



Inspire luxury living with Belle, Australia's authority on highend interior design, architecture, and art—

curating exclusive homes, visionary designers, and timeless elegance for discerning tastemakers and style enthusiasts.

For over 50 years, *Belle* has been Australia's leading voice in luxury interior design, architecture, and art. A benchmark for elegance and innovation, it showcases exclusive homes and top designers.

With a focus on high-end interiors and cutting-edge architecture, *Belle inspires style visionaries and discerning homeowners.* The expert editorial team collaborate with industry leaders to provide a sophisticated perspective on evolving design trends.

Through print, digital, and immersive experiences, *Belle* connects brands with an engaged audience of architects, designers, and affluent consumers seeking the finest in interiors and lifestyle.

Editorial Talent *and Contributors*



TANYA BUCHANAN Editor-In-Chief

"Belle takes readers inside the world's most beautiful and dynamic interiors and presents cutting-edge looks and covetable objects for the home through outstanding photography and original design."







LAUREN CAMILLERI Creative director **SHAYNE BURTON** *Art director*

STEVE CORDONY *Style director-at-large*

Reaching **757,840** total omni-channel touchpoints each month



"Belle is a publication with a global lens and uniquely Australian voice"

Source: *Roy Morgan Single Source Australia, September 2024, **Ipsos Iris, September 2024, ^Dash Hudson Social Following as of September 2024, ~Solus subscribers as at September 2024 Note: total touchpoints is a duplicated number

Supported by a HOMES NETWORK of 13.7 million touchpoints









THE FOREVER HOME

Social: Established Families Space: Established Home Self: Stylish Families



THE CREATIVE HOMEMAKER

Social: Families All Ages Space: Homes Large & Small Self: Enthusiastic D.I.Y.ers



THE HOME CREATOR

Social: Families Space: Suburban Home Self: Forever Decorator

COUNTRYSTYLE

Tresh start

THE DREAM RETREATERS

Social: Established Living Space: Country, Home Self: Lifestyle Seeker



belle

THE URBAN SOPHISTICATE

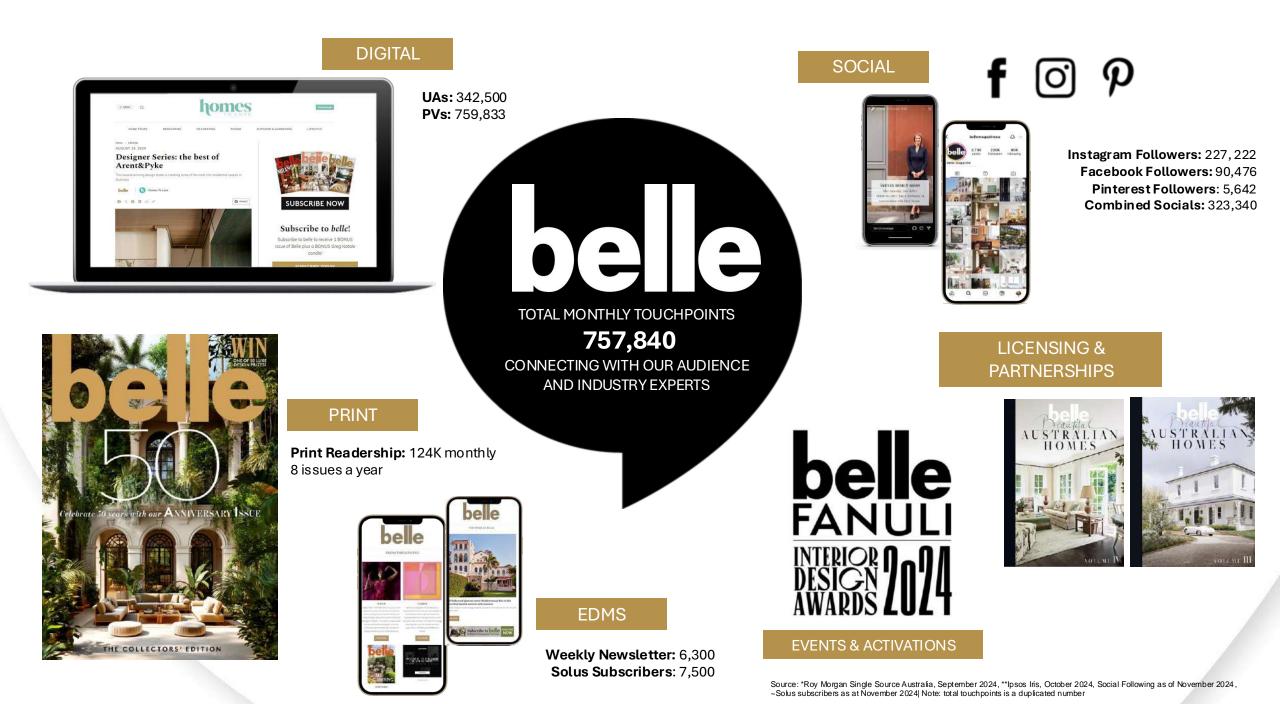
Social: Singles & Couples Space: City, Terrace Self: Global, Designs



