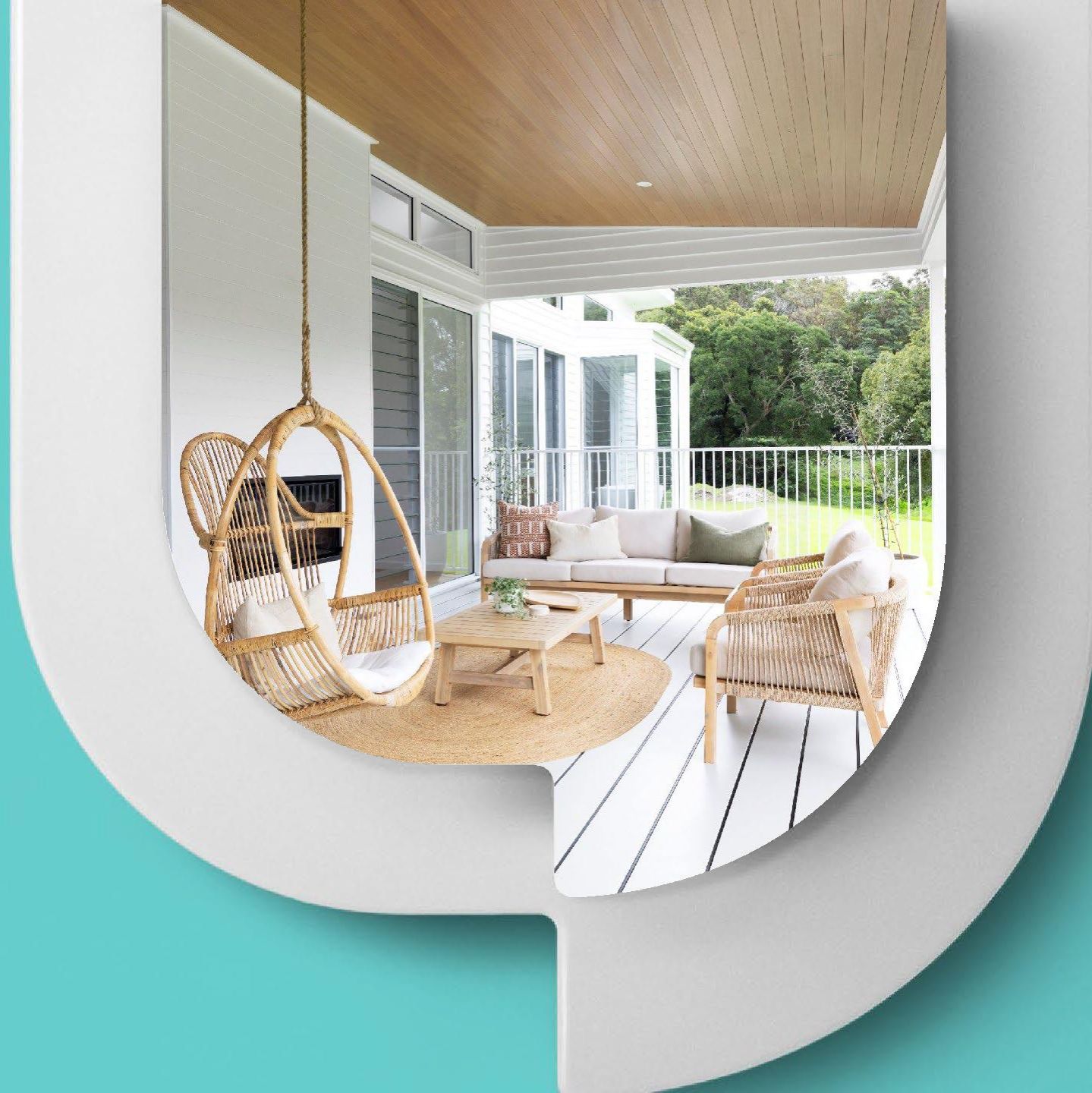


**Better
Homes**
and Gardens.

Brand Overview





Better Homes and Gardens.

Better Homes and Gardens is the largest multi-media lifestyle brand in Australia providing expert lifestyle advice to generations of Australians for over 40 years.

Our consumers are enthusiastic, smart, resourceful and know what they want from their lives. Family is important, as is security, comfort and a place to call home. How their home 'feels' is important, they take pride in how it looks and want their guests to always feel welcome. Whether they're planning their spring garden, a meal for the family or a new project around the house, they're constantly looking for ways to improve their lives – that's where we step in!

In the words of our experts

Australians have a love affair with their homes and at ***Better Homes and Gardens*** that's what we live for. For more than 40 strong and successful years ***BHG*** has been providing Australians with an abundance of ideas, inspiration and how-to information to create a home they love to be in, and to make every aspect of their home lives better for themselves and loved ones.

