

INSIDE

Media Kit 2024



INSIDE

The youngest audience, and the highest household income, within the Are Media Homes portfolio

Inside Out's audience is affluent millennials, inspired by sustainability, conscious consumption, the ideal of 'Barefoot Luxury' and contemporary Australian design.

We are next-gen Australian homes. Our focus is on how we live now and how we will choose to live in the future.

We champion spaces, people and products that are big on clever design, with locally made and sustainable materials and a uniquely 'Australia luxe' aesthetic.



In the words of **our experts**

Inside Out's approach to the exteriors and interiors of Australian homes is different to every other magazine in the market.

Our mindset is deliberately modern, delivering innovation in the smart home space, inspiration in new design and space solutions and always a considered approach to a lifestyle of Barefoot Luxury built around Conscious Sustainability and luxurious craftsmanship.

Our strong industry relationships with Australia's most exciting architects, makers and interiors specialists means we are embedded with the zeitgeist of making incredible homes across the nation.

We are passionate about making life at home better.

ELIZA O'HARE
EDITOR-IN-CHIEF



Editorial Talent



ELIZA O'HARE

Editor



KATE HASSETT

Deputy Editor



MIA DAMINATO

Creative Director



KATE LINCOLN

Senior Stylist

Multiple Touchpoints



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

Signature properties



HOME OF THE YEAR

An annual accolade awarded to one Australian architect who has designed a completed project that embodies the idea of 'home' for contemporary Australian living.



AUSTRALIAN DESIGN SURVEY

Inside Out's annual survey of Australia's leading edge architects and designers. We uncover the industry's thoughts on the people, materials, technology and trends that will shape Australian homes and for the years to come.



HOT PIECE

Hot Piece is our monthly page showcasing a must-have item of furniture. We tell the audience why it's special, its context within leading furniture design – and tell the audience where to buy it.

Editorial Pillars



CONTEMPORARY HOMES



INNOVATORS & CHANGE-MAKERS



MATERIALS & MOODBOARDS



SHOPPING



EXPERT RENOVATING ADVICE



LIFESTYLE & ENTERTAINING

Our Audience

CORE AUDIENCE: **AB Women (62%) 35-49 years**

Affluent & Urban

AB Quintile **30%** (ix152)
Average income is **\$147K** – highest of the Are Media homes brand portfolio and 18k higher than the population average

1.5x more likely to be a **Big Spender** – and -

1.9x more likely to be a **Luxury Spender**

78% City Dwellers – ix 119

42% Managers & Professionals – ix 141

1.2x more likely to own an investment property or holiday home.

Home Obsessed

74% own their home outright or are paying it off.

2.2x more likely to buy house in the N12M

2.5x more likely to buy an apartment in the N12M

1.9x more likely to be Early Adopters of new renovating products

2 x more likely to be Early Adopters of new interior design products.

Spent \$48M on home & garden products in the L4W furniture in the L3M

Living Better

75% agree they are trying to make their homes more environmentally friendly than before.

Entertain at home an average of 2 x a month and are 1.43x more likely to hold regular dinner parties

