

A woman in a white dress and a child in a white dress are running through a field of tall, golden grass at sunset. The woman is holding a black hat and has her arms outstretched. The child is following her. In the background, there are rolling hills and a forest under a cloudy sky.

COUNTRYSTYLE

brand overview 2022



country style

celebrates the diversity of modern Australian living, from the country to the coast, and is a trusted source of information for Australians who are driven by the dream of a beautiful regional lifestyle.

For more than 30 years, *Country Style* has inspired Australians to escape the everyday.



a note from the editor

For more than 30 years *Country Style* has been supporting country communities and sharing the stories of those who live in regional Australia. With half our audience living in the city, we bring to life the dream of leaving it all behind and moving to the country. For those already living on the land, *Country Style* serves as a modern-day bush telegraph.

Every month we go inside gorgeous country homes, including historic homesteads, modern family farmhouses, unique beach shacks and new builds to inspire our audience to create their very own rustic luxe home, wherever they live. Through our stunning photography, we showcase a beautiful country lifestyle that provides a way to escape the everyday – something we all need from time to time.

Country Style is also the champion of regional businesses, restaurants, boutique accommodation and producers. Our loyal audience believes in supporting Australian made and trust our genuine voice and support for the bush.

Kylie Imeson, Editor-in-Chief

editorial pillars



PEOPLE

Celebrating the individuals who are making a difference in our country regions



DECORATING

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



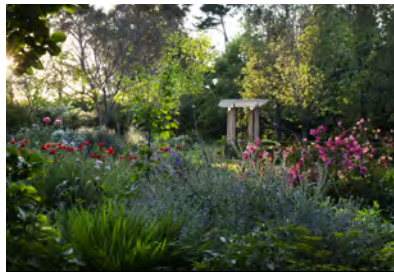
HOMES

Beautiful country and coastal homes that inspire the dream of regional living across Australia



TRAVEL

Beautiful international destinations and Australia's most amazing regional towns



GARDENS

Stunning country gardens and landscaping ideas along with practical advice for Australian regions



FASHION AND BEAUTY

Real country women and men showcase their style, plus seasonal fashion looks and beauty tips



FOOD

Celebrating home cooks and country chefs. Every issue features recipes and seasonal produce directly from producers



BOOKS

Our monthly book club features riveting reads to inspire the insatiable reading habit of our audience

major properties



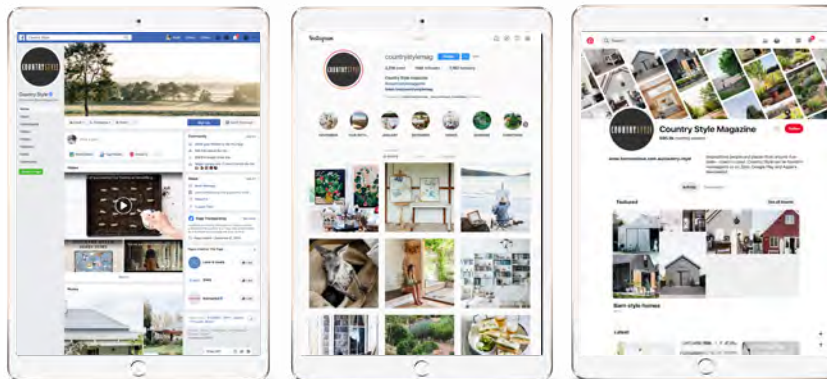
LEGENDS OF THE LAND

Country Style's 'Legends of the Land' Awards will be an editorially driven campaign that will honour, recognise and reward six of the most influential people who are making a difference in regional Australia across a variety of categories.



Country Style celebrates the diversity of modern Australian living – from the country to the coast.

CROSS-PLATFORM READERSHIP 724,000



FACEBOOK
632,000



INSTAGRAM
188,000



PINTEREST
12,200

Social Landscape as of August 2021

MASTHEAD READERSHIP
243,000

FREQUENCY
MONTHLY

Source: Roy Morgan June 2021



HOMESTOLOVE.COM.AU

UNIQUE AUDIENCE
502,660

PAGE VIEWS
6,794,645

Source: Roy Morgan July 2021



NEWSLETTER SUBSCRIBERS

15,700

SOLUS SUBSCRIBERS

15,600

Subscribers updated 03/09/2021

COUNTRY STYLE E-MAG
Available through
the App Store

SPECIAL ISSUES



TASMANIA
SPECIAL



KITCHEN & BATHROOM
SPECIAL



FOOD & WINE
MONTH

ONE SHOTS



LIFE ON THE LAND



KITCHENS &
BATHROOMS

PROPERTIES



LEGENDS OF THE LAND



COUNTRY CHEF

COUNTRYSTYLE 2022 calendar

PRINT

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	XMAS	DEC
The Coastal Issue	The Get Organised Issue	The Art Issue	Food & Wine Issue Kitchen Special	Mother's Day Special	The Winter Issue Bathroom Special	Moving to the Country Special	Tasmania Special	The Spring Issue	The Agriculture Special	The Decorating Issue Kitchen & Laundry Special	The Christmas Special	The Celebration Issue
Get Organised Proudly Australian	Home Office Back to Work	Artist Home Profiles	Easter Long Weekend Local Travel	Mother's Day Winter Decorating	Winter Decorating & Gardening	Winter Decorating Heating Indoor/Outdoor	Kitchens & Bathrooms	Spring Updates Father's Day	Summer Decorating Entertaining	Entertaining At Home Christmas Preparation Holiday Travel	Christmas Gift Guide Decorating Entertaining & Travel	

DIGITAL



*Subject to change at Editorial discretion



audience

THE DREAM RETREATER

- Core audience is age 50+ | Average age 52
- 55% live in capital cities and 45% live in regional country areas
- 80% are Home Owners (own or paying off) that's the highest of the Homes Titles, 46% own their home outright
- Average savings and investments of \$285k – that's 16% above the average
- 1.6x more likely than the average Australian to have purchased a holiday home or intend to buy a holiday home N12M
- 2 in 3 (68%) say they are financially stable
- Almost half (45%) are big spenders with discretionary income
- 6 in 7 (86%) say helping others is important to them
- 4 in 5 (80%) prefer to buy Australian made products
- 1.8x more likely than average Australian to be a small business owner
- Strong call to action, 9 in 10 (90%) took action after reading Country Style magazine
- 1.4x more likely than average Australian to keep up to date with ideas to improve the home

Source: Roy Morgan Single Source Australia, June 2021 – Print readership, AP 14+;
Are Media Research, Brand Health Study 2020

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