

# Better Homes and Gardens.

*Media Kit*  
2025





# 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.
- **6.5 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 \$7 spent** on home and garden in Australia **each month.**

# AUDIENCE SNAPSHOT

Capturing their attention from dreaming through to purchasing

66% FEMALE | 34% MALE  
CORE AUDIENCE 22+ AVG AGE: 46



TRUSTED

1.5X more likely to be trusted advisors in home and food



SHOPPERS

Spending 1 billion on home and garden every month, 1.8b on groceries. 33% bought something advertised

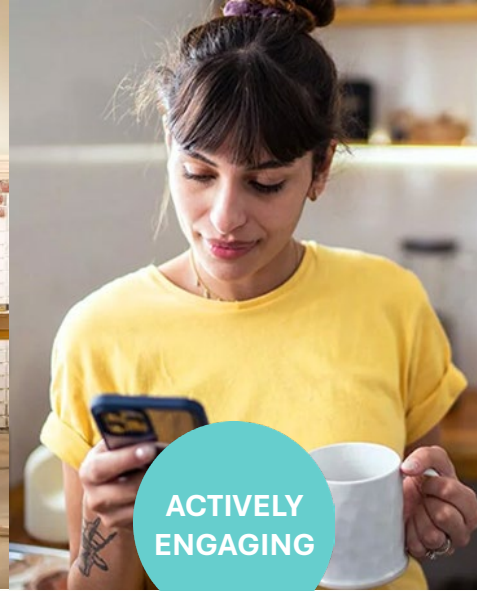


73% HOMEOWNERS  
44% BIG SPENDERS



DOERS

50% have undertaken decorating or renovating projects in the last 12m



ACTIVELY ENGAGING

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

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

# A note from the Editor, *Megan Osborne*

## **LOOKING FORWARD**

We have exciting things in the works for Better Homes and Gardens Australia, including a widening on our audience lens, a strategic push to drive an integrated and personalised omnichannel experience, and an intent to refresh both the material, as well as the look and feel of the brand platforms.

We look forward to going on this journey with you, and can't wait to work together.



# Editorial Talent *and Contributors*

**MEGAN OSBORNE**

*Editor*

**SCOTT CASSIDY**

*Creative Director*

**TAHNI MESANN**

*Digital Editor*

**RAFFAELA PUGLIESE**

*Deputy Editor*

**KATE WALSH**

*Stylist*

**JADE COULL**

*Senior Content Producer*

**JOSEPH KENWORTHY**

*Production Editor*

**ANNIE MILLAR**

*Beauty Editor*

**SARAH MURPHY**

*Food Editor*

**JENNIFER DILLON**

*Gardening Editor*

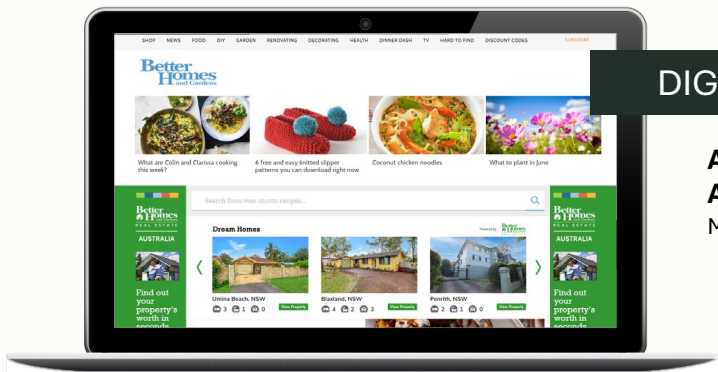
**TIFF BANCROFT**

*DIY Editor*

**RACHEL IORFINO**

*Digital Content Producer*





**DIGITAL**

**AU Total users: 428,000**  
**AU Views: 813,000**  
Monthly average

**SOCIAL**



**Instagram: 240k**  
**Facebook: 797k**  
**Pinterest Followers: 455k**  
**Combined Social Following: 1.4+million**

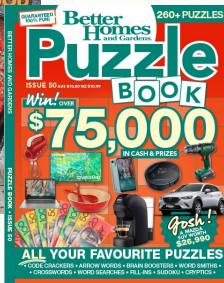
# Better Homes and Gardens.

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

**PRINT**

**Print Readership 1,793,000**  
13 issues a year

**One shots and custom publications 4+ PER YEAR**



**EDMS**

**Newsletter: 79,198**  
**Solus: 77,739**

**TV**



**TV Audience: 2.8million**



**EVENTS & ACTIVATIONS**



# 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.



## RENOVATING

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.



## WELLNESS & BEAUTY

Tips on how to feel fit and fabulous inside and out at any age; with nutritional info, how-to beauty tips, exercise routines and more.

