

AUSTRALIAN

HOUSE & GARDEN

Media Kit



Editorial Talent *and Contributors*



TANYA BUCHANAN
Editor-In-Chief

"House & Garden holds a mirror to contemporary Australian family life and delivers an unrivalled platform for advertisers to communicate with our exclusive and responsive readership in a dynamic, innovative environment"



SOPHIE WILSON
Senior Stylist



OLIVIA CLARKE
Digital Editor, Homes to Love



AMANDA CORDONY
Contributor, 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* - 727,000 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 1.02MIL AUSTRALIANS EACH MONTH

with 1,590,000 total touchpoints

AVERAGE AGE: 47 | \$141K AVE HHI



ENTERTAINERS

415,000 have entertained friends / family in the L4W



RENOVATORS

42% intend to renovate or decorate in the N12M

The collage includes the House & Garden magazine cover with headlines like 'AUSTRALIAN Classic charm 100 + PAGES OF FRESH TIMELESS HOMES', 'NEW Little Black Book ALL ABOUT MIRRORS', and 'TOP 50 ROOMS ENTRIES OPEN'. The smartphone shows the Instagram profile with 3,707 posts and 341K followers. The laptop shows the website with navigation tabs for Home Tours, Renovating, Decorating, Rooms, Outdoor & Gardening, and Lifestyle.

IN THE L4W SPENT \$178M ON ELECTRICAL GOODS



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"

