

COUNTRYSTYLE

Media Kit 2024



COUNTRYSTYLE

Celebrates the diversity of Australia. Inspired by a love of the land, connected by stories and influenced by the *country way of life*. It is a trusted source of style and information for Australians who are driven by the dream of an idyllic regional lifestyle and inspired by those who live it.



In the words of our experts

For more than 30 years *Country Style* has been supporting country communities and sharing the stories of those who live in regional Australia. With half our audience living in the city, we bring to life the dream of leaving it all behind and for those already living on the land, *Country Style* serves as a contemporary bush telegraph.

Every month we go inside gorgeous country homes, including historic homesteads, modern family farmhouses, unique beach shacks and new builds to inspire our audience to integrate their own *country way of life* wherever they live.

Country Style is also the champion of regional businesses, restaurants, boutique accommodation, retailers and producers. Our loyal audience believe in supporting Australian made and trust our genuine voice and support for the bush.

We look forward to working with our partners to help connect them across our network to these vast urban and regional communities.

KYLIE IMESON
EDITOR



Editorial Talent



KYLIE IMESON
Editor



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Country Style

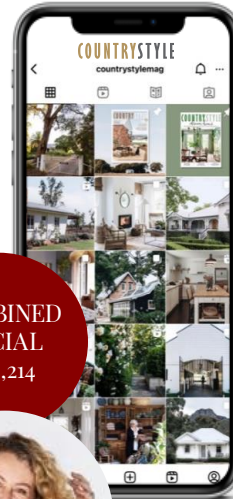


MASTHEAD READERSHIP
190,000 monthly




COUNTRYSTYLE
1.53
MILLION
Monthly Touchpoints



COMBINED
SOCIAL
898,214



SOCIAL FOLLOWING

-  INSTAGRAM
219,910
-  FACEBOOK
662,704
-  PINTEREST
15,600

SOLUS
SUBS
14,300



EDM
SUBS
14,300



CONTENT
COMMERCE
CAPABILITY

HOMES TO
LOVE
469KUA's
844kPV's



CROSS-PLATFORM READERSHIP
621,000 monthly



Source: Roy Morgan Single Source Australia, December 2023, ^Ipsos Iris, January 2024, Social Following as of January 2024, Solus subscribers as at January 2024

Signature properties



A Country Style Guide to Regional Stays

Our new accommodation and travel vertical spanning print, digital and social - highlighting the very best places to visit around the country, from luxurious wilderness lodges, stately sandstone manors, heritage hotels, retro-glam coastal motels and cleverly converted shearing sheds. We're opening our little black book and sharing our favourites.

July – September 2024



Sustainability

Stories and information about issues impacting the environment, eco friendly products and ways to make a difference.

Dedicated issue November 2024



Food & Wine Month

April is our inaugural food and wine issue. With a focus on the growers of world-class produce from around Australia, and the homes of people who love to cook.



Seasonal Fashion Shoots

Elegant country fashion, shot on location by the Country Style editorial team in a beautiful regional setting.

April: Autumn / Winter fashion
September: Spring / Summer fashion

Editorial Pillars



PEOPLE

Celebrating the individuals making a difference in our country regions.



DECORATING

Expert design tips and how to create a modern country look in every home.



HOMES & GARDENS

Gorgeous rural/coastal and coastal houses to inspire those who dream of living in the country.



TRAVEL

Australia's most amazing regional towns and international destinations.



SUSTAINABILITY

Caring for the environment and connection to country.



FASHION AND BEAUTY

Country women showcase their style, plus health and beauty tips.



FOOD

Celebrating home cooks and country chefs. Every issue features recipes and produce.



SHOPPING

A champion of rural businesses and where to buy beautiful products in the bush.

Dream *Retreaters*

DRIVEN BY THE DREAM OF LIVING A BEAUTIFUL REGIONAL LIFESTYLE

CORE AUDIENCE: 45-65 years | AVERAGE AGE: 54 years

54% live in capital cities and 46% live in regional country areas

Free to Spend

80% are home-owners –
45% own their home outright**

1.5x more likely to have property investments or holiday home

Spending combined
\$75M on home & garden products last 4 weeks

Support Local

89% say helping others is important to them

78% prefer to buy Australian made products

1.9x more likely to be a small business owner

Style Seekers

73% value quality over price

90% took action after reading Country Style magazine

1.6x more likely intend to redecorate home in next 12M

Indulge In Experiences

84% love to take holidays in Australia

73% like to experience local culture when holiday

85% enjoy food from all over the world



Editorial Calendar 2024

People. Decorating. Home & Gardens. Travel. Sustainability. Fashion & Beauty. Food. Shopping



JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	XMAS	DEC
Australia Coast to Coast	The Year Ahead	The Art Issue	Food & Wine	Mother's Day	Winter Lifestyle	Moving to the Country	Tasmania Special	Hit the Road	Colour in the Country	Sustainability	Christmas	Celebrate
Summer Escapes Boarding Schools	Home Office Storage Farmers under 30 Cruising special	Artist Profiles Roadtrip - Gallery Trail Bathrooms	Growers & Produce Decorating Kitchens	Baking, Hearty Recipes Cosy Country Homes Bedroom Decorating	Winter Fashion Shoot	My Town Wool Story Regional Schools	Country Style's Guide to Regional Travel tentpole	Homes Local produce, products, people, travel	Regional Top Stays Winners Roadtrip Style Diary	Paint Colours Decorating Shopping	Homes Women on the Land Eco products Spring Fashion Shoot	Annual Gift Guide Regional Shopping Decorating & Entertaining



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