

homes
TO LOVE

Media Kit 2024





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 home enthusiasts 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.



COUNTRYSTYLE

belle

AUSTRALIAN
HOUSE
& GARDEN

INSIDEOUT

are
media

Editorial Content Pillars



HOME TOURS

Great Australian and international homes featuring inspirational design ideas.



RENOVATING

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



DECORATING

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, wellness, eco-friendly products and lifestyle choices.

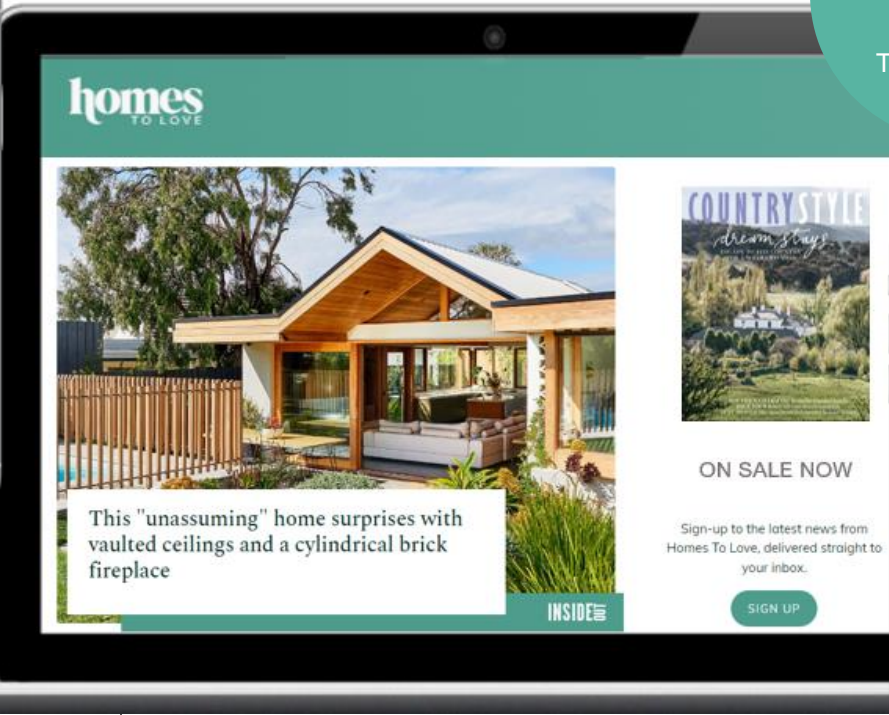
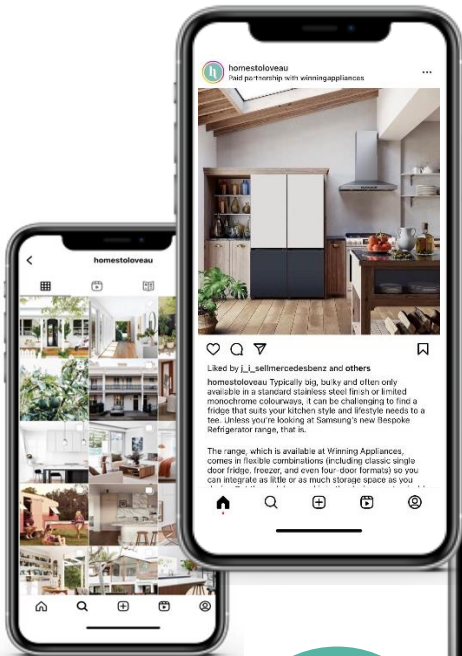


SHOPPING

Buyer's guides to the best home wares, furniture, appliances and sales to shop now.

homes TO LOVE

4.8
MILLION
MONTHLY
NETWORK
TOUCHPOINTS



Homes to Love:
Instagram: 220,052
Facebook: 118,595
Pinterest: 307,981

HOMES TO LOVE
COMBINED
SOCIAL
646K+

Monthly Unique Audience 469,764
Monthly Page Views 844,472

eDM Newsletter
Subscribers:
16,200

Solus eDM
Subscribers:
16,200

Powered by Australia's Most Iconic Homes Brands



Social Following: 343K
Solus eDM: 8.1K



Social Following: 1.888M
Solus eDM: 10.4K



Social Following: 898K
Solus eDM: 14.3K



Social Following: 522K
Solus eDM: 28.2K



COMBINED SOCIAL
4.288+
MILLION MONTHLY FOLLOWERS



COMBINED SOLUS eDM DATABASE
77.2K+





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 it comes 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. Significantly more 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
Average Age