Supported by a HOMES NETWORK of 13million touchpoints



**home
beautiful**

THE HOME
CREATOR

Social: Families

Space: Suburban Home

Self: Forever Decorator



**Better
Homes
and Gardens**

THE CREATIVE
HOMEMAKER

Social: Families All Ages

Space: Homes Large &
Small

Self: Enthusiastic D.I.Y.ers



AUSTRALIAN
**HOUSE
& GARDEN**

THE FOREVER
HOME

Social: Established Families

Space: Established Home

Self: Stylish Families



COUNTRYSTYLE

THE DREAM
RETREATERS

Social: Established Living

Space: Country, Home

Self: Lifestyle Seeker



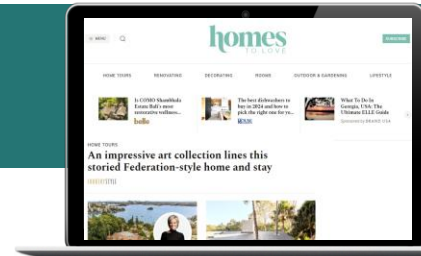
belle

THE URBAN
SOPHISTICATE

Social: Singles & Couples

Space: City, Terrace

Self: Global, Designs



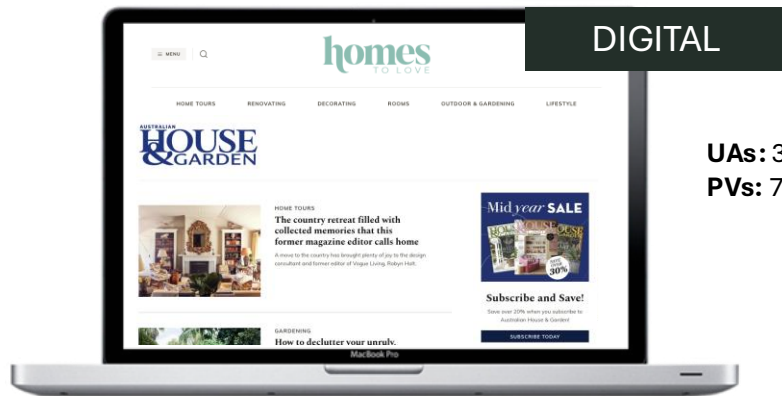
**homes
TO LOVE**

THE HOME
ENTHUSIAST

Social: Established Living

Space: Suburban / Urban

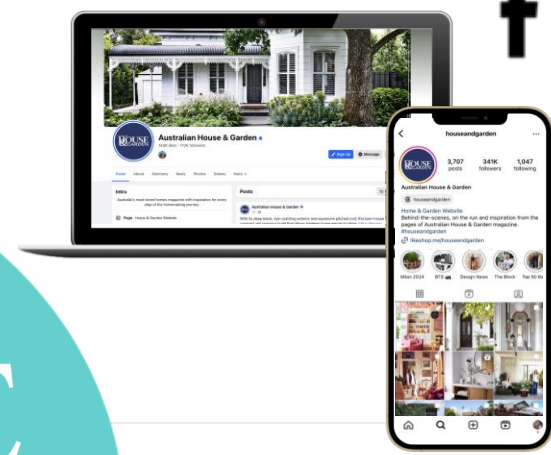
Self: Driven by better



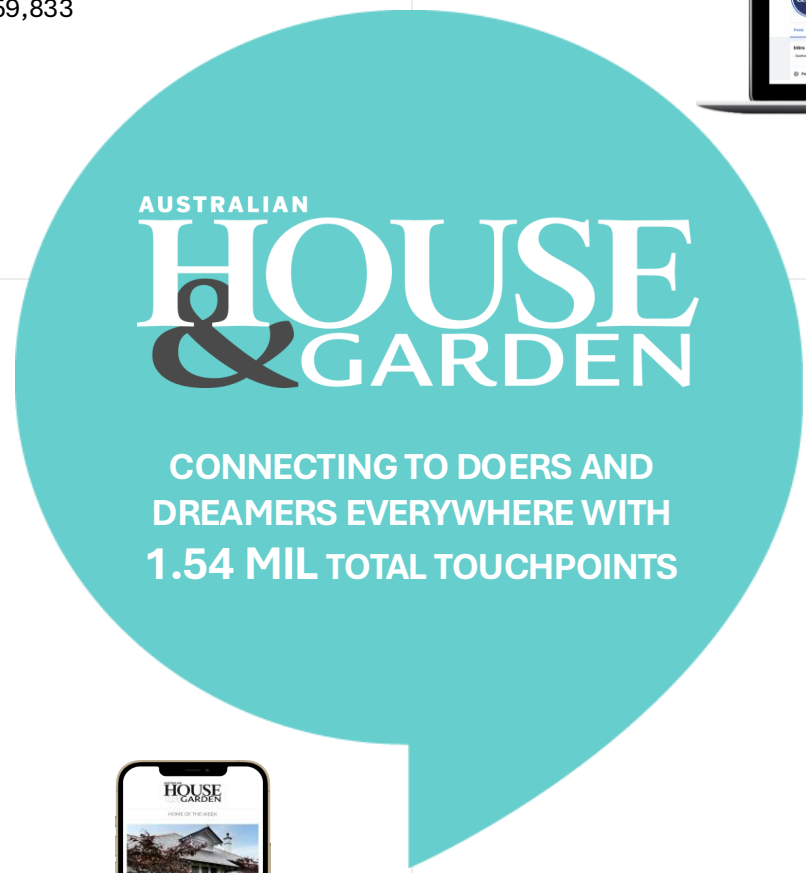
DIGITAL

UAs: 342,500
PVs: 759,833

SOCIAL



Instagram Followers: 342k
Facebook Likes: 140k
Pinterest Followers: 16.6k
Combined Socials: 498.6k



PRINT

Print Readership: 727k monthly
12 issues a year

One shots and custom publications
2 PER YEAR



EDMS



Newsletter: 16K
Solus: 26.6k

Top 50 Rooms



EVENTS & ACTIVATIONS

Source: *Roy Morgan Single Source Australia, September 2024, **Ipsos Iris, October 2024, Social Following as of November 2024, ~Solus subscribers as at November 2024| Note: total touchpoints is a duplicated number

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 stone countertop, and a patterned rug. A teal speech bubble graphic is overlaid on the window.

