

COUNTRYSTYLE



Media Kit
2026

COUNTRYSTYLE



Celebrating the beauty, creativity, and community of regional life in Australia and ***creating an escape from the everyday.***

Country Style is Australia's leading brand for those who dream of living a beautiful ***country way of life***, whether they call the country or the city home.

Through authentic storytelling and its trademark photography, *Country Style* showcases the beauty of regional homes and gardens, luxury regional travel, destination dining, recipes, and fashion.

Editorial Talent *and Contributors*



TANYA BUCHANAN
Editor-In-Chief

“Country Style is a champion of regional business, restaurants, boutique accommodation, retailers, and products. Our loyal audience believe in supporting Australian made and trust our genuine voice and support for the bush.”



KYLIE IMESON
Editor



HANNAH JAMES
Deputy Editor



MIA DAMINATO
Creative Director

Reaching an audience driven by the dream of living a beautiful **regional lifestyle**

Our audience of **DREAM RETREATERS**

AVERAGE AGE: 53 | AVERAGE HHI: \$144K



FREE TO SPEND

The highest proportion of homeowners **74%** when compared to other ARE Media homes titles. With average savings/investments of **241k** (24% higher than average!)



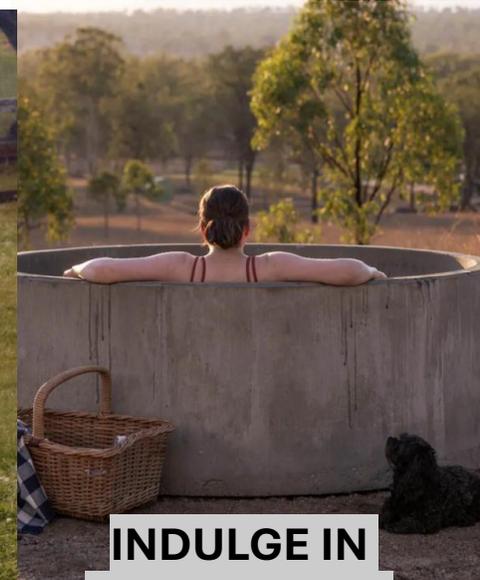
SUPPORT LOCAL

69% prefer Australian-made products; **1.2x** more likely than the average Australian to be a small business owner



STYLE SEEKERS

1.3x more likely than the average Australian to intend to redecorate or refurbish their home in the next 12 months
72% value quality over price



INDULGE IN EXPERIENCES

83% love to take holidays in Australia and **47%** are big spenders with discretionary income 1.4x more likely

Supported by a HOMES NETWORK

are
media

13.4M
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



BOOKS

SOCIAL



Followers:
Instagram: 236,815
Facebook: 645,144
Pinterest: 16,536
Combined Socials: 898,495

COUNTRYSTYLE
A WAY OF LIFE DELIVERED
OVER *1.416 million*
MONTHLY TOTAL TOUCHPOINTS
**Ex- People Inc.*

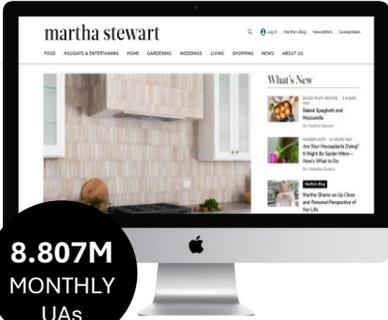
PRINT

Print Readership:
288K monthly
13 issues a year

One shots
Custom publications
Books



PEOPLE INC. DIGITAL EXTENSION*
VIA People Inc. Partnership



8.807M
MONTHLY
UAs

DailyPaws
martha stewart
FOOD&WINE
the spruce
MidwestLiving
MYDOMAINE
TRAVEL+LEISURE
Southern Living



CUSTOM PUBLICATIONS
CALENDAR | DIARY

EDMS

Newsletter: 15.1K
Solus: 13.4K

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 LIFESTYLE AT SCALE
Via our People Inc. Partnership

are^{media}
×
People Inc.

