

australian  
**home**  
beautiful  
*Media Kit 2024*



# australian home beautiful

## Create your beautiful home

Creating beautiful homes is what we do, and for almost a century **Home Beautiful** has been turning houses into homes.

Our audience come to us for inspiration and trusted advice on how to express their *life & style* to create their own home beautiful.



# In the words of our experts

Just shy of a century, ***Home Beautiful*** is Australia's longest-running interiors brand with great history and a bright future. Each month we showcase an impressive collection of gorgeous Australian homes, all the latest trends and renovating content across our omnichannel platforms, reaching our audience wherever they may be. Our loyal and passionate audience come to us for our in-depth home tours, fabulous entertaining features, signature decorating and expert advice they can trust.

***Home Beautiful*** is simply one of the most loved, recognised and commercially successful brands in Australia. Fall in love with the possibilities of your home, over and over again with ***Home Beautiful***.

**ELLE LOVELOCK**  
EDITOR-IN-CHIEF



# Editorial Talent



**ELLE LOVELOCK**  
Editor-In-Chief



**VICTORIA KINGSBURY**  
Deputy Editor



**KATRINA BREEN**  
Creative Director



**LUCY GOUGH**  
Stylist, Home Beautiful



**OLIVIA CLARKE**  
Digital Managing Editor



**DIANA MOORE**  
Senior Digital Content Producer

# Home Beautiful; *omni-channel leader*



Source: Roy Morgan Single Source Australia, September 2023, Ipsos Iris – July 2023, Social Following as of March 2023, Solus subscribers as of November 2023

# Signature properties



## Annual Style Forecast

Home Beautiful's annual style forecast is a highly anticipated industry resource, that defines the trends that will influence Australian homes for the year ahead. November issue timing.



## Colour & Decorating

**Guest Editor Karen Walker Design**

Our annual guest-edited issue featuring colour and decorating from cover to cover with inspirational and shoppable content across the home beautiful network. July issue timing.



## What's Hot

Discover what's hot then shop the lot with Home Beautiful.

The HB team reveal the latest collections of interiors products, covetable trends and insider Q&As so you stay up to date and in the know.



## Beautiful Rooms

**Beautiful Rooms and why they work –**

Is a masterclass content series where interior designers and industry experts share their trade secrets and pick out the design elements of the space from flooring to furniture.

# Editorial Pillars



## HOMES

The stories behind the most gorgeous real-life homes, filled with personality – and all the details.



## KITCHEN & BATHROOMS

Style updates, designer looks and inspirational profiles of the homes hardest working rooms.



## RENOVATING

Lay-outs, tips, budgets and every detail from whole-house renovations to mini makeovers.



## DECORATING

Home Beautiful creates and styles the latest finds and looks for today and predicts the top trends for tomorrow.



## SHOP

Expert advice, buyer's guides, discover the latest trends & shop the lot in our new Home Beautiful marketplace.



## OUTDOOR LIVING

The secrets to creating an outdoor room as stunning as your home. Plus, gorgeous gardens and expert articles.

# Editorial Pillars



## ENTERTAINING

Home Beautiful turns every meal into an occasion with delicious and fresh menus and beautiful table settings.



## TRAVEL

The best local and international style ideas, shopping precincts and trends to bring home.



## PROPERTY & FINANCE

Expert ideas and insider advice to making the most of your biggest asset – the home.

# Home *Creators*

a hands-on audience of stylish savvy creators

**CORE AUDIENCE:** 35-54 years | **AVERAGE AGE:** 44 years

Spending a combined **\$253M** on home and garden products in the L4w & furniture L3M (average spend \$224)

## Quality Driven

77% value **quality** over price

63% are prepared to **spend more on premium products and services** for home^

## Practical

1.5X more likely than the average Australian to do a **major renovation** in next 12M

