



homes

TO LOVE

Brand Overview 2021

homes TO LOVE

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

Featuring uniquely Australian content paired with stunning original photography, *Homes To Love* offers a window into our country's most inspirational renovation and new build projects, as well as expert decorating, gardening and building advice to help turn any house into a home.

With an active social community, *Homes to Love* connects advertisers with an engaged Australian audience who can't be reached anywhere else.

COUNTRYSTYLE AUSTRALIAN HOUSE & GARDEN home beautiful
belle realiving INSIDE OUT



5.4
million social
connections

509k
unique audience*

3.4
million page
views*

Source: *Nielsen Digital
Content Ratings, Dec 2020.

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Note from the Editor

Homes To Love has been inspiring interior enthusiasts since its launch 2015, with aspirational home tours, expert advice and shopping guides covering every style, budget or stage of the home journey. Powered by a team of expert writers who live and breathe interior design, *Homes To Love* delivers new and exciting content daily – amplified across our vast social network, as well as straight to reader's inboxes. That's why homestolove.com.au is the only address Australians need to know when designing their dream home.

DIGITAL DIRECTOR, AMBER MANTO

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Editorial Pillars



Home Tours

Great Australian and international homes featuring inspirational design ideas.



Renovating

Layouts, top tips and budget breakdowns; from whole house renovations to one-room makeovers.



Decorating

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



Rooms

Inspiration for every room of the home: kitchens, bathroom & laundry, living & dining, bedrooms, and kids' room.



Outdoors & Gardening

Landscape design tips and outdoor room shopping guides, plus seasonal gardening advice.



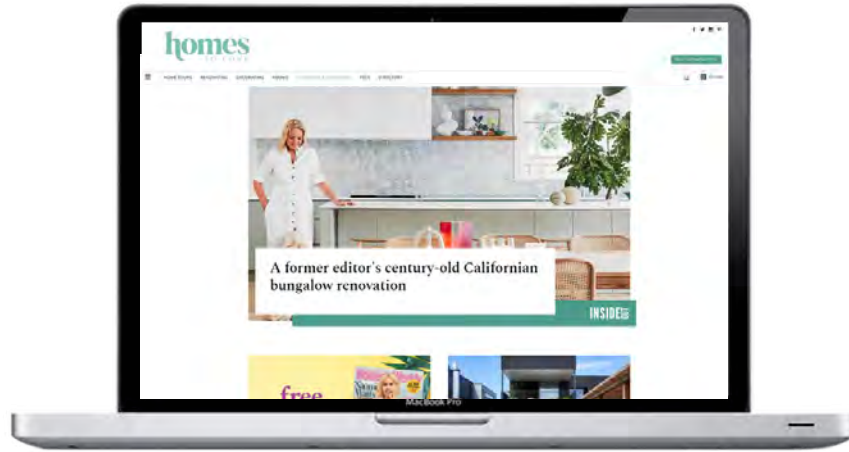
Pets

Expert advice on breeds and care, pet-proofing tips and, pet product shopping guides.



Entertaining

On-trend table settings and decorating inspiration for every celebration.

