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# **homes** TO LOVE

#### Turn Any House Into a Home

*Homes to Love* is the online destination of Australia's most trusted homes and interiors brands including Australian House & Garden, Belle, Country Style and Inside Out.

Our SEO optimised content covers a broad range of topics and the latest trends from architecture and design to decorating, renovating, entertaining, gardening and more. Providing our audience of hom eenthusiasts with the tools they need to bring their home to life, whether they're renting, renovating or building their forever home.

Supporting some of the biggest industry events on the calendar every year including, the Belle Interior Design Awards, Australian House & Garden's Top 50 Rooms and Inside Out's Home of the Year. Homes To Love brings together a powerhouse of homes brands, leading experts and Editors who are the best in Australian interiors, architecture, product and design – all under one roof.

With a digital footprint of over 4.8 million including 4.3 million social connections across Facebook, Instagram and Pinterest monthly, Homes to Love connects advertisers with an engaged Australian audience who are actively looking for inspiration, tips, advice and the latest products to shop for their home.





## **Editorial Content Pillars**



HOME TOURS Great Australian and international homes featuring inspirational design ideas.



RENOVA TING Advice, budget planning from entire house to one room makeovers.



DECORA TING Expert design tips, trend explainers and shopping guides for every style.



ROOMS Inspiration for every room of the home: kitchen, bathroom, laundry, living & dining, home office, bedroom...



OUTDOORS & GARDENING Landscape design, outdoor rooms, shopping guides, seasonal gardening advice plus the latest in sustainability.



THE BLOCK Design-focused coverage of Australia's favourite renovation show, including exclusive interviews and room reveals.



LIFESTYLE Entertaining inspiration, travel, w ellness, eco-friendly products and lifestyle choices.



SHOPPING Buyer's guides to the best homew ares, furniture, appliances and sales to shop now .

#### homes 4.8 MILLION MONTHLY **NETWORK** TOUCHPOINTS homes LIVING QQV 딦 BY DESIGN Liked by j\_i\_sellmercedesbenz and others bee by Commencement of the second sec Discover Living By Design with 15% off furniture and The range, which is available at Winning Appliances, comes in flexible combinations (including classic single door fridge, freezer, and even four-door formats) so you can integrate as little or as much storage space as you homeware collections TRENDING THIS WEEK The Sorensen teak bench, exclusive to Living By Design, is a perfect blend of modern country meets simple nordic n. Q Æ 0 functionality. ON SALE NOW This "unassuming" home surprises with Sign-up to the latest news from These are seen in vaulted ceilings and a cylindrical brick Homes To Love, delivered straight to Ð ŝ Q r Ph fireplace your inbox. INSIDE Solus eDM This heritage home in NSW's Southern Highlands melds Subscribers: charm with creature Homes to Love: comforts 16,200 Instagram: 220,052 Mittagong, in NSW's Southern Highlands, has 646K+ Facebook: 118,595 Monthly Unique Audience 469,764 Pinterest: 307,981 eDM Newsletter Monthly Page Views 844,472 Subscribers: 16,200

media

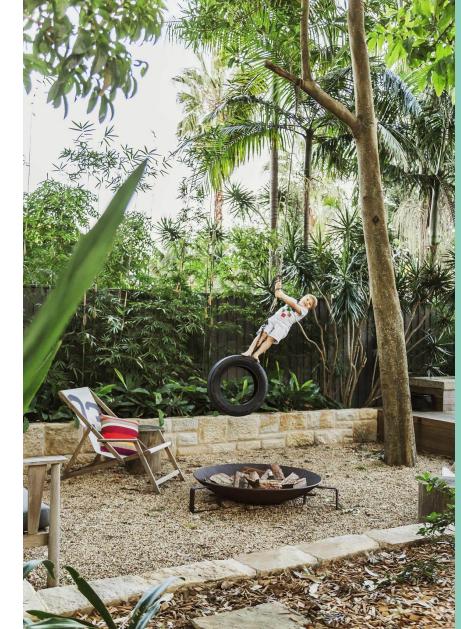
## **Powered by Australia's Most** Iconic Homes Brands



## **homes** Audience Profile

- Reach a highly engaged Australian audience of home enthusiasts at scale across the HTL digital & social network almost **1.1M+ touchpoints**
- With a median age of **43 years**, and a strong **female profile (79%)**, this audience are united by their positive outlook, desire to build a secure future for their family and their love of home styling and improvements.
- 2 in 3 (67%) own their own homes
- More than half (53%) are interested in decorating ideas for the home.
- An early adopter when itcomes to updating her home interiors (ix149) and 40% intend to renovate or decorate their home in the next 12M.
- Our audience experience genuine joy making her house a home, relishes in shopping the category and sharing her ideas and expertise with those around her acting as a trusted advisor on decorating and all things homes (ix137)
- A confident Online shopper (85%) shopped online in L4W. Significantlymore likely (ix179) to have shopped online for home decor.
- 44% are big spenders spending a combined \$225M on home & garden products in the L4W and furniture in the L3M- total average spend of \$315
- Average amount in savings & investment is \$232K