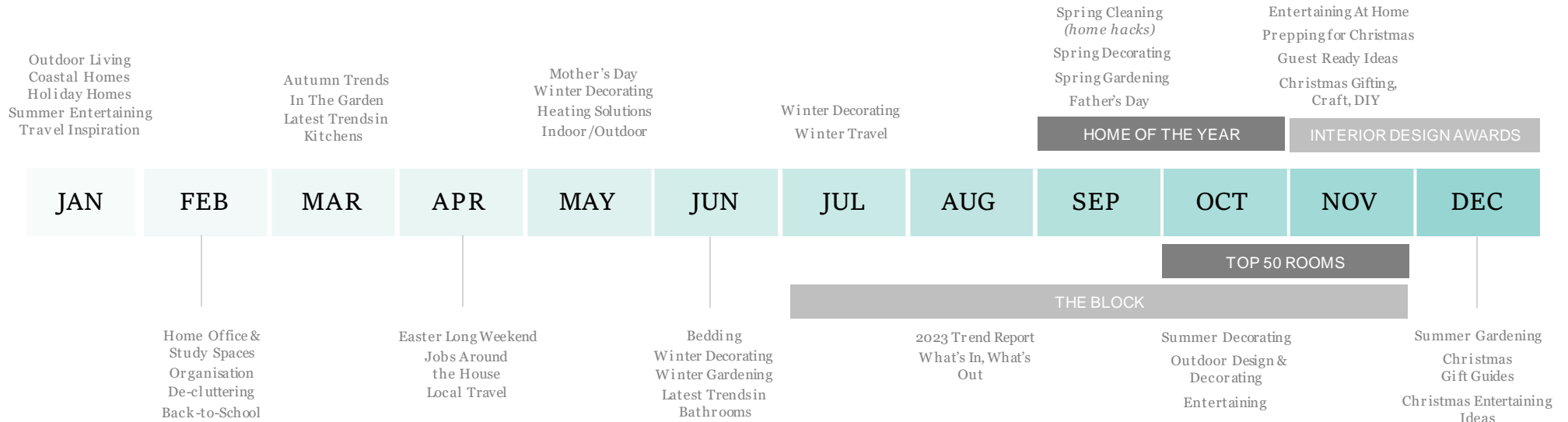
2 in 3
Own their
own homes

Source: Roy Morgan Single
Source, March 2023

are
media

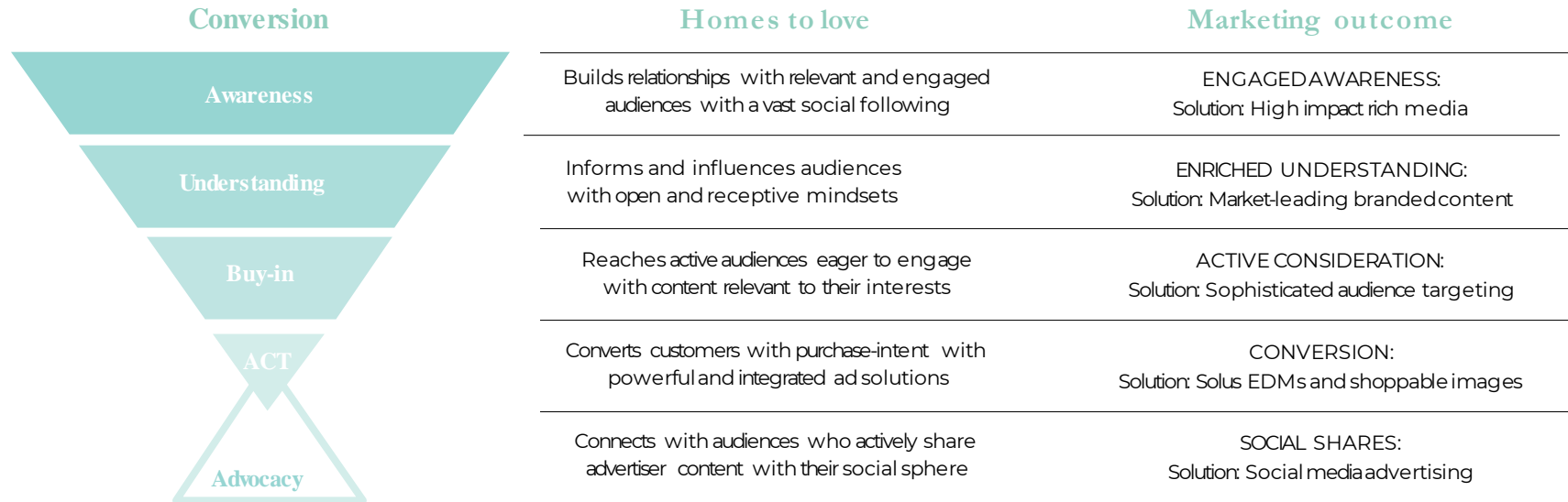
Editorial Calendar themes 2024

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



Solutions

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



Display Solutions

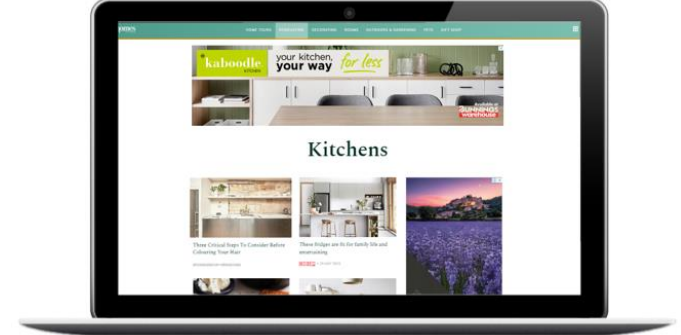
Home page and section sponsorships, roadblocks, ROS display, audience targeting, video/pre-roll, mobile rich media.
Cross platform display across desktop and mobile.



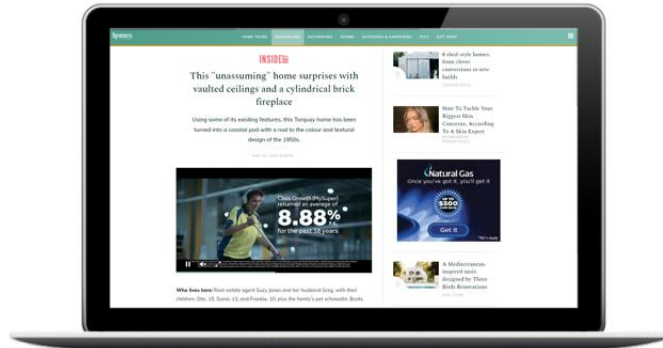