Daily Paws

martha
stewart

FOOD & WINE

the
spruce

MidwestLiving

MYDOMAINE

Southern Living

TRAVEL+
LEISURE

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Editorial and Content *Pillars*



PEOPLE

Celebrating the individuals making a difference in our regions.



DECORATING

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



HOMES and GARDENS

Gorgeous rural 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

Championing rural businesses and detailing where to buy beautiful products in the bush.

advertising **OPPORTUNITIES** *driving intention through connection*



100
LW2218
24
LOWE
BLK8
AUSTRALIAN
CERTIFIED
ORGANIC

100
LW2217
24
LOWE
BLK
AUSTRALIAN
CERTIFIED
ORGANIC

LW1918
MT
FRANCOIS
TONNELLE
STROMAIN
FRANCE

signature PROPERTIES AND PLATFORMS



REGIONAL TRAVEL

The very best places to visit and stay around the country, including tips and advice on how to create your own beautiful holiday home

September 2026



COLOUR IN THE COUNTRY

The bold, bright and beautiful ways Australian country homeowners decorate and use colour inside and out.

November 2026



TASMANIA SPECIAL

A dedicated special issue, with cross platform content covering travel, food & wine, homes & gardens, delicious recipes made from local produce and inspirational people stories.

August 2026



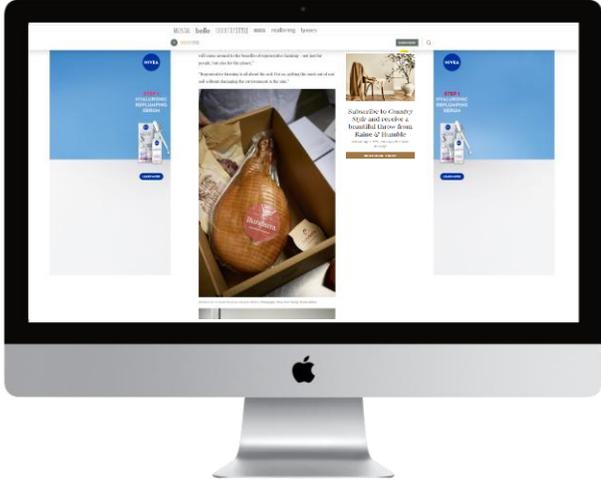
FOOD & WINE MONTH

Step inside our 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.

April 2026

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

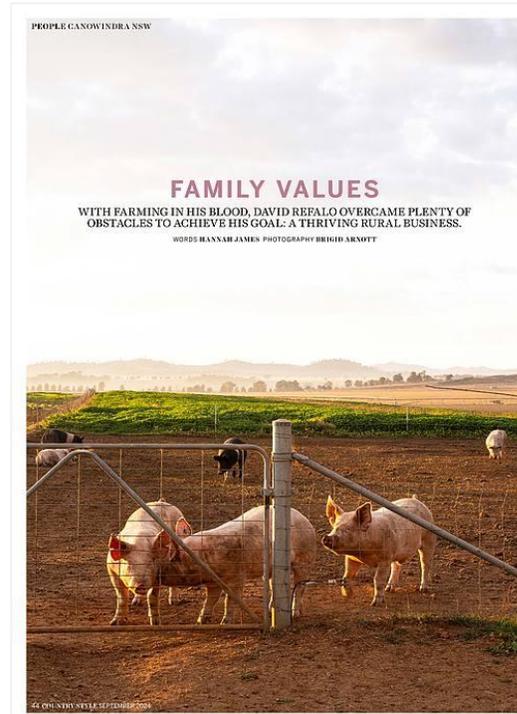
Available exclusively to one sponsor, or category exclusivity, supported by a marketing campaign, appearing within Are Media brands print and digital.

CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT



COVER INTEGRATION

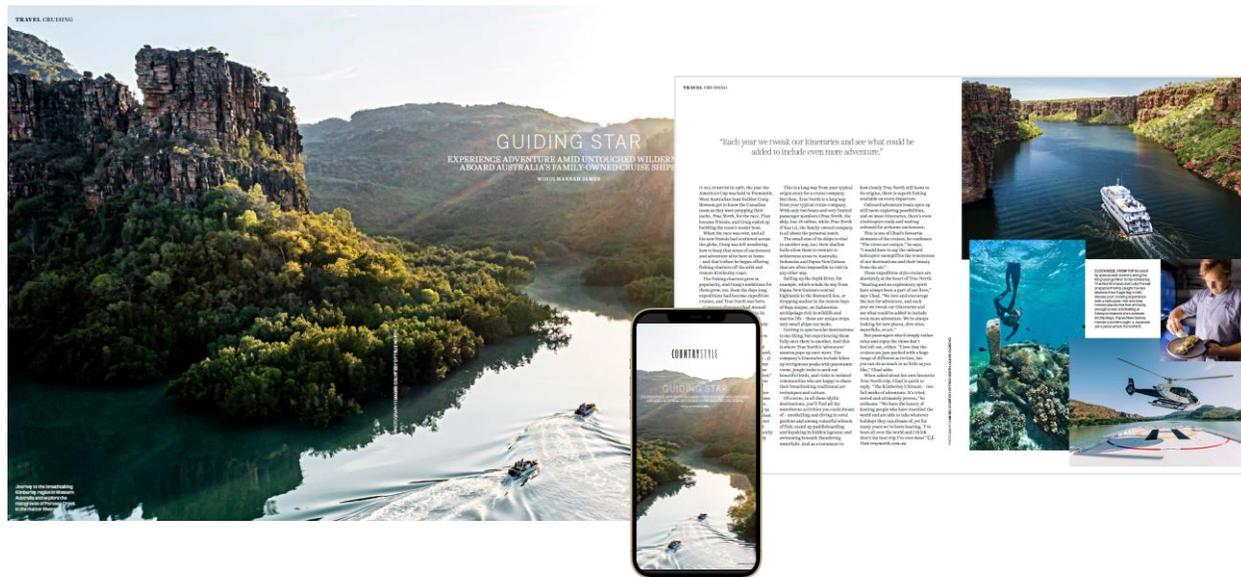


PEOPLE STORIES

Inspirational stories of people living and working in regional Australian communities. Authentic storytelling that captures real-life challenges and the many ways successful businesses are thriving in the bush.

CONTENT CREATION

CREATE ENVIRONMENTS AND CUSTOM CONTENT



TRAVEL STORIES



JOURNEY: REGIONAL TRAVEL

Engage with *Country Style*'s audience who are free to spend, with content focusing on travel destinations local and overseas or regions and towns in Australia. Features go into detail about what makes each destination a must to visit, and cover what to do, where to stay, where to eat and unique attractions.

CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT



VISUAL STORY

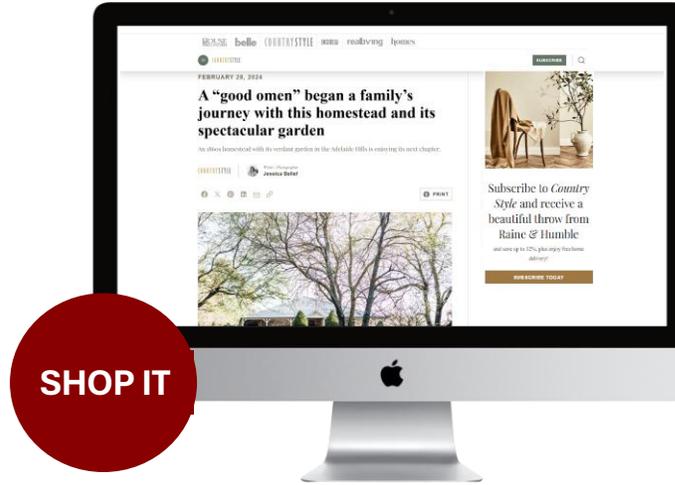
An innovative content solution to deliver immersive storytelling for your brand. Bespoke through our Creative Studio, it features a combination of imagery and video to allow our audience to truly engage with your brand.