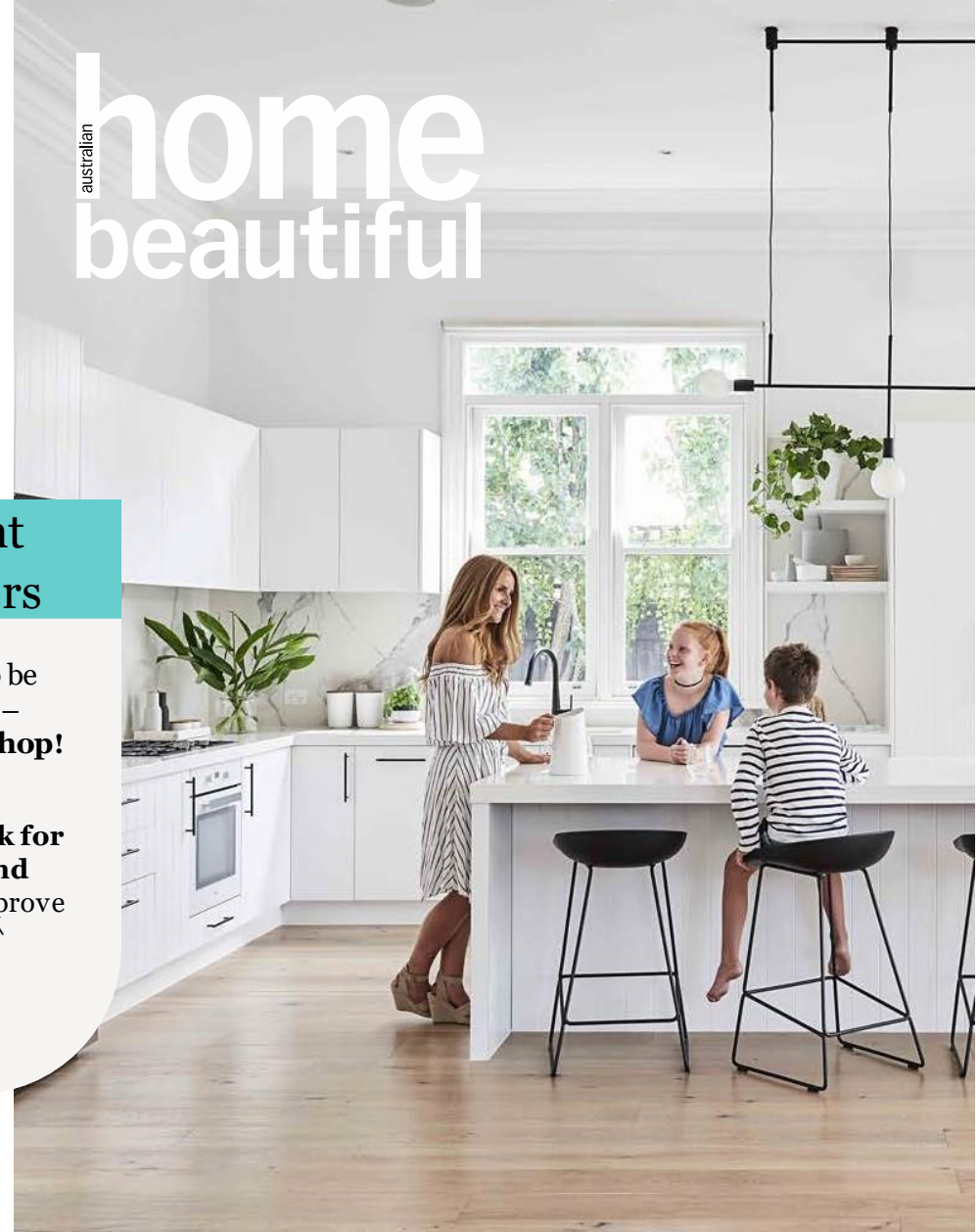
98% enjoy spending time **styling and decorating** their home – *when my home looks good, I feel good.*^

## Constant Improvers

1.7X likely to be shopaholics – **They love to shop!**

74% always **look for new ways and products** to improve their home^

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# Editorial Calendar 2024

Homes, Kitchens & Bathrooms, Renovating, Decorating, Outdoor Living, Entertaining, Shopping



	Summer Living & Entertaining		The Australian Issue		The Kitchen Special		Dream Homes		Winter is Coming		Bathroom Special		Colour & Decorating		Before & After's Special		Kitchens, Bathrooms & Laundries		Sustainable Issue Outdoor		Annual Style Forecast		Christmas	
PRINT	Summer Homes Cocktails & canapes Energy efficient appliances	Australian designed furniture, art, homewares, building materials	Kitchen design & decorating Pizza oven recipes	Create your dream home Expert advice Garden lighting	Mother's day gift guide Recipes Functional flooring	Create the perfect bathroom family & ensuite Bedroom update	Guest Editor Kate Walker Handbook: How to use colours of 2024 Shop the edit	Renovating & makeovers Exterior facelift Celebrity Homes	100+ Amazing kitchen, bathroom & laundry ideas Handbook: doors & windows	50 Great Garden Ideas Eco-conscious shopping Outdoor furniture edit	2025 Style Forecast 4 key looks that will set trends for year ahead	Impressive tabletops Wine pairing & cocktails Decorating												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC												
DIGITAL	Australian summer	New year reset	Kitchen renovations	Easter Easy updates	Winter decorating	Winter bedding Bathroom renovations		Spring re-fresh, cleaning, decorating & gardening		Style forecast Trend report	Christmas planning, gift guides, recipes, decorating													
ONE-SHOT			Coastal Homes Vol 3			Hamptons Kitchen, Bathroom & Laundry Vol 2			Hamptons Style Vol 3														Hamptons Homes Vol 6	



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