Platinum Display Sponsorship



Premium Display Sponsorship



ROS Display



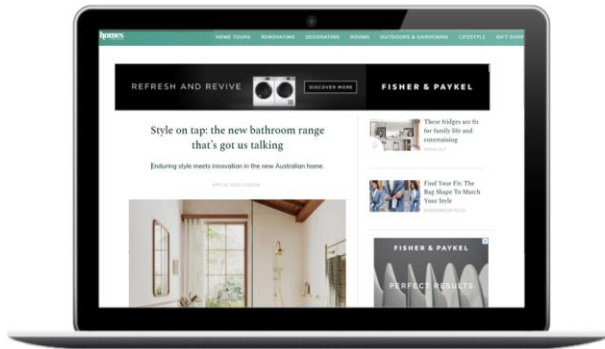
Video Pre-roll



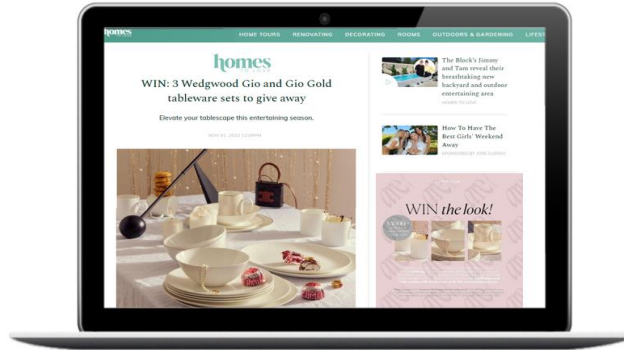
Roadblock

Branded Content

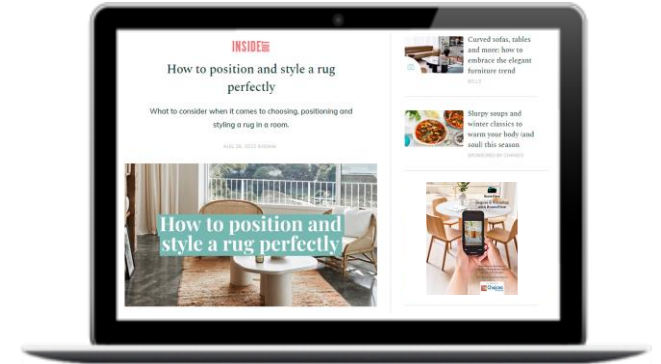
Are Media's content is produced in-house by our commercial content team and is tailored to meet the marketing objectives of our advertising partners. Seamlessly integrated, our digital advertising solutions are informed to drive maximum reach and engagement, by positioning your brand in a highly relevant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