advertising **OPPORTUNITIES**

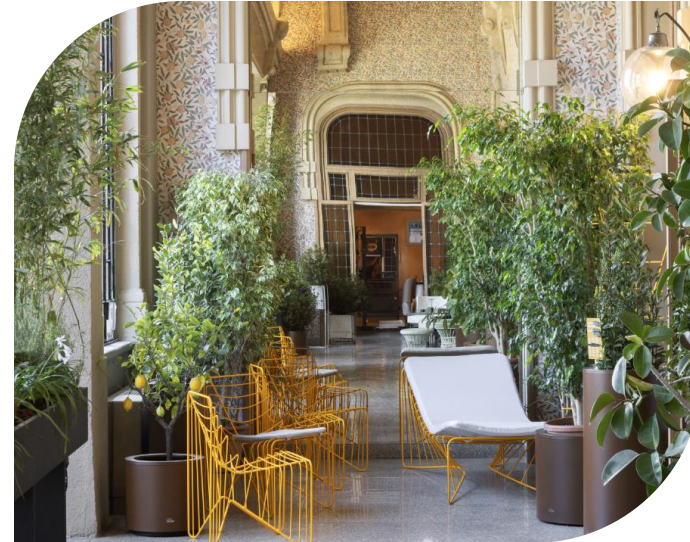
driving intention through connection

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.

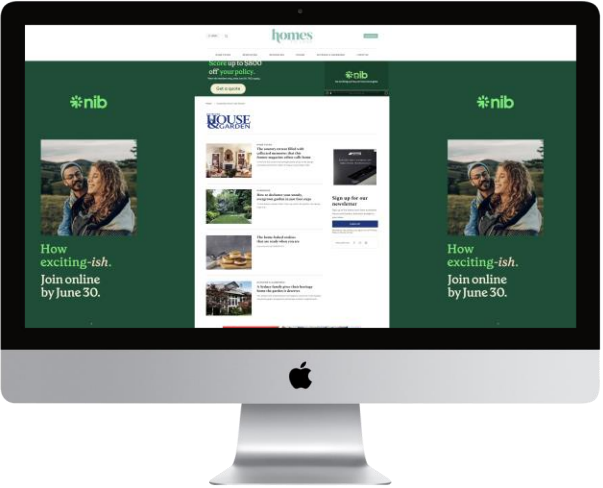


THE MILAN REPORT

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.

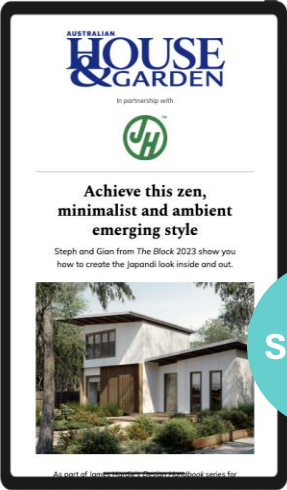
SPONSORSHIPS

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 | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



NATIVE ARTICLE

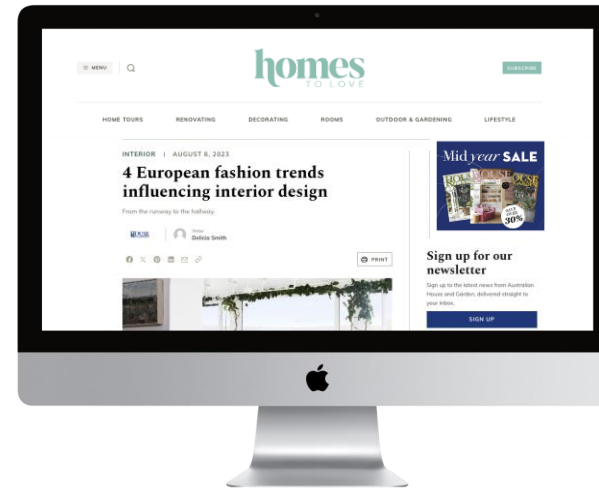
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

