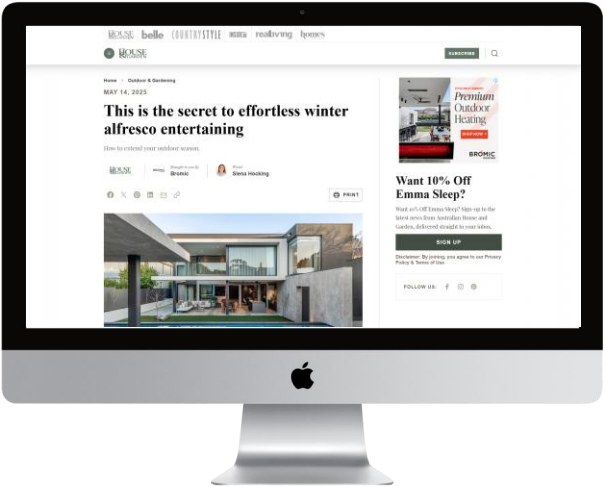


## THE MILAN REPORT

Launched in 2023, House & Garden's Milan report uncovers the major design directions on show at the annual Salone del Mobile showcase and trade fair – and translates leading-edge trends for the premium Australian homeowners and decorators.

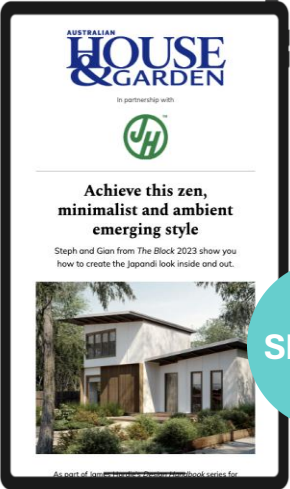
# SPONSORSHIPS

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.



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

# CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN

Create a look you'll love. **reece**

Book a free consultation In-store. Online. Phone.

Our expert Bathroom Consultants can help you create your new bathroom, with personal and practical advice, from layout planning to product selection. Book a free consultation at your nearest showroom, online, or over the phone, and make your next bathroom beautiful.

SHOP IT

ASK AN EXPERT  
**MODERN CLASSIC**  
Discover the latest kitchen trends and learn how to balance of-the-moment design with timeless elegance.

“Evaluating how easily a trend can be adapted in the future will ensure your home remains a reflection of your evolving tastes.”

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Discover the latest kitchen trends and learn how to balance of-the-moment design with timeless elegance.

HOME comforts  
Shop these three elegant looks, from earthy and natural to pared-back monochromatic and coastal chic.

HOME comforts  
Shop these three elegant looks, from earthy and natural to pared-back monochromatic and coastal chic.

## 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.

## FEATURE INTEGRATION

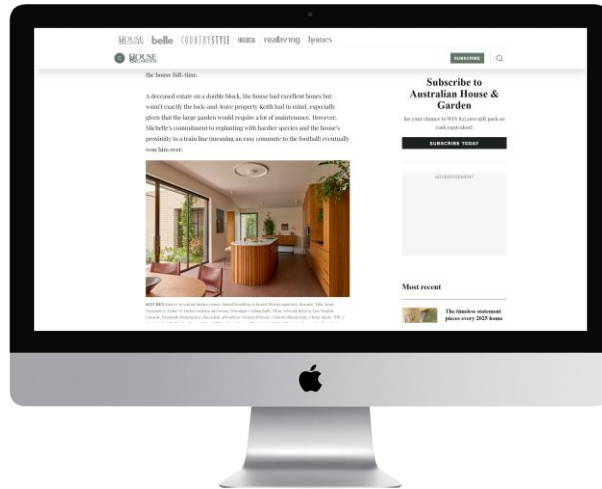
Integrate your product into our existing relevant features (e.g, Kitchens, Bathrooms, Bedrooms, Decorating, Entertaining)

## BESPOKE BRANDED SPONSORED CONTENT

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

# CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



## NATIVE ARTICLE

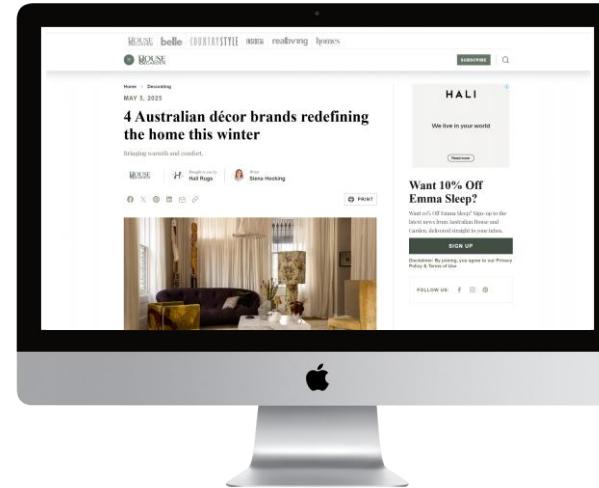
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

