



Better Homes and Gardens.

Media Kit
2026



THE **LARGEST** OMNICHANNEL LIFESTYLE BRAND IN AUSTRALIA

Connecting with and inspiring generations of Aussies for more than 40 years.

- The **number 1** paid consumer magazine in the country.
- **5.8 million** touchpoints across channels.
- Biggest homes digital destination in the country.
- Audience of **action and intent** – **96% take an action** after reading the magazine
- BHG audience accounts for **\$1 in every \$8 spent** on home and garden in Australia **each month.**

AUDIENCE SNAPSHOT

Capturing their attention from dreaming through to purchasing

65% FEMALE | 35% MALE
CORE AUDIENCE 22+ AVG AGE: 47



TRUSTED



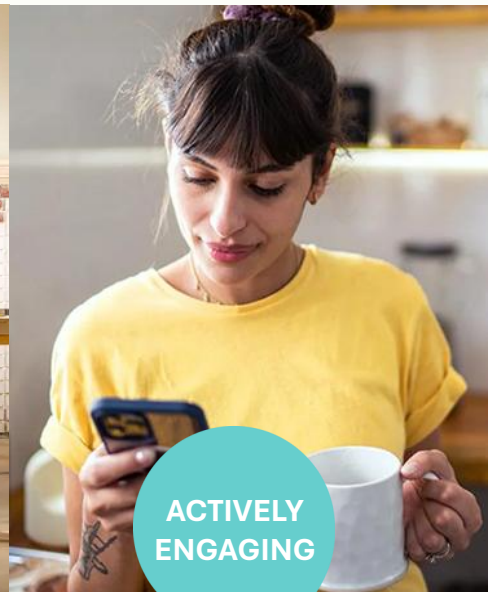
SHOPPERS



72% HOMEOWNERS
42% BIG SPENDERS



DOERS



ACTIVELY ENGAGING

1.4X more likely than the average Australian to be trusted advisors in food and home decorating

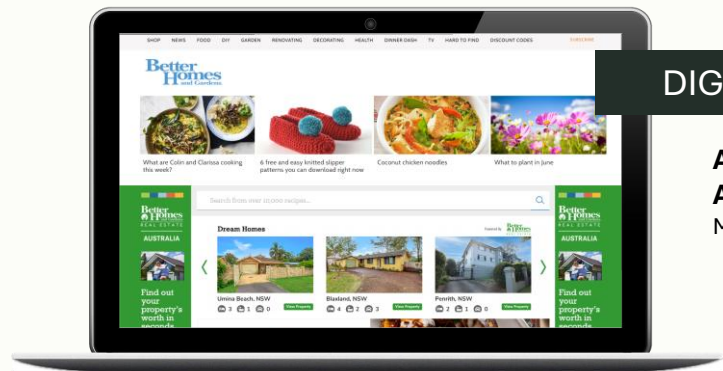
Spending **\$886K** on home and garden in the L4W and furniture in the L3M, **1.5B** on groceries each month.

37% of print audience bought something advertised

50% have undertaken decorating or renovating projects in the L12M

96% of our audience take action after engaging with our content

Better Homes and Gardens inspires millions of Australians to **keep creating**



DIGITAL

AU Total users: 611,000
AU Views: 1,038,000
Monthly average

SOCIAL



Instagram Followers: 244k
Facebook Followers: 804k
Pinterest Followers: 456k
Combined Social Following: 1.5 million

Better Homes and Gardens.

5.8 MILLION TOTAL TOUCHPOINTS (INCL TV)
3.7 MILLION ACROSS PRINT, DIGITAL AND SOCIAL

PRINT



Print Readership 1,658,000
13 issues a year

One shots and custom publications 4+ PER YEAR



TV



TV Audience: 2.7 million

EDMS



Newsletter: 62,863
Solus: 62,000



EVENTS & ACTIVATIONS



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)

CONTENT *PILLARS*



FOOD

Delicious, achievable, tried and tested recipes for everyday and special occasions.



DIY

Providing the ideas, the inspiration and tools to empower our audience to achieve any home project themselves.



GARDENING

From balconies to backyard gardening and landscaping ideas, there's inspiration for every type of garden.



INTERIORS

Inspiring, practical and achievable home renovation ideas and solutions, with step-by-step info on how to get the latest looks.



CRAFT

Inspiration, advice and tips for creative projects and decorating ideas with easy, step-by-step instructions for our audience to create and connect.