homes

THE HOME ENTHUSIAST

Social: Established Living Space: Suburban / Urban Self: Driven by better



Editorial and Content Pillars



ART & ARTISTS



LUXE FINDS & THE CHIC AGENDA



PEOPLE & PROFILES



LUXURY HOMES



DESIGN AROUND THE WORLD



COMMERCIAL & CREATIVE SPACES

advertising opportunities

Driving intention through connection

signature PROPERTIES AND PLATFORMS



INTERIOR DESIGN AWARDS

For 14 years the *Belle* Interior Design Awards have witnessed and celebrated the evolution of spectacular Australian design from our local superstar architects and designers.

Showcasing the very best of residential, commercial and hospitality interior design, the IDA's recognise the very best of the best - the projects that lead the conversation on design both here and on the global stage.

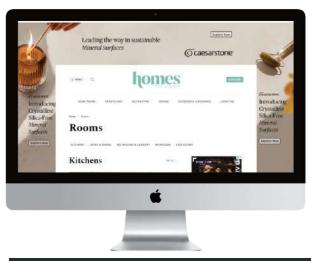


THE MILAN REPORT

Belle's annual Milan Report documents the emerging trends and standout exhibitions at Salone del Mobile Milano – the world's premier interior design event. The annual report shapes the trends that will lead the conversation on Australian design for years to come.

SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.



SOLUS EDM

With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions



SECTION BUY-OUT

Drive awareness and promote authority by sponsoring a section with the option of high impact paper tricks, integrate your brand seamlessly into a sponsored editorial feature or take over a luxe list of covetable items to shop and showcase a range or collection.

CONTENT CREATION | Print

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



ADVERTORIAL

Using your brand assets, our creative team will create an advertorial with the design elements of the magazine, aligning it closely in look and feel to editorial content.

FEATURE INTEGRATION

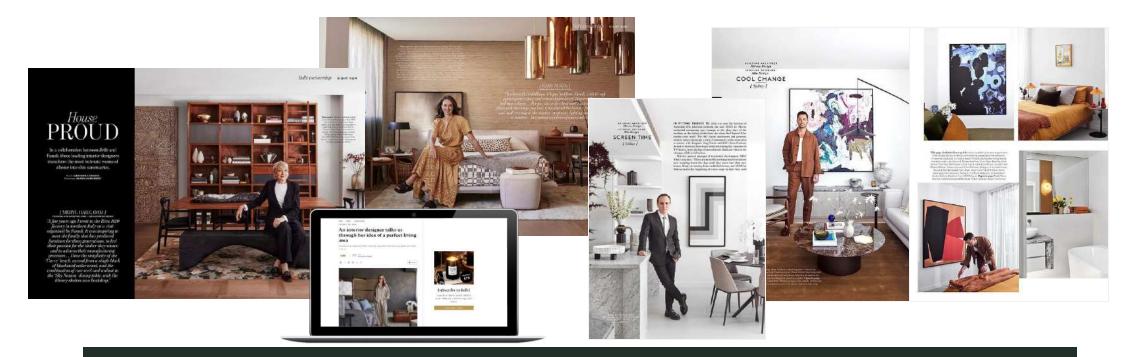
Integrate your product into our existing relevant features (e.g. Art, Luxury Homes, Commercial Spaces, Residential developments, Surfaces, Appliances, Luxury homewares, Automotive, Travel, Beauty and more)

BESPOKE BRANDED SPONSORED CONTENT

Integrate your products seamlessly; beautifully shot and curated by our editorial team with your brand in mind

CONTENT CREATION | Print

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



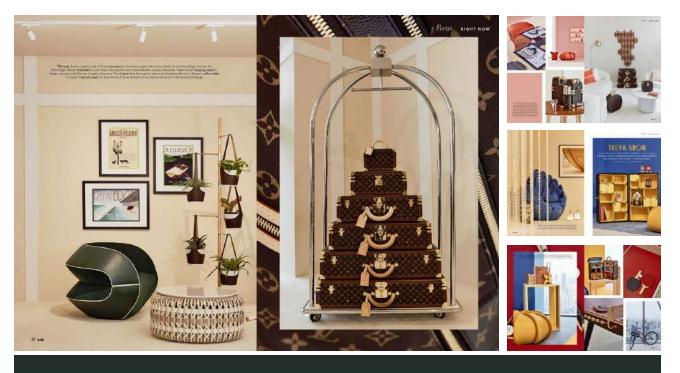
DESIGNER COLLABORATIONS

Showcase your products in partnership with Belle alongside leading Australian designers to create highly engaging contextual content brought to life through the unique design lens of Belle's leading creative editorial team.