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



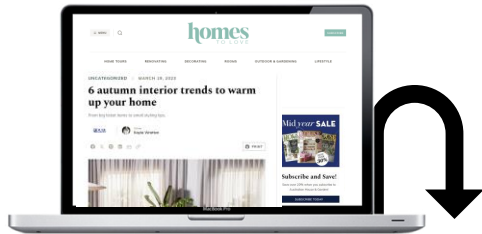
BEDROOMS



OUTDOOR &
GARDENING

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

VIDEO PACKAGES – *off the shelf*



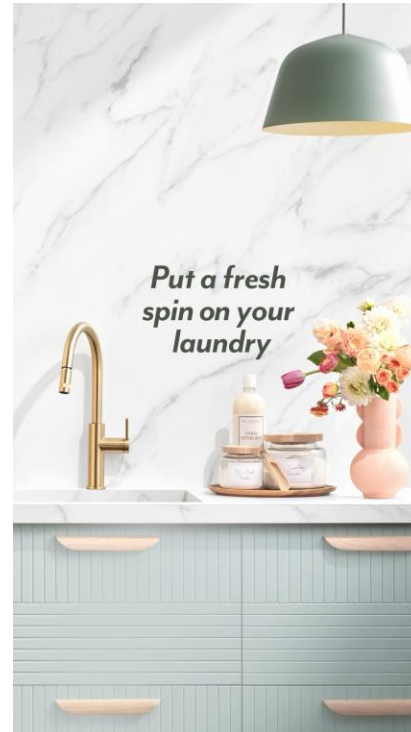
TIER ONE

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](#)



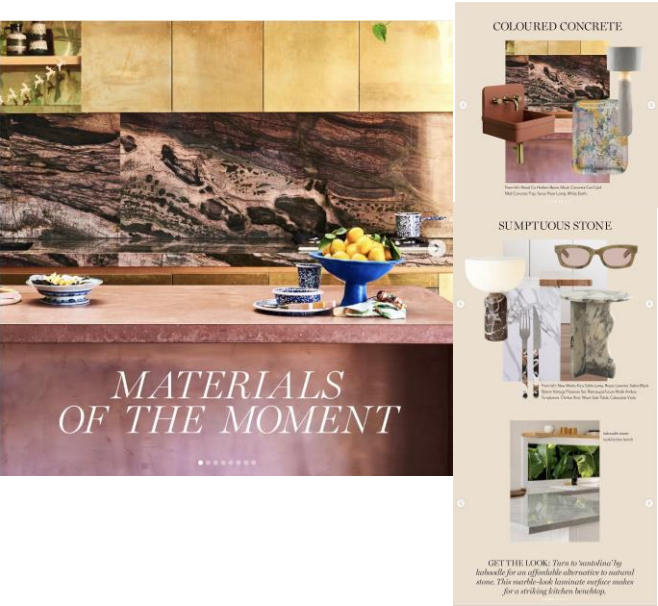
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SOLUTIONS BASED

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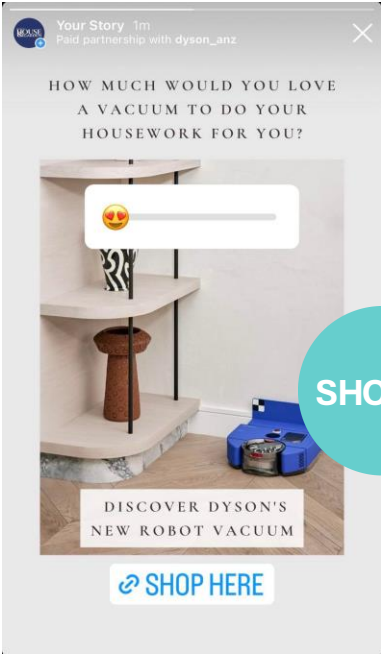
SOCIAL OPPORTUNITIES



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.

