

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



KIRSTIE CLEMENTS

Contributor, The Edited



AMANDA CORDONY

(THE CORDONY KITCHEN)

Contributor, H&G Entertains

Multiple Touchpoints



CONTENT
EDM
SOCIAL
VIDEO

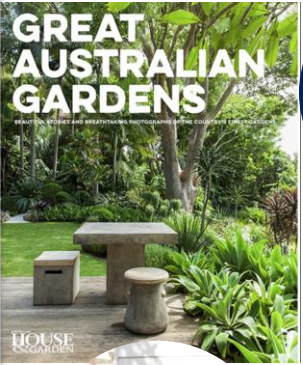
NEWSLETTER
SUBS
16,900

SOLUS
SUBS
28,200



MASTHEAD READERSHIP
696,000 monthly

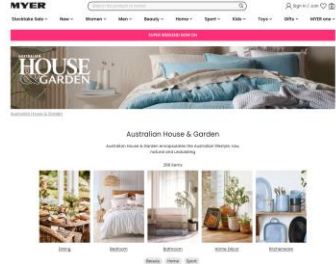
Cross-Platform Readership
1,125,000



COMBINED
SOCIALS
629,992

Page Views:
866,342
Unique Audience
368,671

AUSTRALIAN
HOUSE
& GARDEN
Top
50
Rooms



LICENSING & PARTNERSHIPS

INSTAGRAM
336,000
FACEBOOK
138,637
PINTEREST
15,700

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

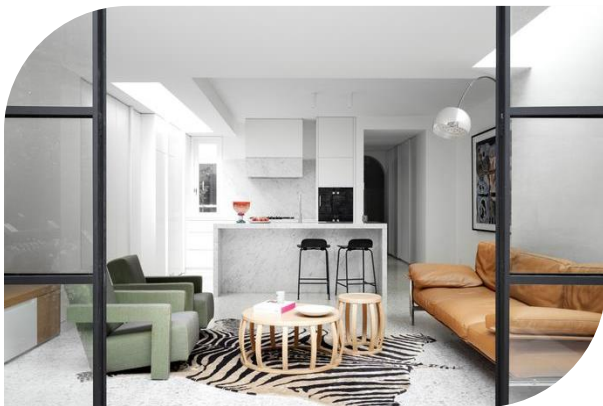
Launched in 2023, House & Garden's Milan report uncovers the major design directions on show at the annual Salone del Mobile showcase and trade fair – and translates leading-edge trends for the premium Australian home owners and decorators.



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^

AUSTRALIAN
**HOUSE
& GARDEN**

Editorial Calendar 2024

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



Holidays & Wellness		Kitchens & Storage		Bedrooms		Renovate & Refresh		Bathrooms		The White Issue		The Milan Report & The Italian Issue		The Country Issue		Kitchens & Bathrooms		The Colour Issue		Top 50 Rooms		Christmas	
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC												
			Milan Travel Diary		Top 50 Rooms - Calls for Entry												Top 50 Rooms - Winner's, showcase and Reader's Choice Announcements						
Oneshot #1 Contemporary Australian Renovations 2024																							
							Oneshot #2 – theme tbc										Oneshot #3 – theme tbc						
																	Oneshot #4 – theme tbc						



Andrew Cook

National Director of Sales

+61 (02) 9282 8676

Andrew.Cook@aremedia.com.au

Karen Holmes

Sales Director Agency & Direct
(NSW, VIC, SA, WA)

+61 (02) 9282 8733

Karen.Holmes@aremedia.com.au

Judy Taylor

QLD Head of Sales

+61 (07) 3101 6636

Judy.Taylor@aremedia.com.au

Blake Wright

Head of Sales (NSW)

Blake.Wright@aremedia.com.au

Will Jamison

Head of Direct Sales (VIC, SA, WA)

Will.Jamison@aremedia.com.au

Ben Wiles

Group Business Director (VIC)

+61 (03) 9823 6387

Ben.Wiles@aremedia.com.au

Rhyl Heavener

Commercial Group Brand Manager

+61 0410 213 583

Rhyl.Heavener@aremedia.com.au