

AUSTRALIAN
HOUSE
& GARDEN
Media Kit 2024



AUSTRALIAN
**HOUSE
& GARDEN**

Australia's most-read premium
homes brand

House & Garden is filled with expert advice and inspiration for every step of the homemaking journey. It holds a mirror to contemporary Australian living, making it the go-to brand for avid renovators and decorators alike.



In the words of our *experts*

Australian House & Garden is the number-one home-lifestyle title in the Australian marketplace.

Launched in 1948, this much-trusted magazine has played a significant role in the lives of passionate homemakers, presenting relevant information and inspiration at every step of their home journey.

Anchored by 60+ pages of the best homes and gardens in the country every month, the broader editorial content relates to the wider life of the reader: quality shopping, decorating and entertaining inspiration and regular design and news features.

The House & Garden reader is aspirational, house-proud and loves to be inspired with new ideas for her home and garden. She (and her partner) are highly engaged and active renovators and decorators and also avid entertainers.

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.



TANYA BUCHANAN
EDITOR-IN-CHIEF

Senior Editorial *Talent & Contributors*



TANYA BUCHANAN

Editor-In-Chief



ANTONIETTA SCOTTO

Creative Director



KAREN SPRESSER

Deputy Editor



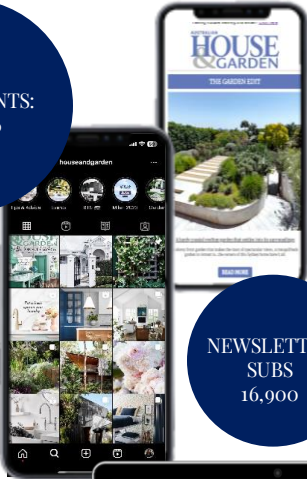
AMANDA CORDONY

(THE CORDONY KITCHEN)