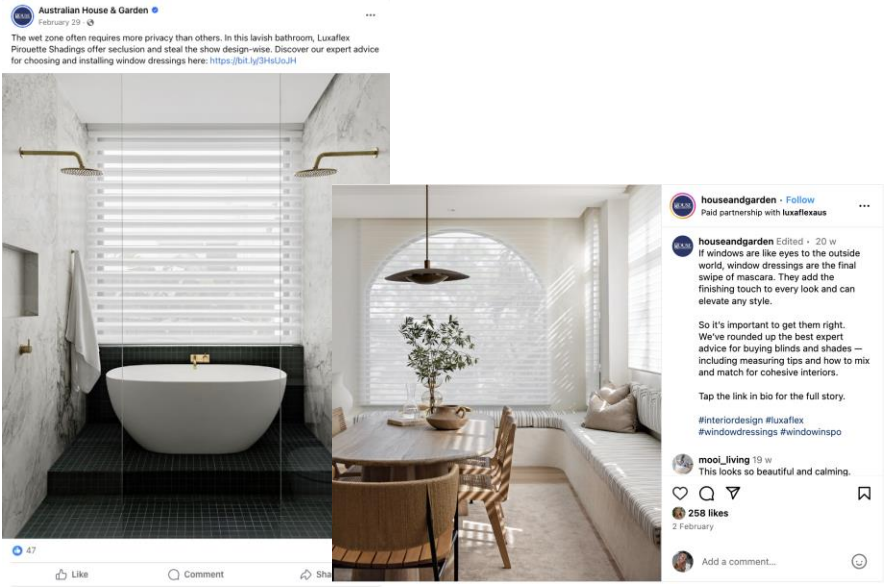
[Link](#)



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

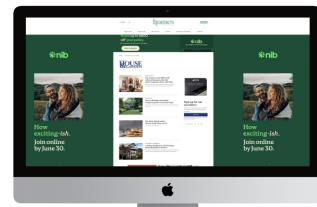
TIP ONS /
SAMPLING
GIFT WITH
PURCHASE

EVENTS (IRL OR
VIRTUAL)