INCLUSIONS

- 10,000 PVs and 2 social posts
- 9 x Brand mentions seamlessly throughout
- BTYB Client name at the Head and Foot of Visual Story
- Opportunity for multiple content sections within

EXAMPLE

[Link](#)



NATIVE ARTICLE

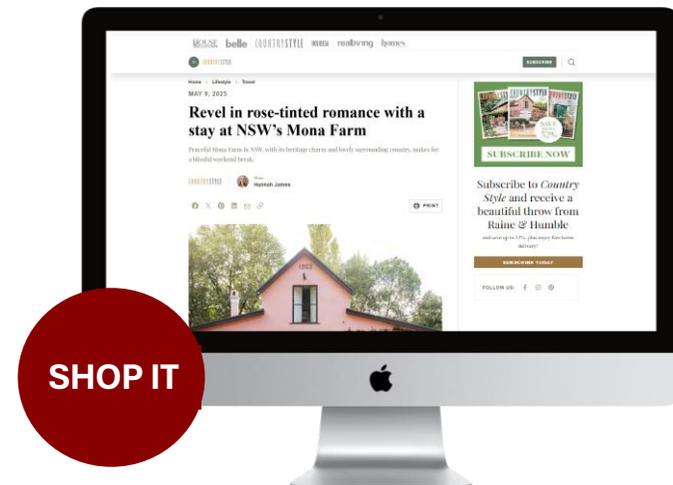
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

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 images

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

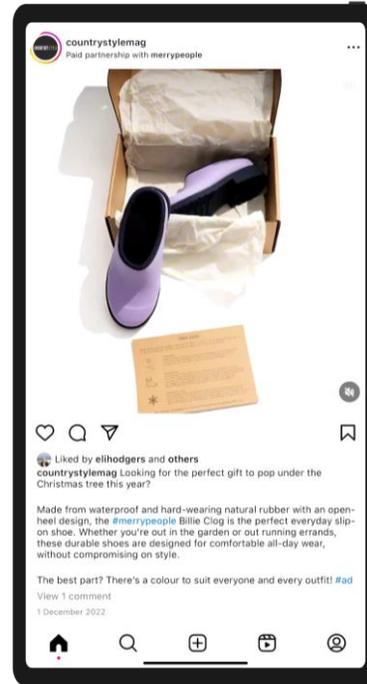


TIER ONE

SMART VIDEO

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

EASY EXPLAINER



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

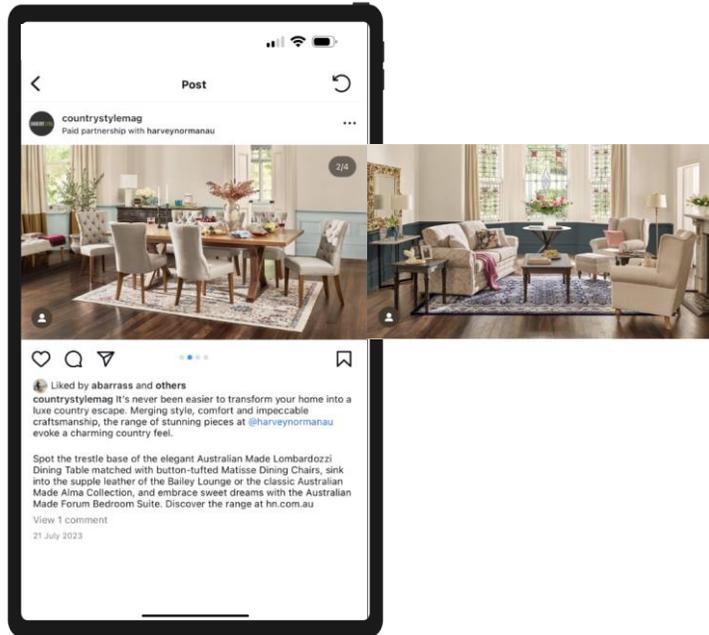
INSTAGRAM REELS

Compiling a mix of your brand's still and video assets to build an impactful and engaging social piece

INSPIRING STORYTELLING

[LINK](#)