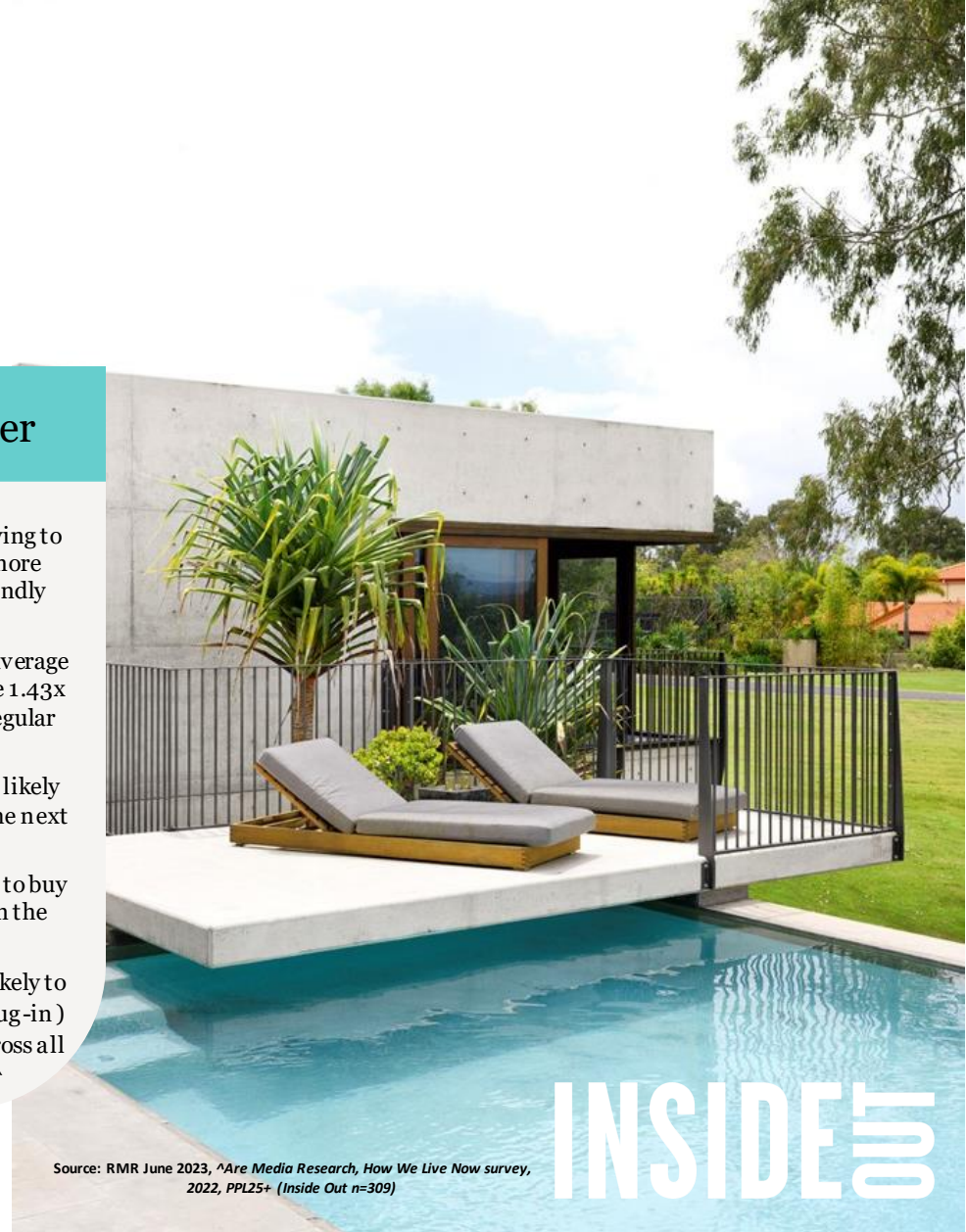
They are **1.44X** more likely to travel overseas in the next **12M**

They **1.7X** more likely to buy a new model of car in the next **12M and**

They are **1.3X** more likely to buy a fully electric (plug-in) vehicle – the most across all homes brands. ^

Source: RMR June 2023, ^Are Media Research, How We Live Now survey, 2022, PPL25+ (Inside Out n=309)

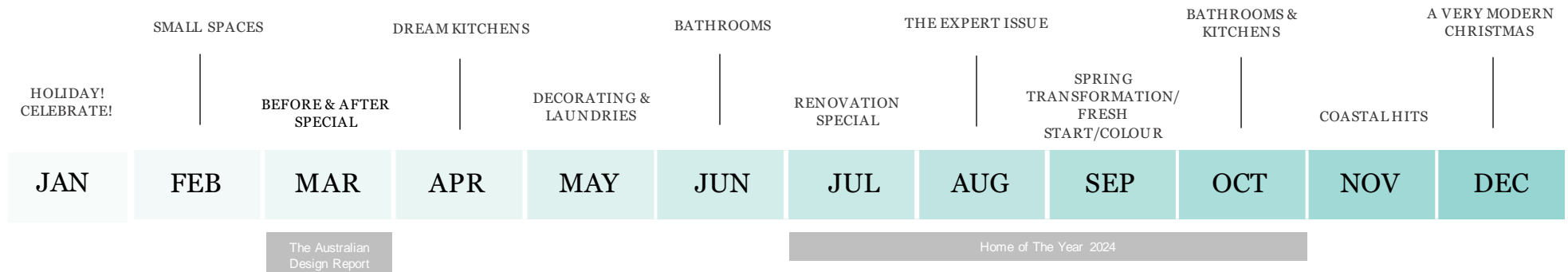
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Editorial Calendar 2024

Sustainability, Design, Renovate, Innovation & Tech, Lifestyle, Entertaining

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