Content can be amplified across Belle's digital and social network with the opportunity to extend across owned and earned.

CONTENT CREATION | Print

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



CUSTOM SHOOTS

Spark the interest of Belle's luxury spending audience with impactful creative by integrating your product seamlessly in unique and exciting ways that will grab attention.



BELLE BOUTIQUES

A gorgeous editorial showcase of high-end retail, giving Belle's luxury spending audience first look at the most in-demand products – and where to buy them ahead of anyone else – from the nation's foremost taste-makers.

CONTENT CREATION | Digital

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN





NATIVE ARTICLE

An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

INCLUSIONS

- 5,000 PVs and 1 social post
- 500 words of copy + 2 x Brand mentions
- BTYB Client name at Head and Foot of article.
 - 1 x Internal body copy product mention.
 - No product image guarantees

EXAMPLE

Link

ADVERTORIAL ARTICLE

An article entirely themed around client's desired messaging, written by our content team in the tone of the brand it's housed on. Client has 100% Share of voice (SOV)

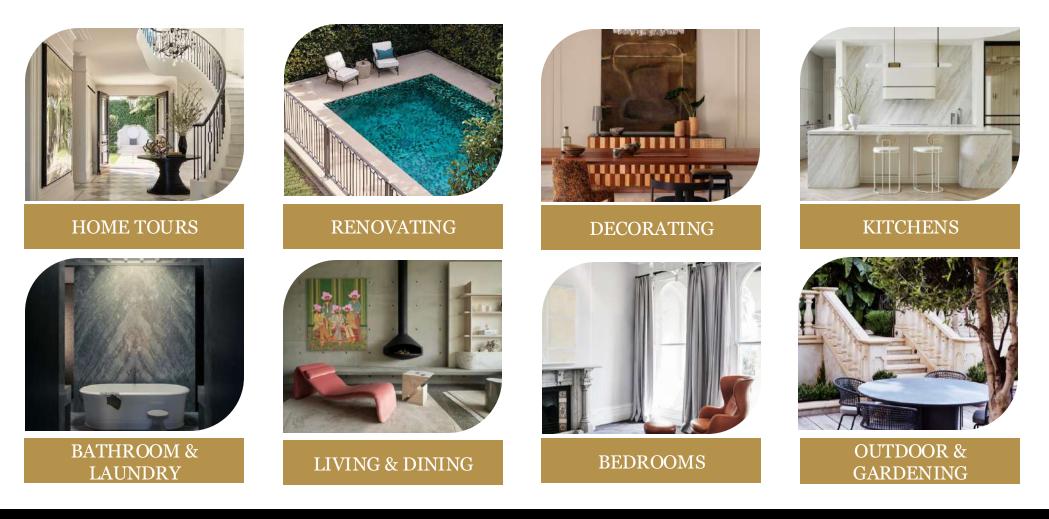
INCLUSIONS

- 2,500 PVs & 1 social post
- 500 words of copy + 5 x brand mentions
- BTYB Client name at Head and Foot of article
- Can include multiple (2) product imagery

EXAMPLE Link

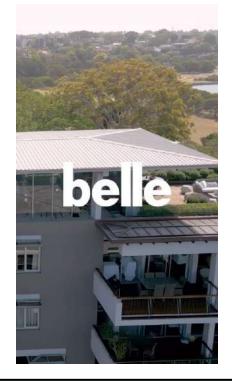
DIGITAL VERTICALS

CENTRED AROUND OUR MOST POPULAR CONTENT CATEGORIES – AVAILABLE FOR SPONSORSHIP AND AUDIENCE TARGETING



IF THE ENVIRONMENT DOESN'T EXIST, WE CAN CREATE IT

VIDEO PACKAGES – off the shelf



HOME TOUR

Belle Home Tours is an editorial content series, where our audience is invited into the homes of Belle each month to meet the homeowners for an insight into their style. ENGAGEMENT



TREND OR TIMELESS

In Conversation with... In this highly engaging editorial video series, *Belle* talks to leading design talent on trending design topics happening now.

<u>LINK</u>



VIDEO PACKAGES – *bespoke*



The Milan Report

Link



Driving in Cars with Designers

SOLUTIONS BASED

Brief us on your campaign objectives and we will produce a unique concept that we know will resonate with our audience and drive engagement for your brand.