Contributor, H&G Entertains

Multiple Touchpoints

TOTAL TOUCHPOINTS:
1,651,486



NEWSLETTER SUBS
16,900

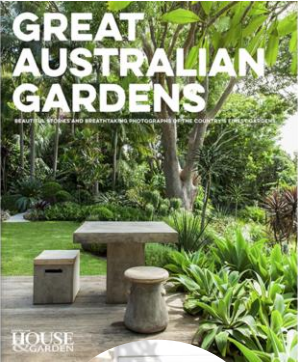
CONTENT
EDM
SOCIAL
VIDEO

SOLUS SUBS
28,200



MASTHEAD READERSHIP
688,000 monthly

Cross-Platform Readership
1,101,000

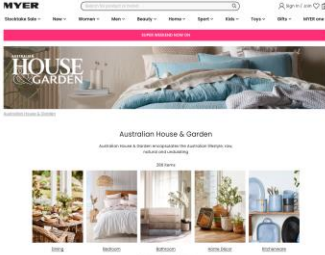


Page Views:
844,472
Unique Audience
469,764






COMBINED SOCIALS
522,286

HOUSE & GARDEN
Top 50 Rooms



LICENSING & PARTNERSHIPS

-  INSTAGRAM
338,286
-  FACEBOOK
168,000
-  PINTEREST
16,000

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

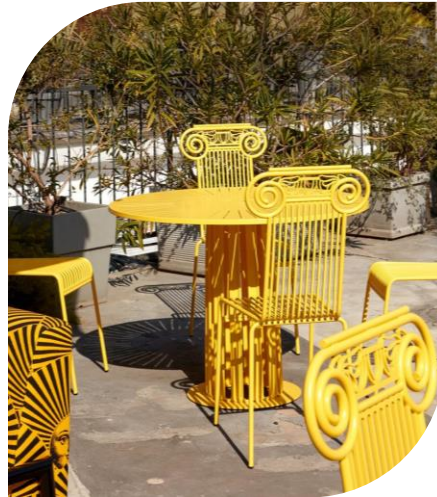
Signature properties & *platforms*



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

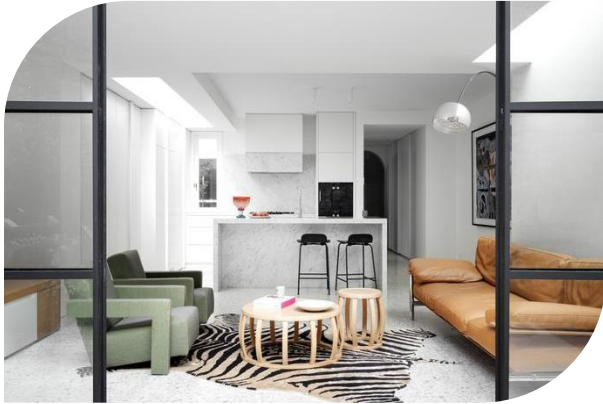
Launched in 2023, House & Garden's Milan report uncovers the major design directions on show at the annual Salone del Mobile showcase and trade fair – and translates leading-edge trends for the premium Australian home owners and decorators.



SPECIAL EDITION ONESHOTS

House & Garden's oneshots are special edition magazines dedicated to a deep dive on one room or home theme. Published four times a year, these standalone editions are sold in supermarkets and newsagents nationally.

Editorial *Pillars*



100% AUSTRALIAN HOMES



GARDENS & OUTDOOR



THE EDITED & SHOPPING



H&G ENTERTAINS



DECORATING



AUSTRALIAN KITCHENS &
BATHROOM TRENDS

Our Audience

Experienced homeowners and renovators, creating their 'forever home'

CORE AUDIENCE: Women (68%) 40-55

Affluent

73% are homeowners
1.5X more likely to have property investments or holiday home
1 in 5 are ABs
1 in 5 (146,000) fall into Roy Morgan **Leading Lifestyles Helix persona** – big spenders who enjoy cultured living to the max

Forever Homeowner

37% live in their forever home 10 years +
1.9X more likely to buy a new home in the next 12M
47% intend to buy Appliances/Items in the next 12M
Love to entertain a home
65% have entertained family & friends L3M

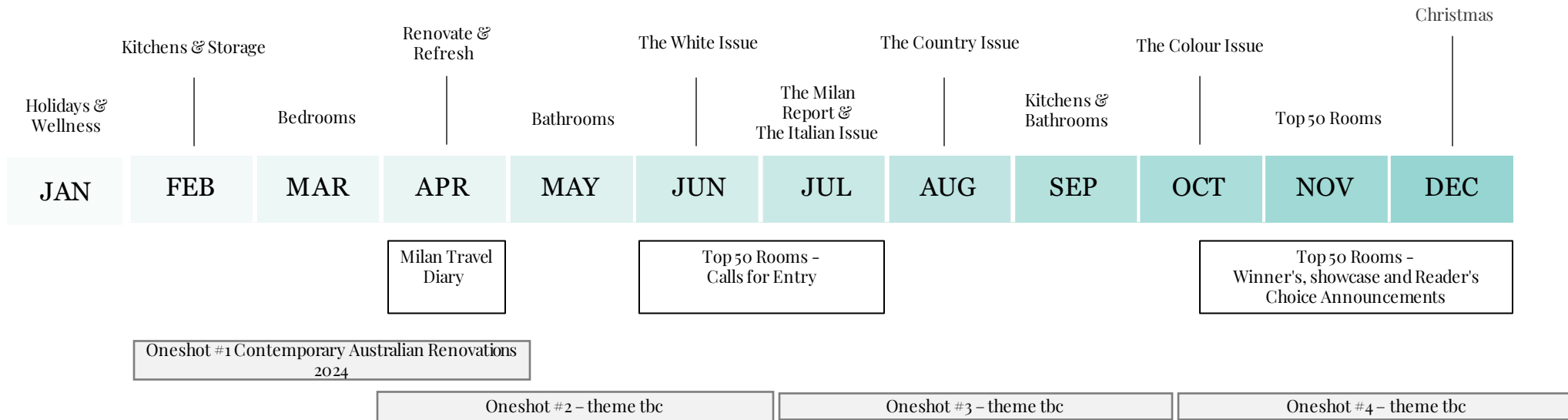
Experienced Stylist

42% intend to renovate or decorate home in N12M
47% are big spenders
1.8X more likely to be early adopters of updating home interiors
On average they intend to spend **\$22,079** on kitchen renovation and **\$16,336** on bathroom N12M^

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Editorial Calendar 2024

Contemporary Australian Home Design. Gardens and Outdoor Spaces. Expert Advice and Entertaining.





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