# DIGITAL VERTICALS

CENTRED AROUND OUR MOST POPULAR CONTENT CATEGORIES – AVAILABLE FOR SPONSORSHIP AND AUDIENCE TARGETING



HOMEPAGE



DECORATING



GARDEN



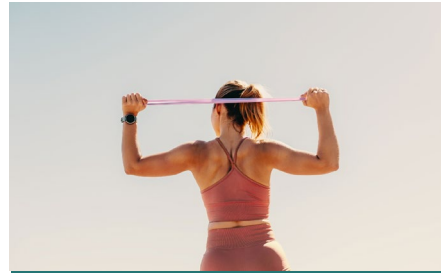
FOOD



DIY



RENOVATING



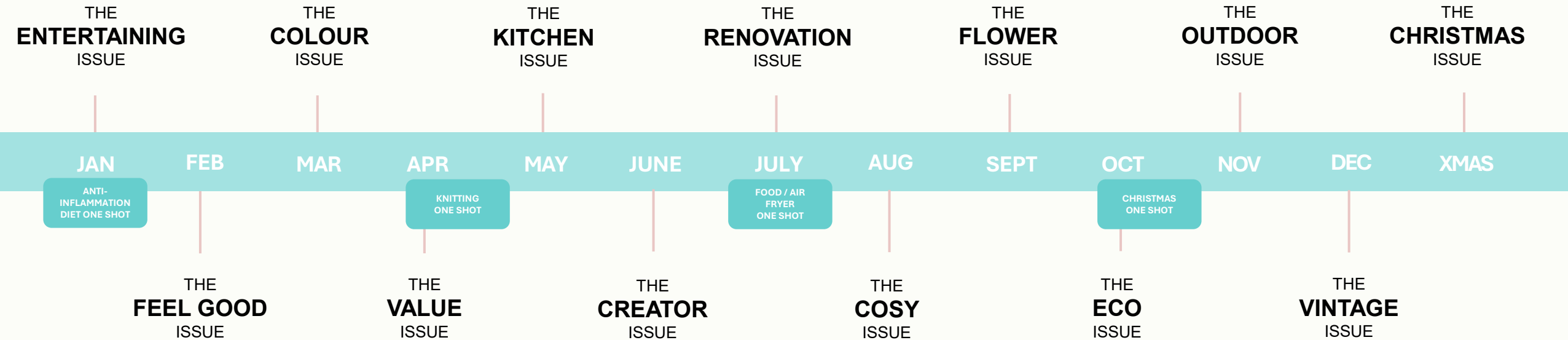
HEALTH



TV

IF THE ENVIRONMENT DOESN'T EXIST, WE CAN CREATE IT

# *Editorial Omnichannel Calendar 2025*





*advertising*  
**OPPORTUNITIES**

*driving intention through connection*

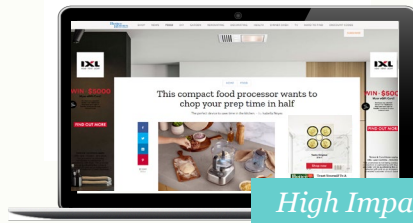
# FROM CONNECTION TO INTENTION

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



Cover Sponsorship

Morning Show TV



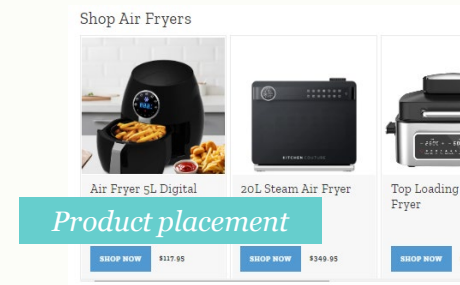
High Impact Display



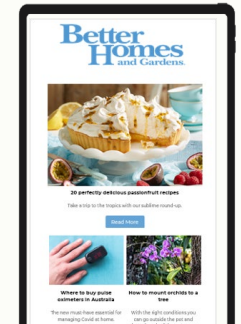
Native Articles & Videos



Trusted advice product reviews



Product placement



EDMs & reader engagement

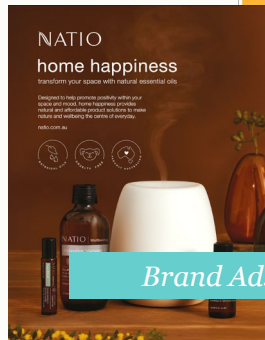
AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY



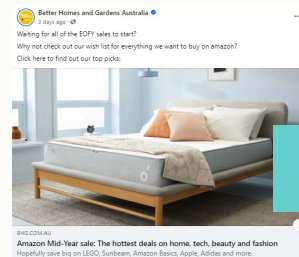
Brand Ads



Competitions



Editorial integration across channels



Standprouds, GWP, OneShots



Print, digital & social shopping content



IP

Events and partnerships

# NEW *Properties and Platforms*



## TRADIE OF THE YEAR

BHG is searching for Australia's most passionate and dedicated Tradies! The 6-month campaign will feature extensive content and amplification, with opportunities for supporting partners, culminating in an exclusive event to celebrate the winners.



