

AUSTRALIAN

HOUSE & GARDEN

Media Kit
2026





Showcasing modern Australian homes, Australian House & Garden blends classic and contemporary styles through innovative architecture and inspiring interior design, delivering stylish and informative content.

For over 75 years, Australian House & Garden has been a trusted voice in Australian design, offering insights on architecture, interiors, landscaping, and lifestyle.

As Australia's leading homes magazine, it blends classic elegance with modern innovation. The expert editorial team collaborates with top architects and designers to showcase beautiful homes, renovations, and trends.

Catering to discerning homeowners, it serves as a guide to stylish and personal living spaces. Through print, digital, and social platforms, Australian House & Garden connects brands with an engaged audience valuing quality, craftsmanship, and timeless style.

Editorial Talent *and Contributors*



GAVIN KIRK
Editor-In-Chief



SOPHIE WILSON
Senior Stylist



KATE HASSETT
Digital Editor



AMANDA CORDONY
Food Editor, H&G Entertains



THE NUMBER-ONE HOME-LIFESTYLE TITLE IN THE AUSTRALIAN MARKETPLACE

For more than 75 years House & Garden has been the go-to brand for avid renovators and decorators alike.

The most-read premium Homes magazine ***in the country*** - 718,000 monthly readers – and 11 consecutive readership increases.

Audience of ***early adopters*** – **1.8x** more likely to be early adopters of updating their home interiors.

H&G audience don't follow transient trends – they know their personal style and invest in products designed to last. They are interested in the Australian design aesthetic and supporting Australian talent.

Source: *Roy Morgan Single Source Australia, Sep25 - AP14+, **Ipsos iris Online Audience Measurement Service, November 2024 - October 2025, AP14+ (12 months average), ^Dash Social, Social Following as of November 2025, ~Solus subscribers as of October 2025 (last 90 days average)

Note: total touchpoints is a duplicated number

REACHING 1.6 M AUSTRALIANS EACH MONTH

with 1,600,583 total touchpoints

AVERAGE AGE: 47 | \$140K AVE HHI

IN THE L4W SPENT \$178M ON ELECTRICAL GOODS



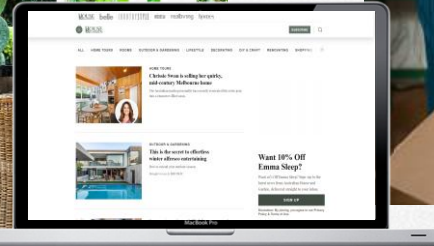
ENTERTAINERS

415,000 have entertained friends / family in the L4W



RENOVATORS

42% intend to renovate or decorate in the N12M



BIG SPENDERS

489,000 are big spenders



UPGRADERS

1.99x more likely to buy new models of appliances

"Their home is their heart and their legacy"

Source: *Roy Morgan Single Source Australia, Sep25 - AP14+, **Ipsos iris Online Audience Measurement Service, November 2024 - October 2025, AP14+ (12 months average), ^Dash Social, Social Following as of November 2025, ~Solus subscribers as of October 2025 (last 90 days average) Note: total touchpoints is a duplicated number
 Source: Roy Morgan Single Source, Australia - Oct24 - Sep25, AP14+, Ipsos iris Online Audience Measurement Service, October 2025, AP14+