### 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*



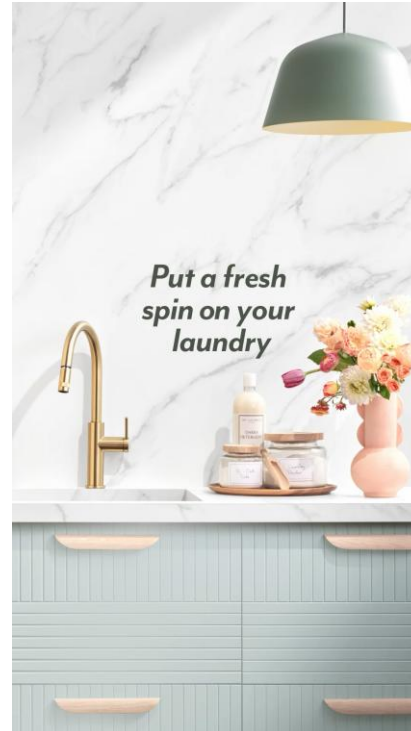
TIER ONE

## 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](#)



TIER THREE

## HANDS OVER PANS

Bring a recipe to life through a top-down view of the cooking process. Ability to hero products and brands

**HELPFUL CONTENT**

[LINK](#)

# VIDEO PACKAGES – *bespoke*



**BESPOKE**

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.

**SOLUTIONS BASED**

[Link](#)



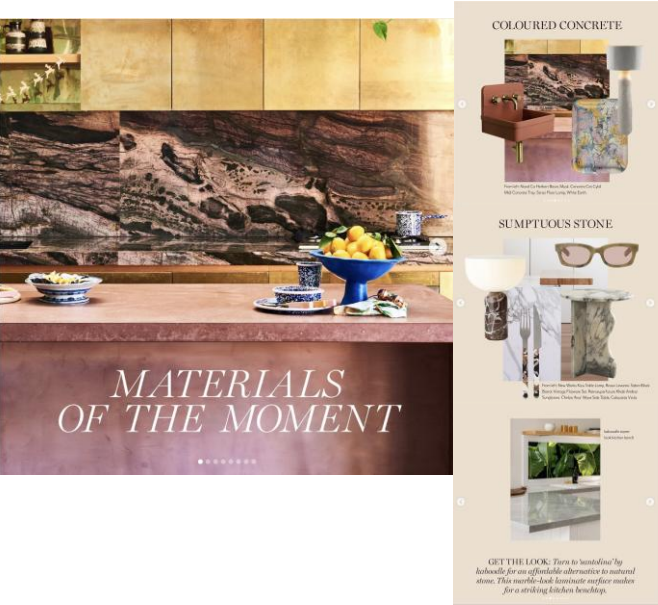
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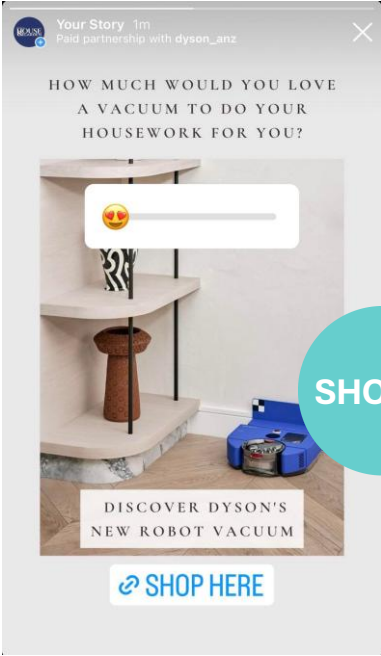
# SOCIAL OPPORTUNITIES