FROM CONNECTION TO INTENTION

ACROSS THE FUNNEL

From inspiration



High Impact Display

Native Articles

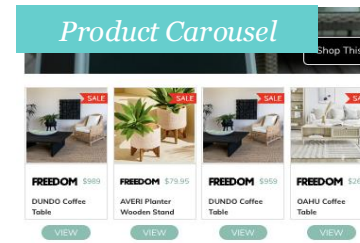


Competitions



EDMs

Product Carousel



AWARENESS

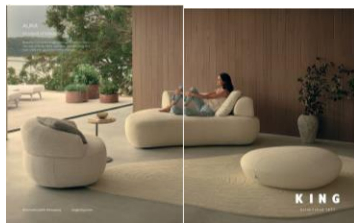
CONSIDERATION

INTENT & EVALUATION

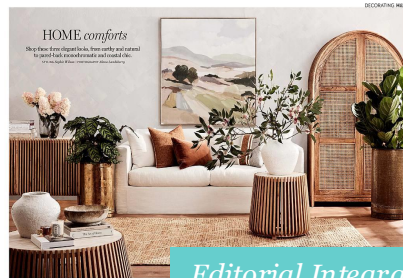
PURCHASE

ADVOCACY

Brand Ads



Social



Editorial Integration

Affiliate Links



Shop



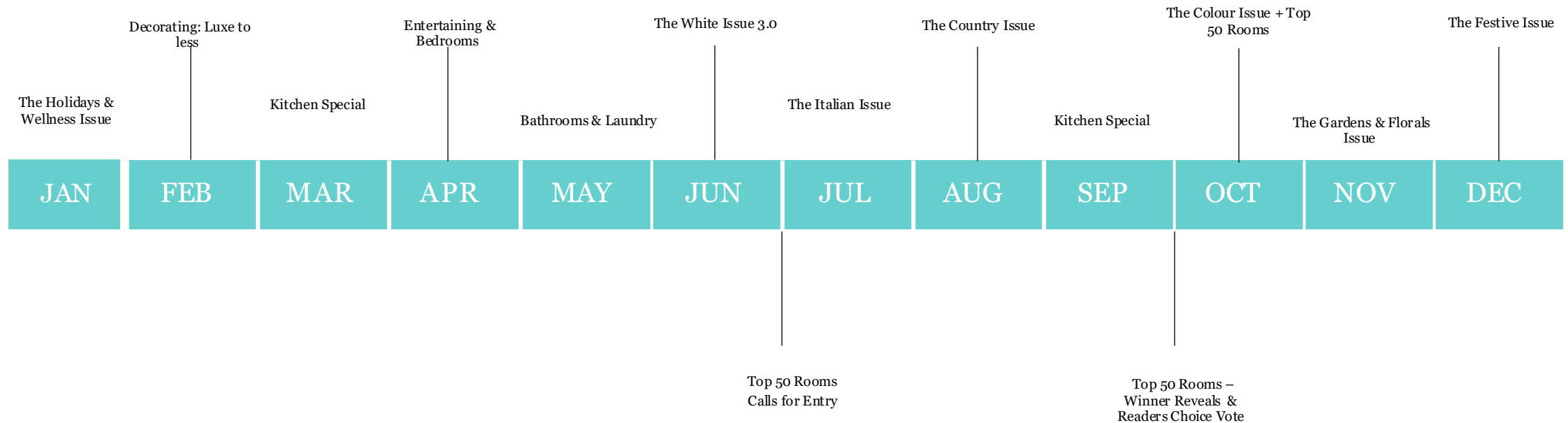
TOP
50
ROOMS

IP

To making it happen

Editorial Calendar 2025

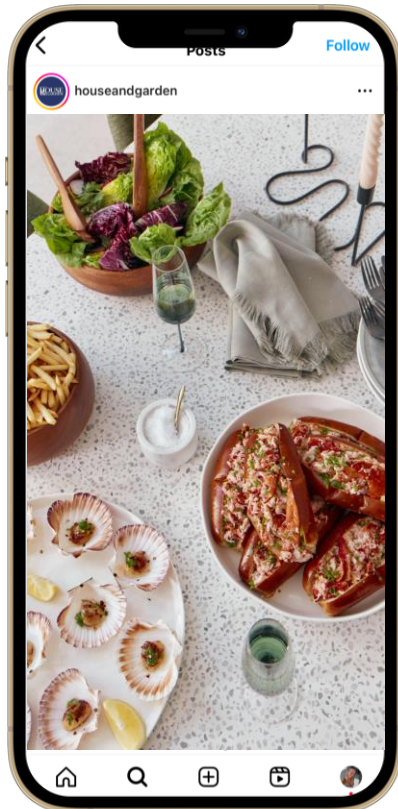
People. Decorating. Home & Gardens. Travel. Sustainability. Fashion & Beauty. Food. Shopping



SOLUTION BASED CAMPAIGNS

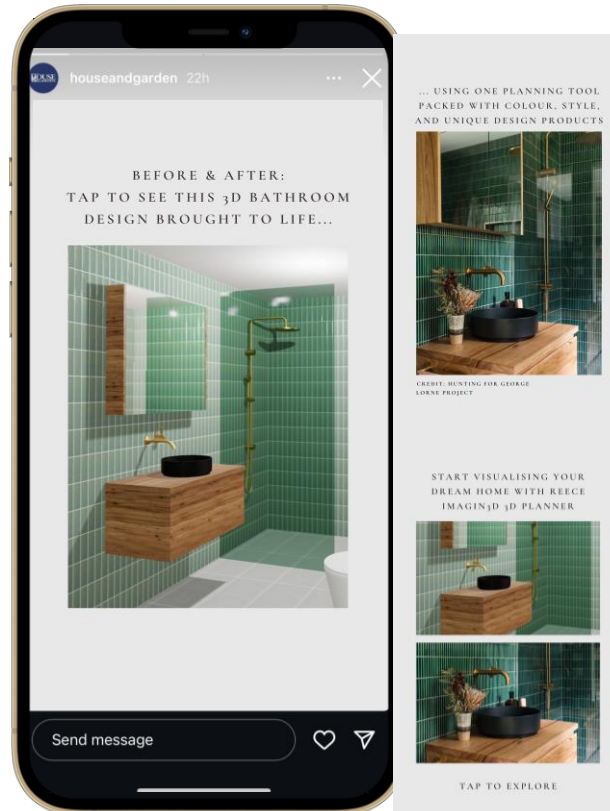
We've loved

FREEDOM



[VIEW HERE](#)

REECE



[VIEW HERE](#)

OPTUS



[VIEW HERE](#)



are
media

WHERE CONNECTION
ignites intention