Supported by a *HOMES NETWORK*

are
media

13.3M

MONTHLY
CROSS PLATFORM
TOUCHPOINTS

AUSTRALIAN
**HOUSE
& GARDEN**

FOREVER
HOME

Social: Established Families

Space: Established Home

Self: Stylish Families

**Better
Homes
and Gardens**

CREATIVE
HOMEMAKER

Social: Families All Ages

Space: Homes Large & Small

Self: Enthusiastic D.I.Y.ers

**home
beautiful**

HOME
CREATOR

Social: Families

Space: Suburban Home

Self: Forever Decorator

COUNTRYSTYLE

DREAM
RETREATER

Social: Established Living

Space: Country, Home

Self: Lifestyle Seeker

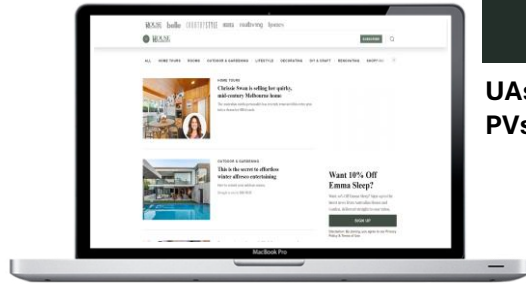
belle

URBAN
SOPHISTICATE

Social: Singles & Couples

Space: City, Terrace

Self: Global, Designs



DIGITAL

UAs: 281,118
PVs: 583,653

SOCIAL



Instagram Followers: 349.6k
Facebook Followers: 267.1k
Pinterest Followers: 17k
Combined Socials: 633.9k



PRINT

Print Readership: 718k monthly
13 issues a year
One shots and custom publications
2 PER YEAR



AUSTRALIAN
HOUSE & GARDEN

CONNECTING TO DOERS AND DREAMERS EVERYWHERE WITH 1.48 MIL TOTAL TOUCHPOINTS

TOTAL MONTHLY TOUCHPOINTS
**Ex-People Inc.*

People Inc.
PEOPLE INC DIGITAL EXTENSION*

VIA People Inc. Partnership



8.807M
MONTHLY UAs

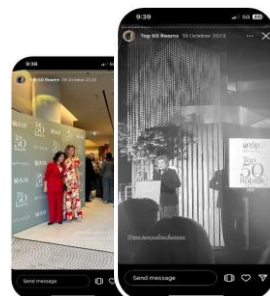
- Better Homes & Gardens
- Southern Living
- the spruce
- REAL SIMPLE
- MY DOMAINE
- MidwestLiving
- DailyPaws
- martha stewart
- new york quilting



EDMS

Newsletter: 27.8k
Solus: 36.7k

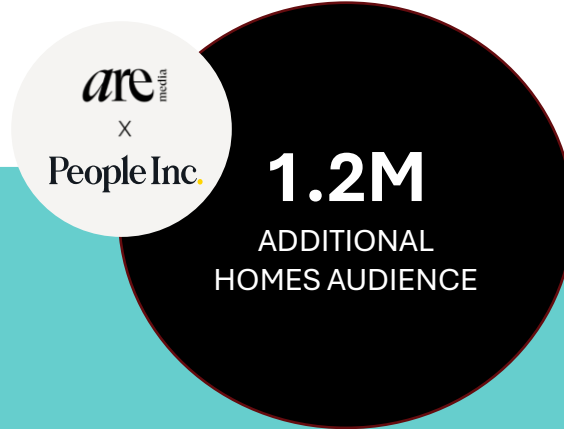
HOUSE & GARDEN
Top 50 Rooms



EVENTS & ACTIVATIONS

Source: *Roy Morgan Single Source Australia, Sep25 - AP14+, **Ipsos iris Online Audience Measurement Service, November 2024 - October 2025, AP14+ (12 months average), *Dash Social, Social Following as of November 2025, ~Solus subscribers as of October 2025 (last 90 days average)Note: total touchpoints is a duplicated number

DRIVING INFLUENCE IN HOMES AT SCALE
Via our People Inc. Partnership



Better Homes
& Gardens

martha
stewart

REAL SIMPLE

the
spruce

MidwestLiving

MYDOMAINE

Southern Living

AMERICAN
PATCHWORK &
quilting

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Editorial and Content *Pillars*



**100% AUSTRALIAN
HOMES**



**GARDENS &
OUTDOOR**



SHOPPING



H&G ENTERTAINS



DECORATING



**AUSTRALIAN
KITCHENS &
BATHROOM TRENDS**

A modern living room with a large window overlooking a dining area and a swimming pool. The room features a dark wood wall on the left, a long dark countertop, and a patterned rug. A teal speech bubble graphic is overlaid on the window.