TRAVEL

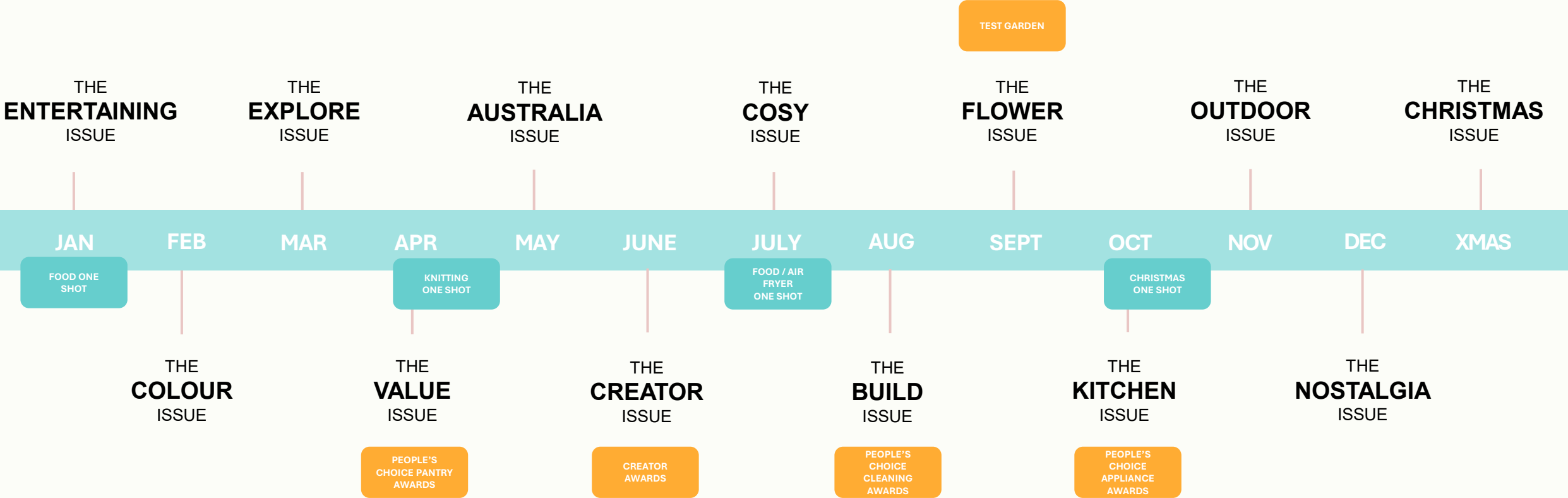
Tips on where to go, what to see and how to get the most out of your experiences.



PETS

Useful tips, advice and fun inspiration for Australia's most dedicated pet parents.

Editorial Omnichannel Calendar 2026



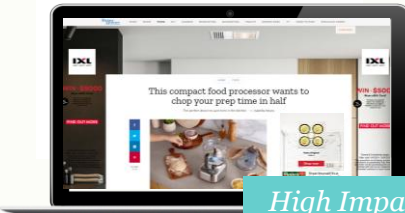
FROM CONNECTION TO INTENTION

Reach our audiences across multiple, or targeted stages of their consumption



Cover Sponsorship

Morning Show TV

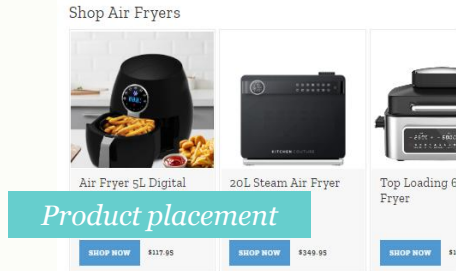


High Impact Display

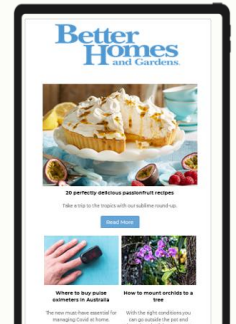
Native Articles & Videos



Trusted advice product reviews



Product placement



EDMs & reader engagement

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY



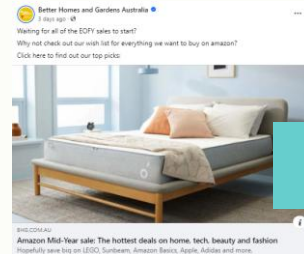
Brand Ads



Competitions



Editorial integration across channels



Standprouds, GWP, OneShots



Print, digital & social shopping content



IP

Events and partnerships

We look forward to working together

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