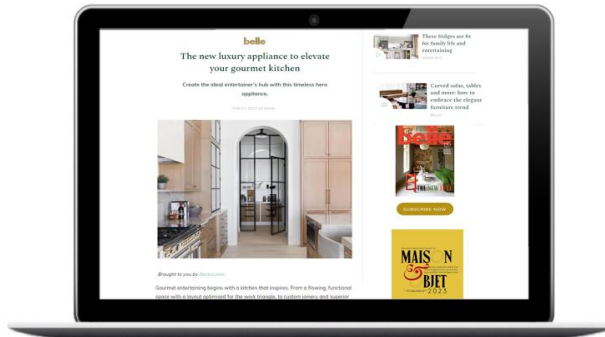
Native Articles



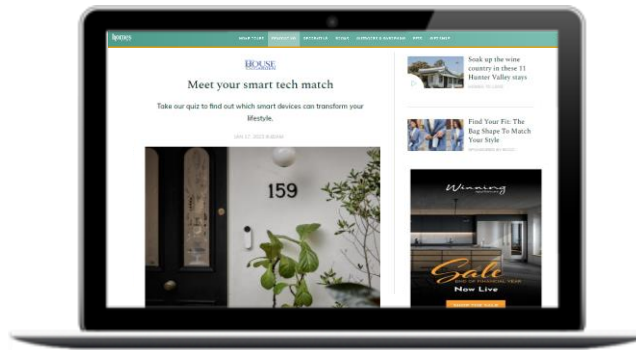
Competitions



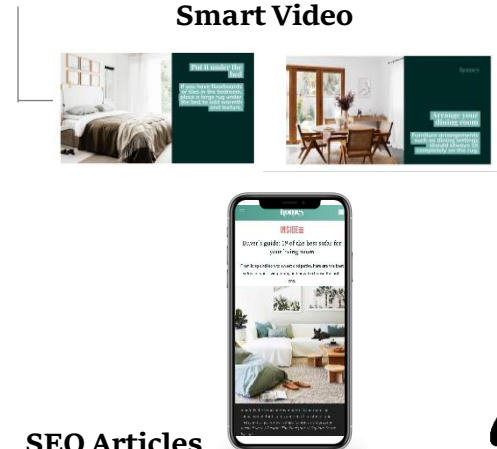
Smart Video



Advertorials



Custom Integrations



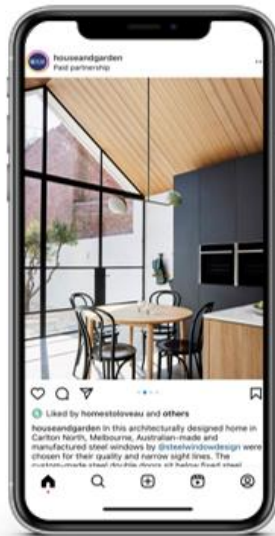
SEO Articles

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



Bonzai Social



Shoppable Post



Facebook Post

Custom Social Media



Instazine
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

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



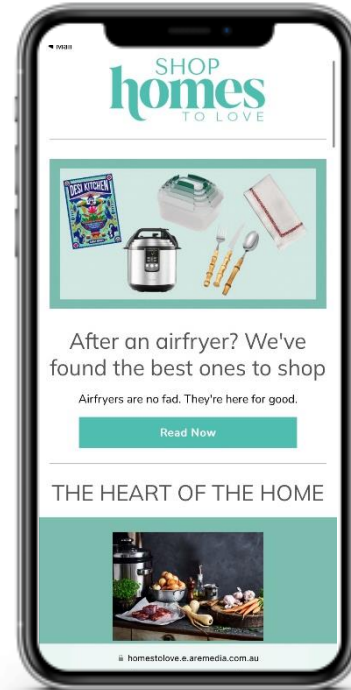
Newsletters

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



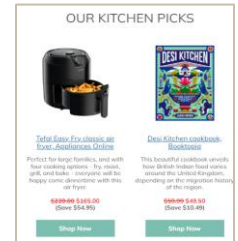
Solus EDMs

Advertisers can send targeted offers, coupons and discounts with branded Solus EDMs across all our Homes to Love brands



Shopping Mention

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





Contacts

NAME	POSITION	EMAIL
Andrew Cook	National Director of Sales	Andrew.Cook@aremedia.com.au
Karen Holmes	NSW, VIC, WA & SA Director of Sales	Karen.Holmes@aremedia.com.au
Blake Wright	NSW Head of Advertising Sales	Blake.Wright@aremedia.com.au
Judy Taylor	QLD Head of Sales	Judy.Taylor@aremedia.com.au
Ben Wiles	VIC Head of Agency Sales	Ben.Wiles@aremedia.com.au
Will Jamison	VIC, SA & WA Head of Direct Sales	Will.Jamison@aremedia.com.au
Rhyl Heavener	Homes Commercial Manager	Rhyl.Heavener@aremedia.com.au
Michelle O'Hanlon	Commercial Brand Manager	Michelle.Ohanlon@aremedia.com.au