## 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.

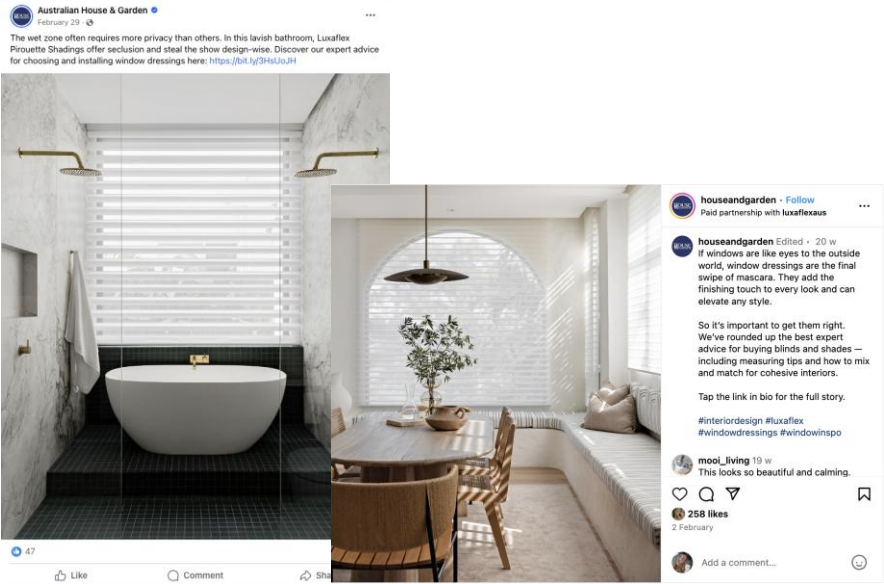
[Link](#)



## 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

[Link](#)



## 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

H&G ENTERTAINS

BLACK BOOK

ASK AN EXPERT

STAND PROUD  
INTEGRATION

COMPETITIONS

IP

TIP ONS /  
SAMPLING  
GIFT WITH  
PURCHASE

EVENTS (IRL OR  
VIRTUAL)

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# FROM CONNECTION TO INTENTION