DORA PAPAS
Editor-In-Chief



Editorial Team



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Deputy Editor



SARAH MURPHY
Food Editor



JENNIFER DILLON
Gardening Editor



ANNIE MILLAR
Beauty & Wellness Editor



TIFF BANCROFT
DIY Editor



REBECCA LOWREY-BOYD
Digital Managing Editor



LIVIA GAMBLE
Senior Content Producer

Multiple touchpoints

Better Homes and Gardens is the largest multi-media lifestyle brand in Australia. Every day we speak to our audience through different and multiple touchpoints



- Print
- National Prime Time TV Show
BHGTV
- BHG Shop - Etail
- Digital
- Social
- Cookbooks
- Puzzle Books
- Brand Extension
- PR & Marketing

TOTAL TOUCHPOINTS:
3,795,434

Solus Subscribers: **47,600**

Masthead Readership: **1,832,000**

Instagram Followers: **238,351**

Page Views: **1,474,795**

Newsletter Subscribers: **48,700**

Cross-Platform Readership: **2,302,000**

Facebook Likes: **827,764**

Unique Audience: **955,191**

Pinterest Follower: **447,719**

Combined Social Following: **1,515,834**

Editorial Pillars



DIY



Renovating



Food



Gardening



Travel



Decorating and Craft



Finance and Property



Wellness and Beauty

Signature properties



Summer Entertaining

Summer entertaining: Simple and impressive recipes to share with guests & how to style your home with a casual summer vibe - think patios and decks, pots and hanging baskets.



Kitchen & Colour

All the inspiration you will need to start planning a kitchen renovation – design, cabinetry, appliances and more to suit all budgets from flat packs to bespoke.

Colour School - a cross-platform educational series led by one of Australia's most experienced interior experts, BHG Editor and resident interior designer, Dora Papas



All I want for Christmas

Packing in over a hundred recipes, craft and decorating ideas, *All I Want for Christmas* inspires the Christmas creatives and traditionalists who love to get a head start.

This Christmas Better Homes and Gardens offers an exclusive opportunity to sponsor our perennial favourite *All I Want for Christmas*, nationally throughout supers and news agencies.

The Passionate *Homemaker*

Seekers of new ideas, inspiration and information to create a better home and home life

CORE AUDIENCE: 35-54 years

AVERAGE AGE: 44 years

Doers

94% of our audience *took action* after reading Better Homes and Gardens magazine or website

51% searched online for products

50% have done a small **renovation or decorating project/s** in the last 12 months – **44%** have done a large one

Consumers

\$1B spent on home & garden products **EACH MONTH** BHG audience accounts for **\$1 in every \$7 spent**

33% bought something advertised

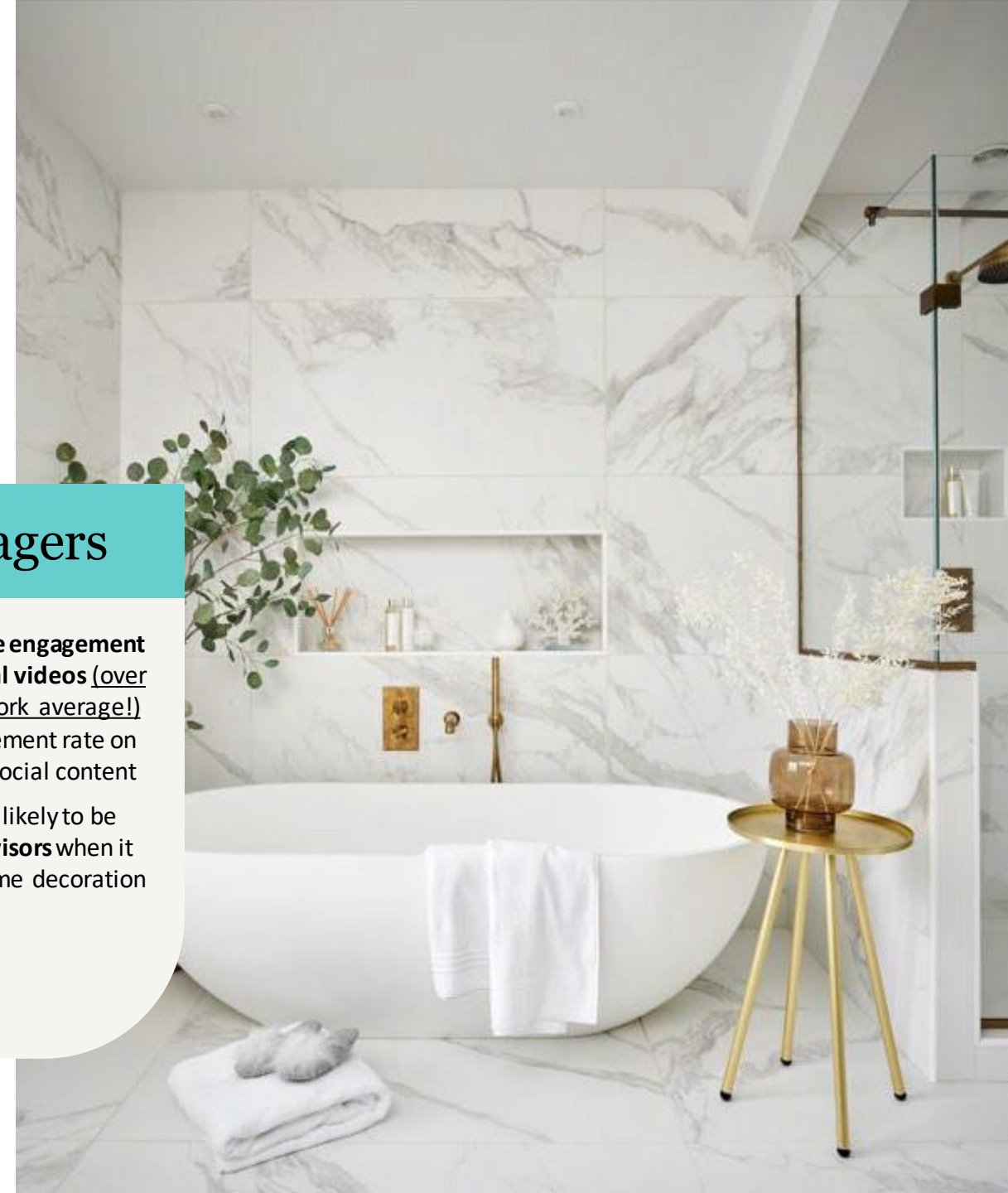
72% believe quality is more important than price