advertising **OPPORTUNITIES**

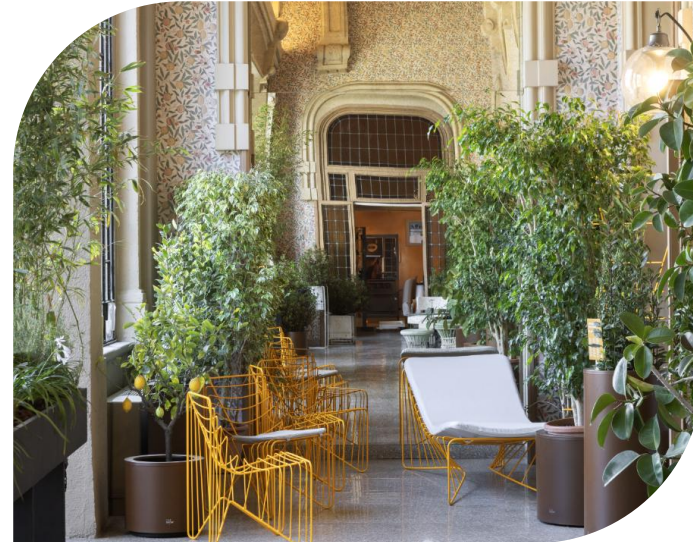
driving intention through connection

signature PROPERTIES AND 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.

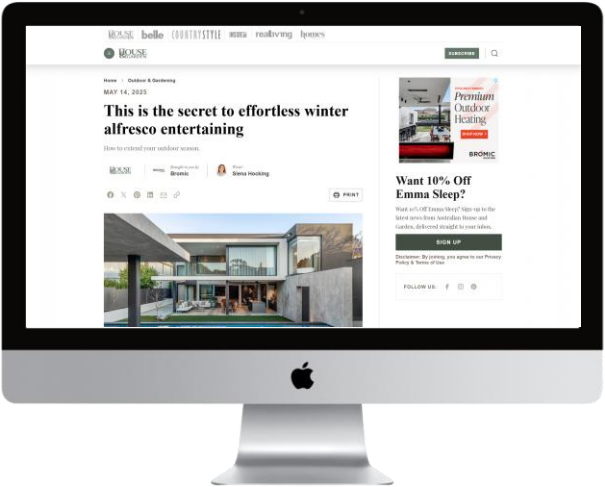


THE MILAN REPORT

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 homeowners and decorators.

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



ONE SHOTS

Available exclusively to one sponsor, supported by a marketing campaign, appearing within Are Media brands print and digital.

CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN

reece

Create a look you'll love.

SHOP IT

Book a free consultation In-store, Online, Phone.

Our expert Bathroom Consultants can help you create your new bathroom, with personal and practical advice, from layout planning to product selection. Book a free consultation at your nearest showroom, online, or over the phone, and make your next bathroom beautiful.

ASK AN EXPERT
MODERN CLASSIC

Discover the latest kitchen trends and learn how to balance of-the-moment design with timeless elegance.

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HOME comforts

Shop these three elegant looks, from earthy and natural to pared-back monochromatic and coastal chic.

HOME comforts

Shop these three elegant looks, from earthy and natural to pared-back monochromatic and coastal chic.

ADVERTORIAL

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

FEATURE INTEGRATION

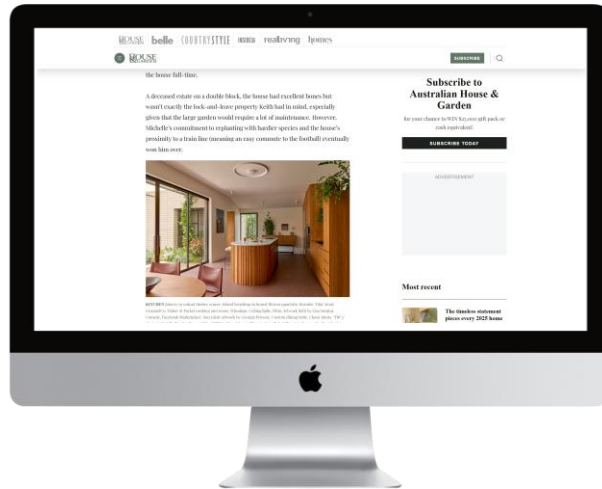
Integrate your product into our existing relevant features (e.g, Kitchens, Bathrooms, Bedrooms, Decorating, Entertaining)