ACROSS THE FUNNEL

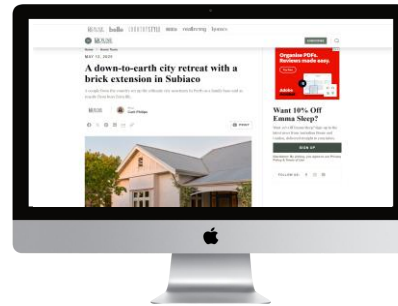
*From inspiration*



High Impact Display



Native Articles

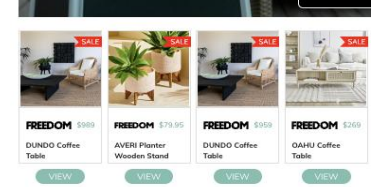


Competitions



EDMs

Product Carousel



**AWARENESS**

**CONSIDERATION**

**INTENT & EVALUATION**

**PURCHASE**

**ADVOCACY**

Brand Ads



Social

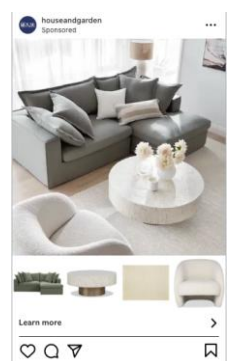


Editorial Integration

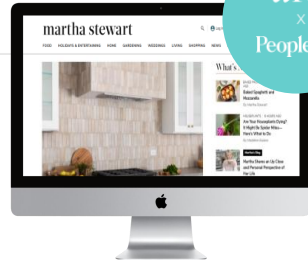
Affiliate Links



Shop



TOP 50 ROOMS  
IP

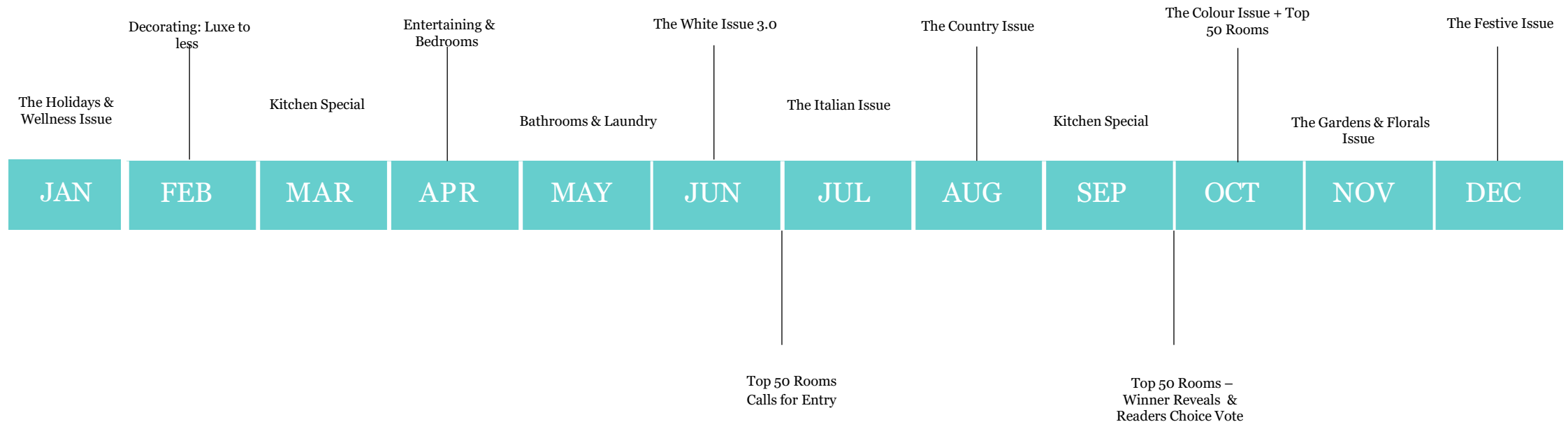


are x People Inc.

*To making it happen*

# Editorial Calendar 2025

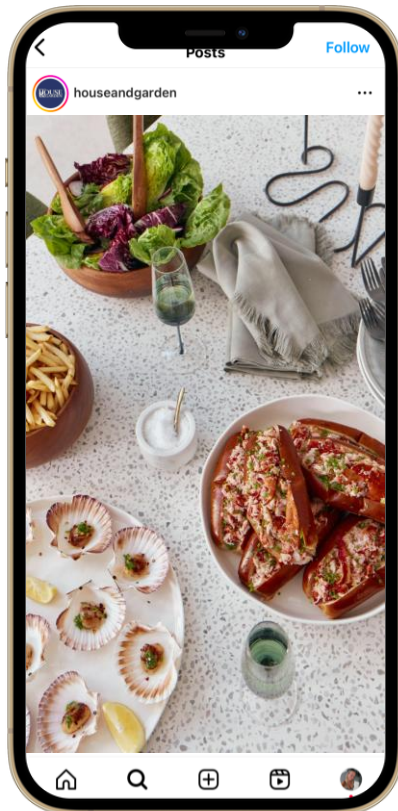
People. Decorating. Home & Gardens. Travel. Sustainability. Fashion & Beauty. Food. Shopping



# SOLUTION BASED CAMPAIGNS

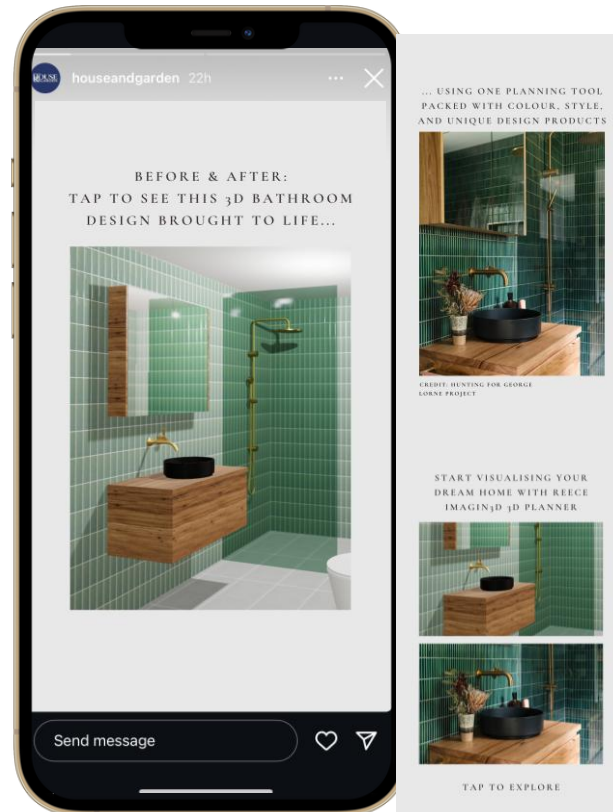
## *We've loved*

FREEDOM



[VIEW HERE](#)

REECE



[VIEW HERE](#)

OPTUS



[VIEW HERE](#)



# WHERE CONNECTION *ignites intention*

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