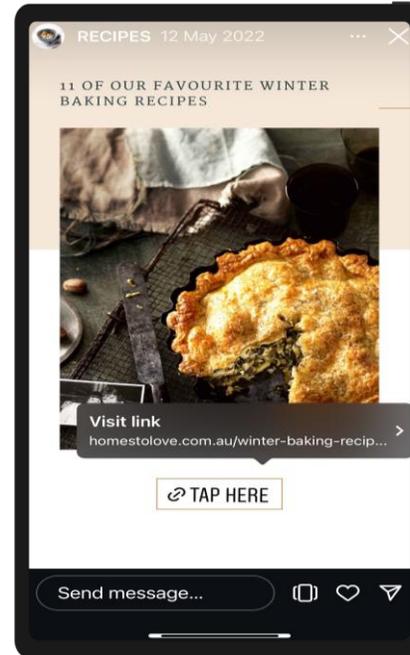
SOCIAL OPPORTUNITIES



CAROUSEL

A sponsored social format that uses a range of still assets to showcase your brand across multiple frames – with a supporting caption that builds upon the brand story and campaign comms

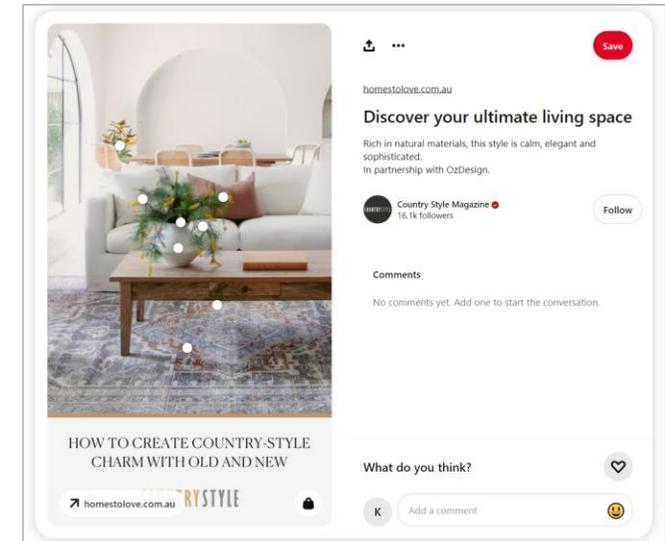
[Link](#)



STORY

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

[Link](#)



POST

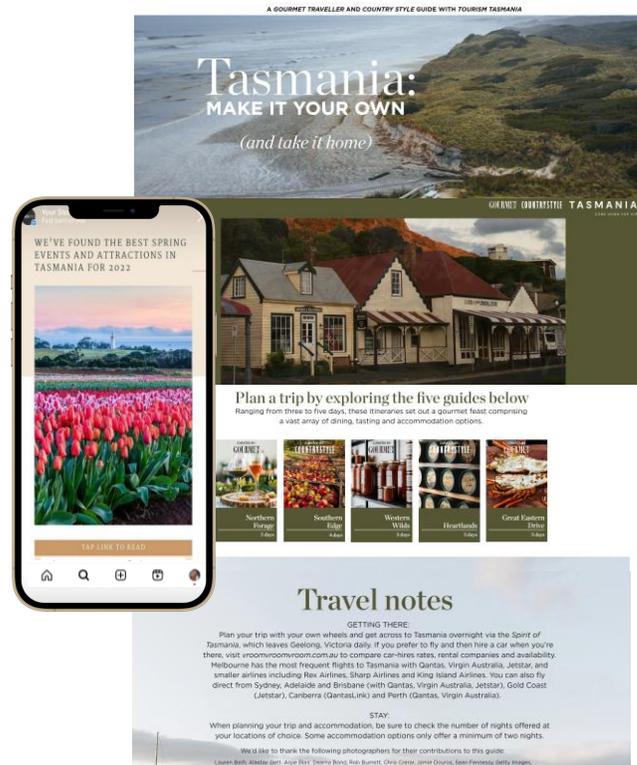
A social post on Pinterest, Facebook or Instagram enables clients to reach our engaged audience, with the ability to boost to reach further audiences outside our network with the authority of our brand handle

[Link](#)