BESPOKE BRANDED SPONSORED CONTENT

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

CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



NATIVE ARTICLE

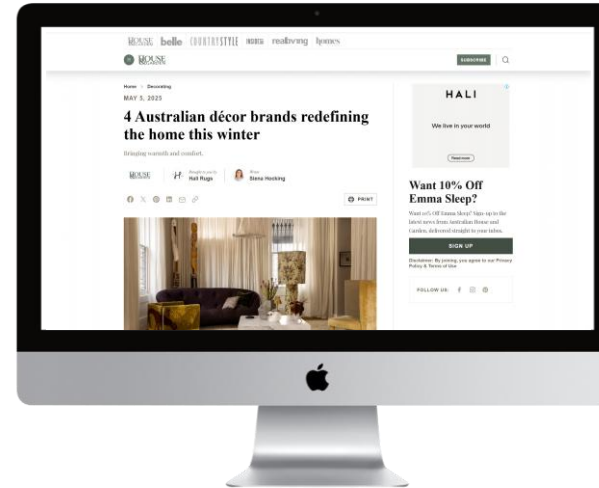
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

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



HOME TOURS



RENOVATING



DECORATING



KITCHENS



BATHROOM &
LAUNDRY



LIVING & DINING



BEDROOMS



OUTDOOR &
GARDENING

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

VIDEO PACKAGES – *off the shelf*



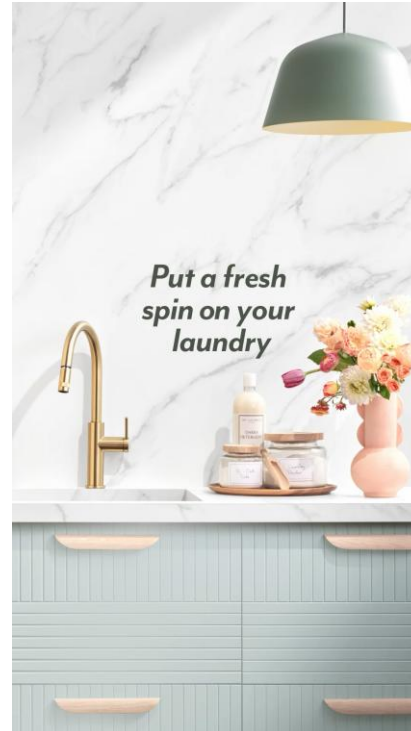
TIER ONE

SMART VIDEO

Tell a simple story (recipes or how to) through an AI generated video of your written article

EASY EXPLAINER

[LINK](#)



TIER TWO

STOP MOTION/SPANNING

Compiling still images to create a simple and effective video asset with your brand at the forefront

QUICK ENGAGEMENT

[LINK](#)



TIER THREE

HANDS OVER PANS

Bring a recipe to life through a top-down view of the cooking process. Ability to hero products and brands

HELPFUL CONTENT

[LINK](#)

VIDEO PACKAGES – *bespoke*



BESPOKE

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.

SOLUTIONS BASED

[Link](#)



BESPOKE

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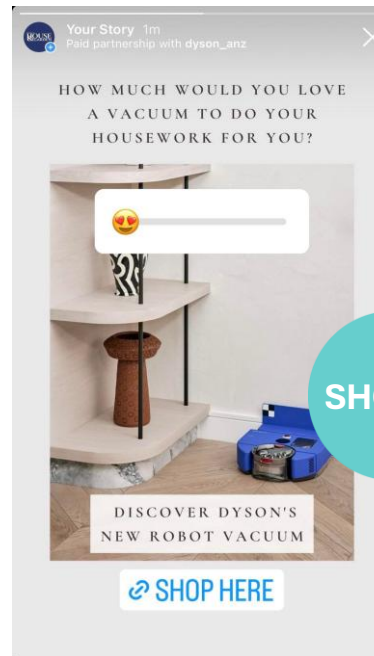
SOCIAL OPPORTUNITIES



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.