Link

SOCIAL OPPORTUNITIES



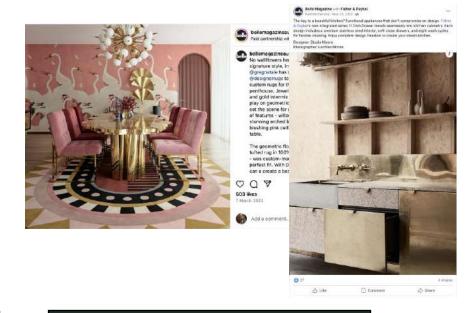
INSTAZINE

A social format that elevates a carousel making it feel more like flipping through pages of a magazine – produced by our creative studio and incorporating branding through title and end cards.



STORY

A simple and effective reach driver, using created or client assets (where relevant) – option to link out to recipe/coupon and able to be boosted to specific audiences with defined reach goals



POST

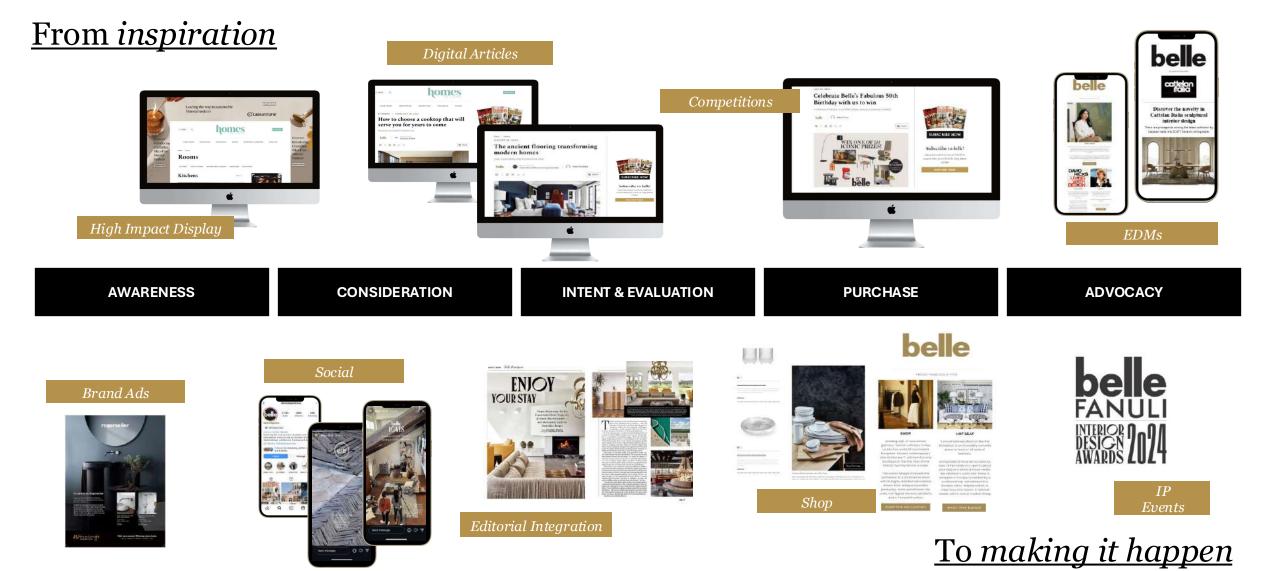
A social post on Facebook or Instagram enables our clients to reach our engaged audience, with the ability to boost to reach further audiences outside of our network with the authority of our brand handle

BIGGER INTEGRATION OPPORTUNITIES



FROM CONNECTION TO INTENTION

ACROSS THE FUNNEL



Editorial Calendar **2025**



Appendix are x belle



OUR AUDIENCE

The *Belle* audience are young, affluent and discerning luxury spenders driven by global design and on the leading edge of art, architecture and design.

CORE AUDIENCE: 22-54 | Average age: 42 years (75% female)

Luxe Successful Sophisticated Homeowners High income households 2.6x more likely to intend to Went to an art gallery or 46% have HHI over buy a new home in the N12M exhibition in the L3M – ix150 150k (ix125) Intend to buy major 25% early adopters of new Average saving and appliances N12M - ix168 hotels-ix183 investments **\$270k 1.8x** more likely to be **early** 2.1x more likely to have been 25% AB (ix 126) adopters of updates to on luxury holidays/stayed at 1 in 2 (49%) are home interiors luxury hotel/resort/luxurious big spenders (ix146) nature experience on last trip 37% intend to **renovate or** Luxury Spenders – ix 150 redecorate home in the Held a **dinner party** an Intending to buy new model N12M and skew more likely average 3 times in the L3M car N12M - ix 123 for major renovations (ix150) ix 162

n

222



Where connection *ignites* intention