realliving
A FASHIONABLE LIFE
BRAND OVERVIEW
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REAL LIVING

is an authentic and engaging home and lifestyle brand that inspires its audience to live a more fashionable life.

PACKED WITH THE LATEST **TRENDS** & **SHOPPING**, PLUS CREATIVE **DECORATING** AND **RENOVATING IDEAS** FROM THOSE IN THE KNOW. REAL LIVING IS WHERE **INTERIORS AND FASHION COLLIDE** FOR MODERN DAY STYLISTAS.

letter from THE EDITOR

Real Living has been at the forefront of Australian interiors since bursting onto the scene 16 years ago. Just like its audience, Real Living is a fun, fresh, fashion-forward brand that isn't afraid to break the rules and we're proud to have amassed a cult following thanks to our out-of-the-box approach to style, shopping and interior design. Created by some of the brightest young minds in the business, Real Living celebrates the best in decorating, renovating, fashion, beauty and culture through stylish photoshoots, clever content and exciting brand extensions.

Ultimately, we think everyone deserves to have access to a fashionable life. It's called Real Living.

ELLE LOVELOCK EDITOR-IN-CHIEF

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EDITORIAL PILLARS

SHOPPING

The **real living** audience loves to shop. Online or in-store, it doesn't matter, they're always on the hunt for beautiful things – the latest in cool homewares and furniture, luxe linen, art prints, quirky outfits and that WOW piece that will make the living room. **real living** finds the coolest, most covetable products to feed our audience's passion for whipping out the credit card.

STYLE&DECOR

Every issue of **real living** shares the latest in style and design trends from around the world, inspiring our audience to take chances, be bold and create unique homes that personify their own style. Inspiring yet practical, **real living** offers trusted advice on how to translate these trends in your home. From colour tips to furnishings, mouldings to tiles, **real living** gives their audience the confidence to play with style at home.

LIFESTYLE

The **real living** audience loves life. They love to entertain and socialise with friends and family, and they're always seeking out new experiences – and they like to do it in style. **real living** taps into our audience's passion for the good life. Our lifestyle content, including fashion, travel, money, beauty, pets, food and entertaining, empowers them to lead a fuller more stylish life.

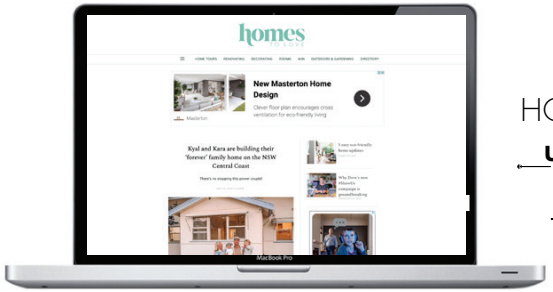
RENO INSPO

real living inspires the dream of the perfect home through room makeover and renovation content covering projects large to small. We provide style ideas, clever advice and practical solutions for every room redesign, from kitchens, bathrooms and laundries, to bedrooms, living rooms and outdoor spaces.

READERSHIP
89,000

FREQUENCY
MONTHLY

Source: Roy Morgan Jun 2021



HOMESTOLOVE.COM.AU

UNIQUE AUDIENCE 502,660

PAGE VIEWS 6,794,645

Source: Nielsen July 2021

CROSS-PLATFORM READERSHIP 576,000

INSTAGRAM
315,000

FACEBOOK
184,572

TWITTER
12,600

Social Landscape as of August 2021

SOLUS SUBSCRIBERS
18,000

NEWLETTER SUBSCRIBERS
14,000

FREQUENCY
WEEKLY

Updated as of 03/09/2021

REAL LIVING E-MAG
AVAILABLE THROUGH THE APP STORE

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SPECIAL ISSUE BOOKS AND FEATURES

APARTMENT SPECIAL

KITCHENS

BATHROOMS

THE LOVE LIST

ONE SHOTS

THE BLOCK ONE SHOT

AUDIENCE

THE CREATIVE CURATOR

- *Core audience is age 30-54 | Average age 43*
- *High proportion of AB's (24%), Managers/Professionals (41%), and 1 in 2 have a Diploma/Degree (52%)*
- *The Real Living reader has an average HHI of $132k – that's 10% above the average*
- *71% are Homeowners (own or paying off their home)*
- *1.5x more likely than the average Australian to have lived in their home for 3-5 years*
- *Total savings and investments of $220k*
- *They are 1.7x more likely than the average Australian to intend to build or buy a property in N12M*
- *They are 1.4x more likely than the average Australian to renovate or redecorate their home in the next 12 months*
- *1.9x more likely than the average Australian to have shopped in store or online for manchester & soft furnishings, homewares, decor and art in the last 4 weeks*
- *1.7x more likely than the average Australian to be early adopters of updates to home interiors*
- *Strong call to action, 84% say they took action after reading Real Living*

Source: Roy Morgan Single Source Australia, June 2021 – Print and digital readership, AP 14+

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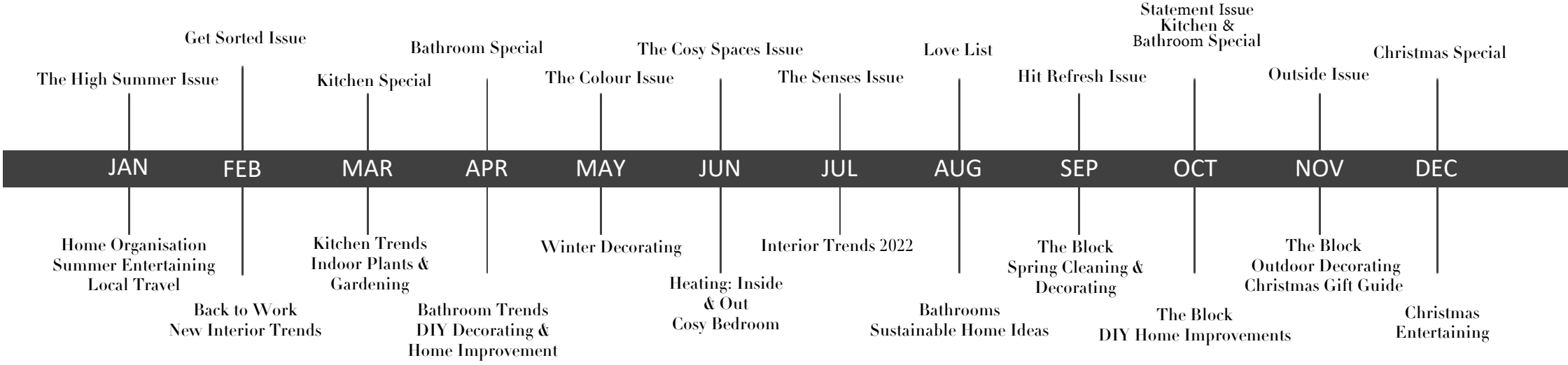
EDITORIAL CALENDAR

PRINT



DIGITAL

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