



belle
BRAND OVERVIEW 2023

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Each issue of *Belle* is a global style and design journey featuring a stunning line-up of Australian and international homes, the latest trends in interior design, art, and architecture, and provides a uniquely Australian perspective for readers with an appreciation of everyday luxury.





A NOTE FROM THE EDITOR

“Belle, Australia’s leading premium interiors magazine, has been delivering the best in design from Australia and around the world for over 40 years.

Each issue of *Belle* is a global style journey with a stunning line-up of local and international homes, our edit of the best design trends and furniture, desirable art, decadent events, creatives who are making their mark and travel and design hot spots.

Belle takes readers inside the world’s most beautiful and dynamic interiors and presents cutting-edge looks and covetable objects for the home through outstanding photography and original design. At *Belle* we are lucky to work with a creative and inspiring team who live and breathe interior design ensuring this amazing brand’s success well into the future.”

TANYA BUCHANAN EDITOR-IN-CHIEF

are
media

EDITORIAL PILLARS



ART

A round-up of collectable art, up and coming artists, art galleries and exhibitions.



INTERIORS

The best and latest in textiles, soft furnishings, upholstery and decorative finishes.



PEOPLE

Profiles of inspirational creative people in the art, design and culture industries at home or in their workspace.



HOMES

The most beautiful and inspiring collection of homes and gardens from across the globe featuring the world's leading architects and interior designers.



ARCHITECTURE

Profiles of leading architects and their recent projects plus the latest cutting edge Australian and international developments.



DESIGN

the here and now of contemporary design from directional designers, design houses and brands from Australia and abroad.



SIGNATURE PROPERTIES

belle FANULI INTERIOR DESIGN AWARDS

THE *BELLE* INTERIOR DESIGN AWARDS

Belle's annual flagship event attracts entries from the pinnacle of the Australian design industry and is a highly coveted award for architects and interior designers alike. *Belle's Interior Design Awards* is a premium design networking event with true brand integration and partnership opportunities.



READERSHIP

133,000

FREQUENCY

8 ISSUES PER YEAR

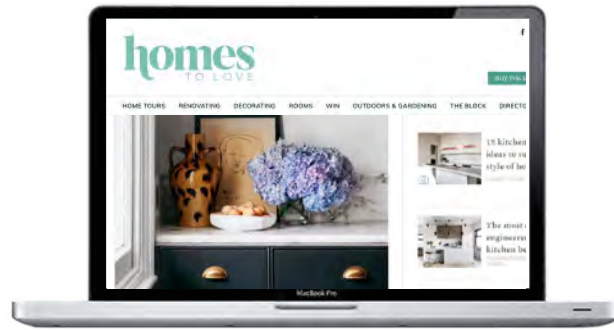
CROSS PLATFORM READERSHIP

586,000

Source: Roy Morgan Sept 2022

Belle takes readers inside the world's most beautiful and dynamic interiors, transports them to breathtaking destinations and presents cutting-edge looks and covetable objects that transform any house into a stylish home.

TOTAL BRAND TOUCHPOINTS 938,012



[HOMESTOLOVE.COM.AU](https://www.homestolove.com.au)

PAGE VIEWS

1,471,797

UNIQUE AUDIENCE

579,805

Source: Roy Morgan October 2022



INSTAGRAM

217,857



FACEBOOK

83,921

COMBINED SOCIAL FOLLOWERS

301,598

Are Media as at November 2022



NEWSLETTER SUBSCRIBERS

7,400

SOLUS SUBSCRIBERS

9,000

Subscribers updated 3 June 2022

BELLE E-MAG

Available through the App Store

BELLE CUSTOM & COLLABORATIONS



BEAUTIFUL
AUSTRALIAN HOMES



21 AUSTRALIAN
ARCHITECTS

SPECIALS



KITCHEN &
BATHROOM SPECIAL



THE MILAN REPORT



SMART SPACES

EXTENSIONS



BELLE INTERIOR DESIGN AWARDS

Source: Roy Morgan Single Source Australia, Sept 2022 - All People 14+, unduplicated print and digital monthly reach, (note: belle x1 monthly insertion + 4 weeks on Homes To Love); Social followers as at October 2022 - combined social following are duplicated figures, newsletter numbers as at November 2022

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CALENDAR 2023

PRINT

Smart Spaces Issue							
	Kitchen & Bathroom Special	Luxe Country Homes Special	Design Special	TBC		Luxe Coastal Special	Luxe Christmas
FEB/MAR	APR	MAY	JUN/JUL	AUG/SEP	OCT	NOV	DEC/JAN
	Kitchens & Bathrooms Interior Design Awards 2022 Winners Announced	Luxe Country Homes Interior Design Awards 2023 Entries Open	Milan Design Week Report		Kitchens & Bathrooms IDA's Finalists Announcement & Readers' Choice Voting		Luxe Christmas Decorating & Gift Guide Interior Design Awards 2023 Winners Revealed
Smart Spaces: Beautiful Apartments and Terraces						Luxe Coastal Homes	

DIGITAL

*Subject to change at Editorial discretion



AUDIENCE

THE BELLE AUDIENCE IS PREMIUM

- 26% in the AB Quintile (ix129)
- 57% Women | 43% Men
- Average age is 40
- Over-index for high income households - \$300,000 or more (ix 134)
- Average saving and investments \$231K
- 82% live in capital cities
- More than 2 in 5 (43%) are Big Spenders (ix131)
- They are 1.3x more likely to be a Luxury Spender (ix126)

URBAN AND SOPHISTICATED HOMEOWNERS

- 71% are homeowners (34% owning their home outright)
- 3.3x more likely to buy a new home and 4.3x more likely to buy an apartment in the next 12M
- 32% intent to renovate or redecorate their home in the next 12M
- The Belle audience spent \$38M on home improvements in the L12M – the highest per capita spend within the Are Media homes portfolio
- Early adopters in updating home interiors (ix194),

LIFESTYLE & LUXURY

- In the last 4 weeks they have spent \$43M on clothing and \$21M in accessories
- The Belle audience spent \$20M on cosmetics, \$16M on skincare and \$21M perfume in the last 4 weeks
- Early Adopters of trying new resorts or hotels (ix231) and trying the latest fashion trends (ix252)
- 1.9x more likely to buy a new model of car (ix187)
- They are 3.7x more likely to be Trend Hunters and 2.2x more likely to be Experience Seekers

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