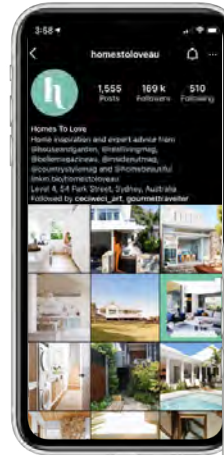


Homestolove.com.au

Unique Audience 452,384

Page Views 5,993,242

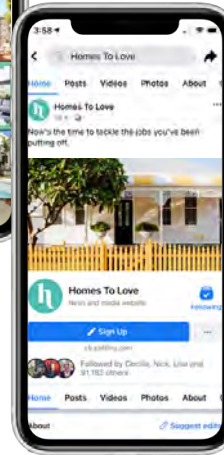
Source: Roy Morgan, April 2021



Instagram 159,702

Facebook 88,164

Social Landscape May 2021



Newsletter Subscribers 16,700

Solus Subscribers 16,800

Subscriber numbers correct as at 27 May 2021

Contributing Brands



Instagram:
276,394
Facebook:
126,947
Newsletter:
20,000
Solus:
34,600



Instagram:
197,732
Facebook:
126,947
Newsletter:
7,200
Solus:
9,000



Instagram:
163,120
Facebook:
634,120
Newsletter:
16,000
Solus:
16,000



Instagram:
446,700
Facebook:
1,081,407
Newsletter:
19,100
Solus:
18,600



Instagram:
437,386
Facebook:
1,228,221
Newsletter:
15,400
Solus:
12,600



Instagram:
305,052
Facebook:
184,848
Newsletter:
14,400
Solus:
18,600

2021 Editorial Calendar | homestolove.com

Outdoor Living Organising / Decluttering Australia Day Entertaining Inspiration		Autumn In The Garden		Mother's Day Winter Decorating		Winter Decorating Heating (Indoor And Outdoor) Winter Gardening		Spring Cleaning (Home Hacks) Spring Decorating Spring Gardening Father's Day		Entertaining at Home Preparing For Christmas Christmas Craft/DIY	
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	Home Office and Study Spaces		Easter Long Weekend: Local Travel Easter: Jobs To Do Around The House		Winter Decorating Heating (Indoor And Outdoor) Winter Gardening		2021 Trend Report (What's In, What's Out) The Block Show Coverage (Runs Aug-End Oct)		Summer Decorating Outdoor Decorating Entertaining		Summer Gardening Christmas Gift Guide/s Christmas Entertaining Ideas

Audience Profile

- With a median age of 46 years, and a strong female profile (81%), this audience is united by their positive outlook, desire to build a secure future for their family and their love of home styling and improvements.
- She's interested in decorating ideas for the home.
- She's an early adopter when it comes to updating her home interiors and intends to renovate or decorate her home in the next 12 months.
- She views home interior products as a means of creative expression for herself and comfort for her family, tech as a means of organising her life and keeping her loved ones secure, home entertainment as a way to reward herself and create family moments.
- She's a confident online shopper - significantly more likely than other women to shop online for homewares, furniture, pet care and books.
- She experiences genuine joy making her house a home, relishes in shopping the category and delights in sharing her ideas and expertise with those around her - acting as a trusted advisor on renovations, decorating and all things homes.

Source: Roy Morgan Single Source, Sep 20.



81%
Female

46
Average age

2 in 3
Own their
own homes

Source: Roy Morgan Single
Source, Sep 20.

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Solutions

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



Display Solutions

Sponsorships, roadblocks, ROS, audience targeting, video/pre-roll, mobile rich media



Sponsorship



ROS



Roadblocks



Mobile Rich

Branded Content

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



Native Articles



Native Videos



Native Gallery



Infographics



Image Sliders



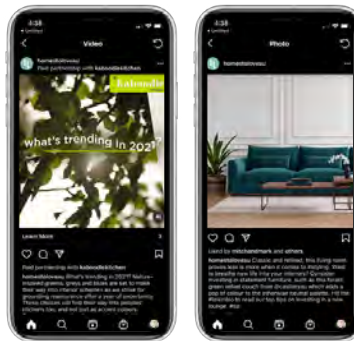
Custom Integrations

Social Media Amplification

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.



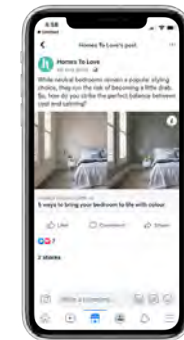
Instazine



Instagram Post



Instagram Story



Facebook Post

EDM Solutions

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



Newsletters

Advertisers can sponsor ad units within newsletters.

- Homes to Love: 16,459 subscribers



Solus EDMs

Advertisers can send targeted offers, coupons, and discounts with brand-lef Solus EDMs.

- Homes to Love: 16,533 subscribers

Contacts

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