Source: Roy Morgan Single Source Australia, March 2023,



**79%** Female

43

2 in 3

Own their own homes

Source: Roy Morgan Single Source, March 2023

## Editorial Calendar themes 2024

Autumn Trends

In The Garden

Latest Trends in

Kitchens

MAR

Outdoor Living

Coastal Homes

Holiday Homes

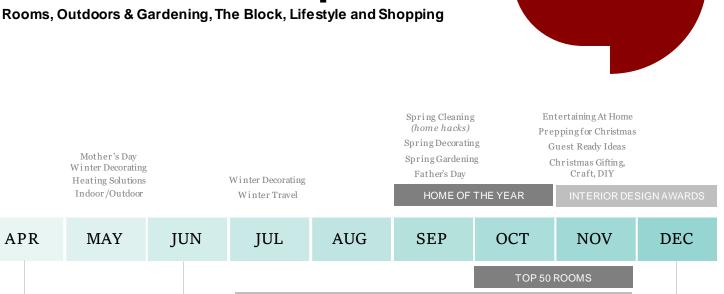
Summer Entertaining

Travel Inspiration

JAN

FEB

Home Tours, Renovating, Decorating, Rooms, Outdoors & Gardening, The Block, Lifestyle and Shopping



Home Office & Easter Long Weekend Bedding Summer Gardening 2023 Tr end Report Summer Decorating Study Spaces Winter Decorating Jobs Around What's In, What's Christmas Outdoor Design & Organisation the House Winter Gardening Out Gift Guides Decorating De-cluttering Local Travel Latest Trends in Christmas Entertaining Entertaining Back-to-School Bathrooms

Ideas

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## **Solutions**

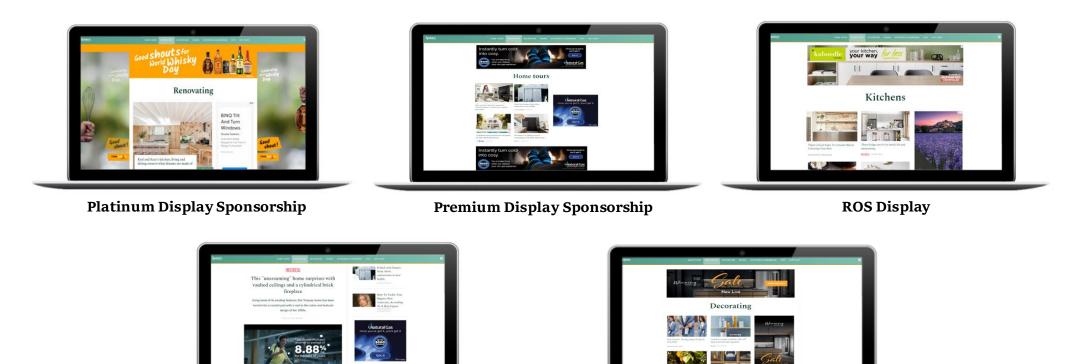
Homes to Love delivers marketing outcomes across all stages of the customer purchase funnel

Conversion	Homes to love	Marketing outcome
Awareness	Builds relationships with relevant and engaged audiences with a vast social following	ENGAGEDAWARENESS: Solution: High impact rich media
Unders tanding	Informs and influences audiences with open and receptive mindsets	ENRICHED UNDERSTANDING: Solution: Market-leading branded.content
Buy-in	Reaches active audiences eager to engage with content relevant to their interests	ACTIVE CONSIDERATION: Solution: Sophisticated audience targeting
	Converts customers with purchase-intent with powerful and integrated ad solutions	CONVERSION: Solution: Solus EDMs and shoppable images
Advocacy	Connects with audiences who actively share advertiser content with their social sphere	SOCIAL SHARES: Solution: Social media advertising



## **Display Solutions**

Home page and section sponsorships, roadblocks, ROS display, audience targeting, video/pre-roll, mobile rich media. Cross platform display across desktop and mobile.



Gale How Live

Roadblock

-

Video Pre-roll

are

### **Branded Content**

Are Media's content is produced in-house by our commercial content team and is tailored to meet the marketing objectives of our advertising partners. Seamlessly integrated, our digital advertising solutions are informed to drive maximum reach and engagement, by positioning your brand in a highly relevant and contextual environment.



**Native Articles** 

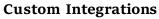


Advertorials



#### Competitions







#### Smart Video







SEO Articles

## **Social Media**

Are Media's established social media audiences and content expertise can create customers for your brand. With unparalleled connections to millions of Australians every month, Are Media's social amplification solutions delivers engaged audiences to your branded content.



Instagram Post



Instagram Carousel



Instagram Story





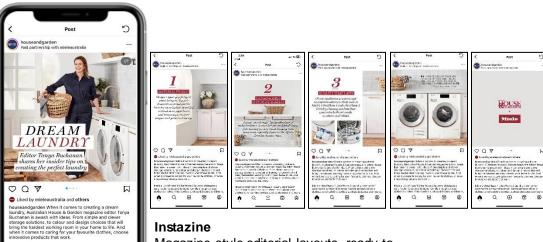
**Shoppable Post** 



**Facebook Post** 



#### **Custom Social Media**





Magazine style editorial layouts, ready to be shared across Instagram.



#### **Custom Partnerships**

Content created in partnership with our advertisers designed for seamless and authentic integration with cross platform audience targeting.



### **EDM Solutions**

Solus EDMs

Love brands

Advertisers can send

branded Solus EDMs

across all our Homes to

and discounts with

targeted offers, coupons

Advertisers can partner with Are Media's premium homes brands to reach engaged email audiences with Newsletters and Solus EDMs.



#### Newsletters

Advertisers can sponsor MREC ad units or paid article mentions within homes editorial weekly newsletters sent to subscribers



Discover Wallace Cotton with 20%\* off quilt covers for a limited time Made fram sustainable cettined organic cottanbaryour bet radius is step.



Wallace Cottan is a family-owned New Zeoland bed Inwei and honeware business, Ingend by nature, it celebrates beouthy design, great quality and living





After an airfryer? We've found the best ones to shop Airfryers are no fad. They're here for good. Read Now

THE HEART OF THE HOME



#### **Shopping Mention**

Advertisers can link to their merchant store or website with shopping mentions in our monthly custom EDMs







#### Contacts

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