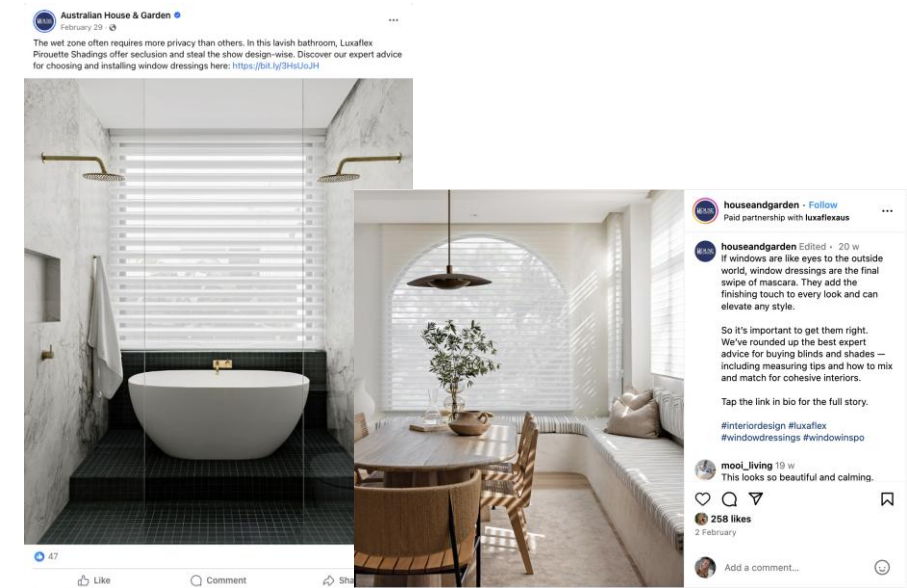
[Link](#)



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

[Link](#)



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

[Link](#)

BIGGER INTEGRATION OPPORTUNITIES

H&G ENTERTAINS

BLACK BOOK

ASK AN EXPERT

STAND PROUD
INTEGRATION

COMPETITIONS

IP

TIP ONS /
SAMPLING
GIFT WITH
PURCHASE

EVENTS (IRL OR
VIRTUAL)

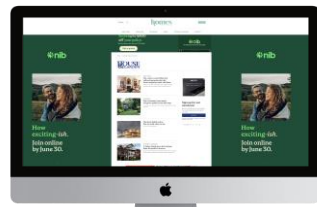
FROM CONNECTION TO INTENTION

ACROSS THE FUNNEL

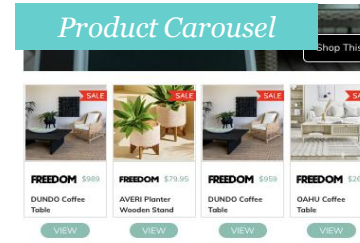
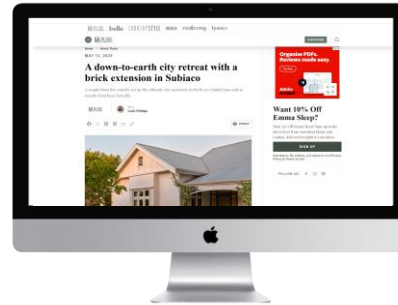
From inspiration



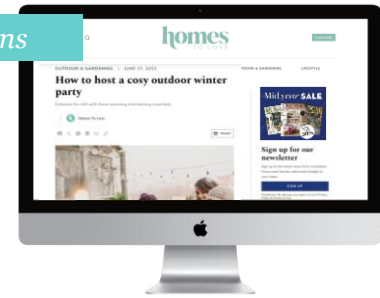
High Impact Display



Native Articles



Competitions



EDMs

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY

Brand Ads



Social



Editorial Integration

Affiliate Links



Shop



TOP
50
ROOMS

IP

To making it happen

are
People Inc.