SOLUTION-BASED CAMPAIGNS

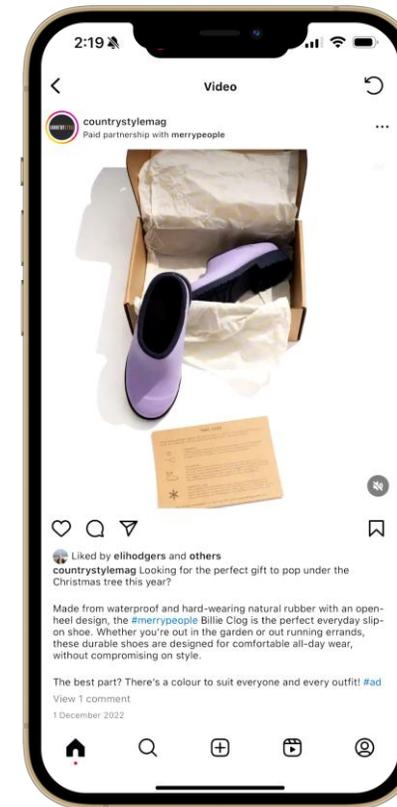
we've loved

TOURISM TASMANIA



[VIEW HERE](#)

MERRY PEOPLE



[VIEW HERE](#)

BIGGER INTEGRATION OPPORTUNITIES

HOME TOURS

TRAVEL
FEATURES
STAYS

SCHOOLS
EDUCATION

RECIPES
ENTERTAINING

IP
LICENSING &
PARTNERSHIPS

TIP ONS /
SAMPLING
GIFT WITH
PURCHASE

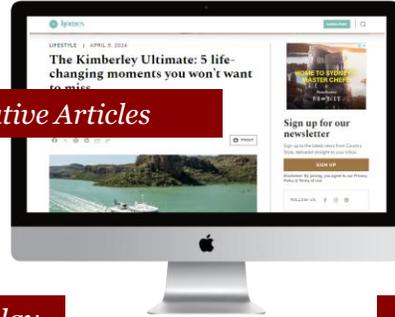
STAND PROUD
INTEGRATION
COMPETITIONS

COUNTRY CLUB
VIP EVENTS /
EXPERIENCES

FROM CONNECTION TO INTENTION

BUILDING A WAY OF LIFE FOR DREAM RETREATERS ACROSS THE FUNNEL

From inspiration



Native Articles

High Impact Display



Competitions



EDMs



Product Carousel

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY

Brand Ads



Social

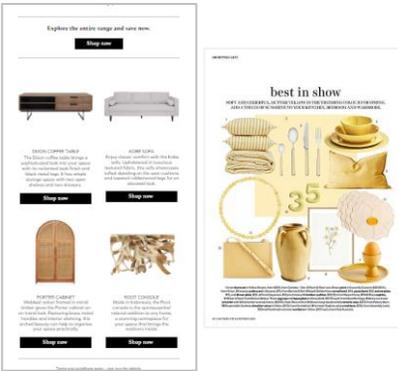


Affiliate Links



Editorial Integration

Shop



IP



To making it happen

Editorial Calendar 2026

COUNTRYSTYLE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	XMAS		DEC	NEW
PRINT	Coastal	New Year	Art Issue	Food & Wine	Australian Made, plus country weddings	Moving to the Country	Modern Country	Tasmania	Spring, plus country weddings	Regional Travel	Colour	Christmas Special Issue		Celebrate	On the Road with editor Kylie Imeson
SOCIAL					Country Weddings				Country Weddings						Local's Guide: insider tips on regions and towns
DIGITAL															Car sponsorship
BRAND OPP	Decorating feature: outdoor living	Next Generation: under 30s on the land Decorating feature: home storage	Decorating feature: kitchen flat-lay (tiles, tapware, benchtops etc)	Decorating feature: Kitchens (as a room)	Decorating feature: bedrooms	Decorating feature: rugs (plus, throws, cushions)	Decorating feature: laundries	Decorating feature: bathrooms	Decorating feature: living rooms (sofas)	Decorating feature: outdoor rooms	Decorating feature: using colour at home	Decorating feature: gift guide		Decorating feature: table settings	Cover activations
TENTPOLE															Advent Calendar



WHERE CONNECTION *ignites intention*

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