

belle

Media Kit 2024



belle

Design *Vanguard*

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.

Belle provides a uniquely Australian perspective for readers with an appreciation of luxury.



In the words of our *experts*

Belle, Australia's leading premium interiors magazine, has been delivering the best in design from Australia and around the world for 50 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.

TANYA BUCHANAN
EDITOR-IN-CHIEF



Multiple Touchpoints

How we connect to our audience & industry experts.



MASTHEAD READERSHIP
119,000 monthly

CROSS-PLATFORM READERSHIP
554,000

belle
FANULI
INTERIOR DESIGN AWARDS
ID&A
2023

PAGE VIEWS
844,472




UNIQUE
AUDIENCE
469,764

Print
Digital
Events
Social
Books
PR & Marketing
Brand Extension

COMBINED
SOCIAL
343,403



LICENSING & PARTNERSHIPS

-  INSTAGRAM FOLLOWERS
225,817
-  FACEBOOK FOLLOWERS
112,188
-  PINTEREST FOLLOWERS
5,398

Source: Roy Morgan Single Source Australia, December 2023, Ipsos Iris – January 2024, Social Following as of January 2024, Solus subscribers as at January 2024

Signature *Events* & Platforms

belle FANULI INTERIOR DESIGN AWARDS 2024

Interior Design Awards

For 14 years the *Belle* Interior Design Awards have witnessed and celebrated the evolution of spectacular Australian design, and of our local superstar architects and designers.

Showcasing the very best of residential, commercial and hospitality interior design, the Interior design Awards recognise the very best of the best - the projects that lead the conversation on design both here and on the global stage.



The Milan Report

June/July issue on sale 20 May 2024

Belle's annual Milan Report documents the emerging trends and standout exhibitions at Salone del Mobile Milano – the world's premier interior design event.

The annual report shapes the trends that will lead the conversation on Australian design for years to come.

50 CELEBRATING YEARS belle

Belle 50th Birthday

October issue: on sale 26 August 2024

Australia's leading premium interiors and luxury lifestyle title, *Belle*, is celebrating 50 years.

To commemorate this significant milestone in the Australian design and publishing world, we are creating a bumper themed 50th birthday issue looking at the impact that *Belle* has had on the Australian architecture, art and design landscape.

Editorial Pillars



ART & ARTISTS



LUXE FINDS & THE CHIC AGENDA



PEOPLE & PROFILES



LUXURY HOMES



DESIGN AROUND THE WORLD



COMMERCIAL & CREATIVE SPACES

Our Audience

The *Belle* audience is discerning, affluent and educated on the leading edge of art, architecture, design and the design industry.

CORE AUDIENCE: 25-54 | Average age: 42 years (65% female)

Successful

High income households
35% have HHI over 150k
Average saving and investments **\$229k**

27% AB (ix 134)

More than **half** (53%) are Big Spenders (ix149)

Luxury Spenders – ix 175

Intending to buy new model car N12M – ix 176

Luxe Homeowners

2.8x more likely to intend to buy a new home in the N12M

Intend to buy major appliances N12M – ix 154

64% have entertained at home an average 6 times in the L3M (ix 120)

Held a Dinner Party an average 4 times in the L3M – ix 175

Sophisticated

Went to an art gallery or exhibition in the last month – ix 130

28% Early Adopters new hotels – ix 202

Champagne drinkers – ix 131

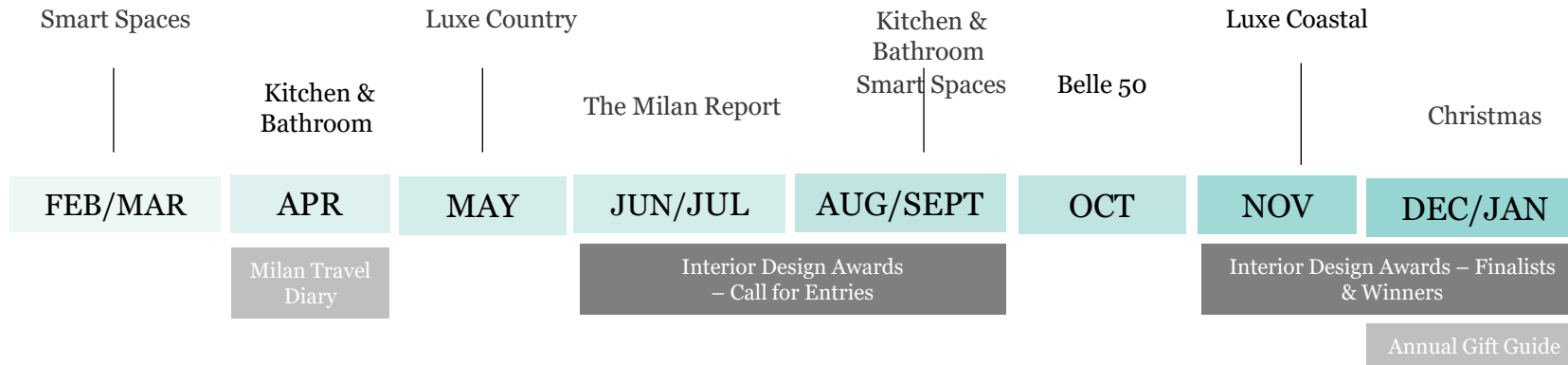
49% Spontaneous Entertainers



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Editorial Calendar 2024

Art. Luxe Finds. Homes. Spaces. Architecture

The logo for 'belle' is written in a white, lowercase, sans-serif font inside a magenta speech bubble shape that points downwards.



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