House & Garden – 2026 Editorial Calendar



The Wellness Issue



The Kitchen Special



Bathrooms & Laundry



The Milan Report



Kitchens & Bathrooms



The Colour Issue



The Entertain Issue

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

SEPT

OCT

NOV

DEC

XMAS

The Bedrooms Issue



The Renovation Issue



The White & Neutrals Issue



The Country Issue



Top 50 Rooms Awards



The Festive Issue



Editorial Calendar 2026

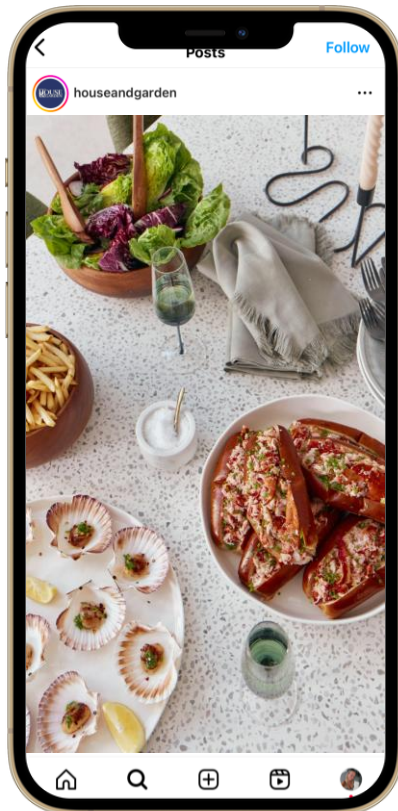


	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PRINT	Wellness Issue	Bedrooms	Kitchens & Storage	Renovate & Refresh	Bathrooms	White Issue	Italian Issue	Country Issue	Kitchens & Bathrooms Special	Top 50 Rooms	Colour Issue	Festive issue
SOCIAL	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little	Content Series: At Home With; Stylescope; Little
DIGITAL	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;	Black Book, Entertaining;
BRAND OPP	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type	Houses; Gardens; The Creative Type
TENTPOLE			Masterclass			The Milan Report Top 50 Rooms: Call for Entry			The Interior Agenda & Top 50 Rooms	Top 50 Rooms Winners showcase	Top 50 Rooms Readers' Choice announcements	Christmas

SOLUTION BASED CAMPAIGNS

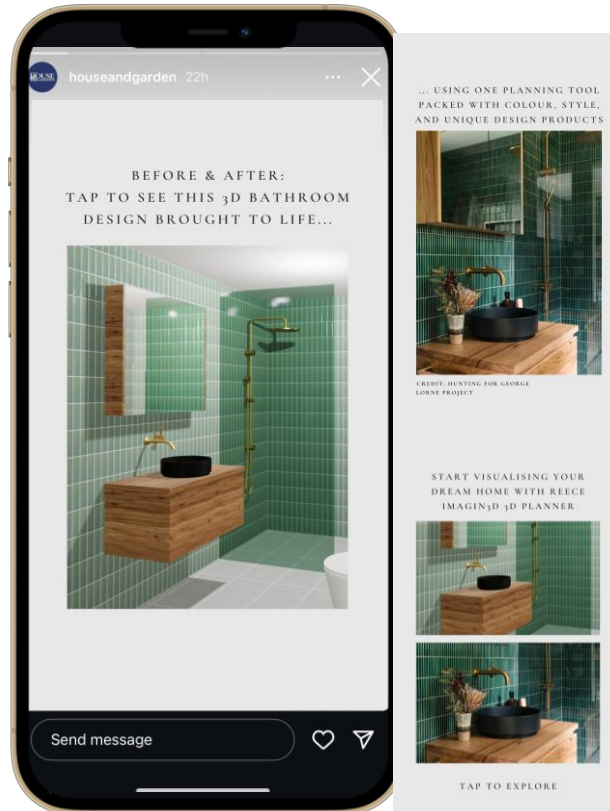
We've loved

FREEDOM



[VIEW HERE](#)

REECE



[VIEW HERE](#)

OPTUS



[VIEW HERE](#)



WHERE CONNECTION *ignites intention*

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