Engagers

64% average engagement rate on social videos (over 2 x the network average!)

18% engagement rate on digital and social content

1.3x more likely to be **trusted advisors** when it comes to home decoration



Editorial Calendar

Food | Gardening | Decorating | DIY | Renovating | Travel | Decorating | Craft | Finance & Property | Health & Beauty

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Summer Entertaining Keep your cool – Beauty, Health & Wellbeing	Storage feature DIY Projects Puzzles Aussie food recipes Eat well, lose weight	Easter Feasts Colour of the Year Nomad Travel	Kitchen feature Bulbs to buy Spring bulbs feature Easter food & craft	Bedroom Special Pub Grub Food feature Air-fryer recipes Mother's Day craft	Bathroom and Laundries + Buyers Guide Feel Good Food Stews & Casseroles Knitting & Crochet Special Home security + Buyers Guide Pest Control – natural

2024

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	CHRISTMAS
Slow Cooking 36pg Standproud Soup Feature Winter survival guide and furnishings inc heating special Life Admin Energy-saving tips and hacks	Redecorating/ remodeling Feature Flooring Nomad Travel + City Escapes Travel Tech Property Notes- Ask The Expert (mortgages, insur- ance, investments)	Kitchen Feature Windows & window Treatments Spring Gardening Patchwork & Quilting Bon Voyage - 8-16pg Cruising Special Backyard Pools BETTER CHOICES – Buyers Guide for all things pool related Property Matters	Spring Decorating Spring Cleaning - home hacks Spring fling - Gardening feature Road Trip survival guide Property Matters	Outdoor Living and entertaining incl BETTER CHOICES - Buyer's guide to BBQ! or Outdoor furniture Culinary Travel Property Matters	Xmas Essentials 36pg Standproud Christmas baking and craft BETTER CHOICES Buyers Guide Cooling Products - energy saving tips Property Matters	All about Christmas- Gift guides, DIY Xmas Decorating Xmas Feasts GWP - food related

Digital Editorial Calendar

Food | Gardening | Decorating | DIY | Renovating | Travel | Decorating | Craft | Finance & Property | Health & Beauty

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
Outdoor entertaining Decluttering and organisation Back to school Cooling	Decorating with Colour Setting financial goals Valentine's Day Travel	Autumn gardening Kitchens Riad Trip survival guide Knitting and crochet	Easter food and craft Domestic Travel BHG shop plant bulbs campaign	Bathrooms and Laundries Mother's Day – made for Mum food and gifts Garden Designs	BHG shop bare root roses campaign Winter cooking/comfort food (appliances: slow cooker, pressure cooker, air fryers) Winter Gardening	
2024						
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	CHRISTMAS
Heating Lighting Soft Flooring Winter Decorating	Kitchens Decorating Home hacks Spring Gardening	Spring cleaning Storage & Decluttering Father's Day Domestic Travel Best cruises for families	Halloween Craft and DIY Outdoor Living	Pool safety and care Black Friday Sales Home cooling	Outdoor entertaining Boxing Day sales Christmas recipe collections Christmas gift guides	Christmas baking Christmas decorating Christmas entertaining



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