## BETTER CONVERSATIONS

Sponsor our exciting new series, as Editor Megan Osborne interviews recognisable household names on their unsuspecting areas of passion in the gardening, food, interiors or craft spaces, connecting our audiences meaningfully with these iconic Aussies.

# CONTENT CREATION | *Print*



## ADVERTORIAL

Using your brand assets, our creative team will create a FPC advertorial with the design elements of the magazine, aligning it closely in look and feel to editorial content.



## FEATURE INTEGRATION

Integrate your product into our existing relevant features and sections. From advice columns to shopping edits, even the Editor's letter or picks.

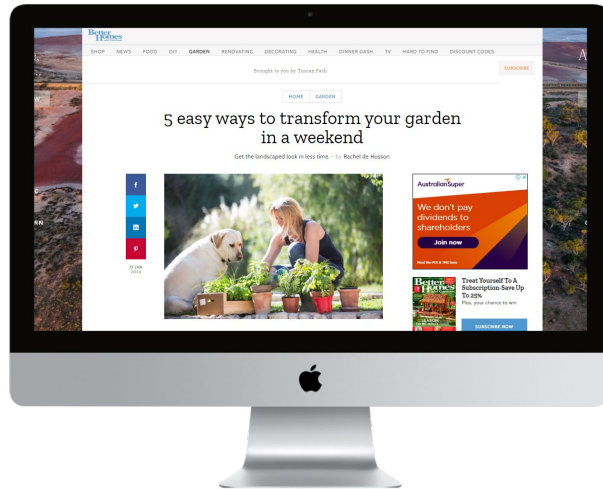


## BESPOKE SPONSORED CONTENT

Integrate your products seamlessly; beautifully shot and curated by our editorial team with your brand objectives driving the direction.

# CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



## NATIVE

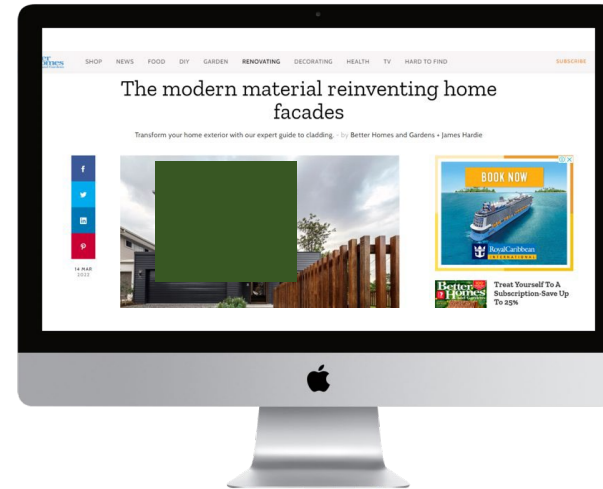
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

### 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](#)



## DIGITAL 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

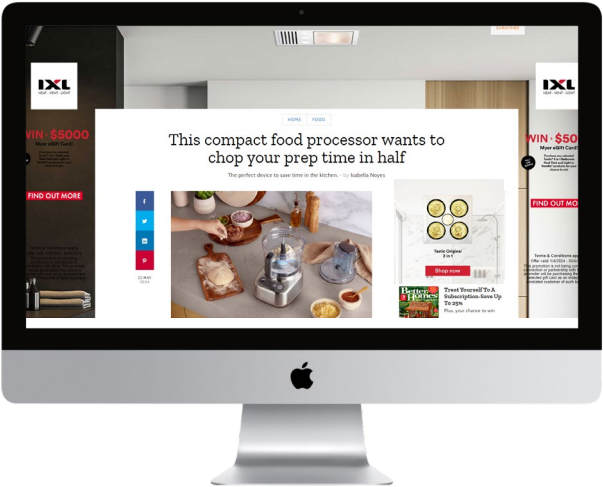
- 2,500 PVs & 1 social post
- 500 words of copy + 5 x brand mentions
- BTYB Client name at Head and Foot of article
- Can include multiple (2) product imagery

### EXAMPLE

[Link](#)

# SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



## PREFERED PARTNER

Have your product exclusively mentioned as the preferred brand by editorial whenever that product comes up over a period of time (3-, 6- and 12-month packages) – content will also be amplified on digital channels.

## 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, supported by a marketing campaign, appearing within Are Media brands print and digital. On sale nationally for 3 months.

# SOCIAL OPPORTUNITIES



## INSTAZINE

A social format that elevates a carousel making it feel more like flipping through pages of a magazine – produced by our creative studio and incorporating branding through title and end cards.

[LINK](#)



## STORY

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



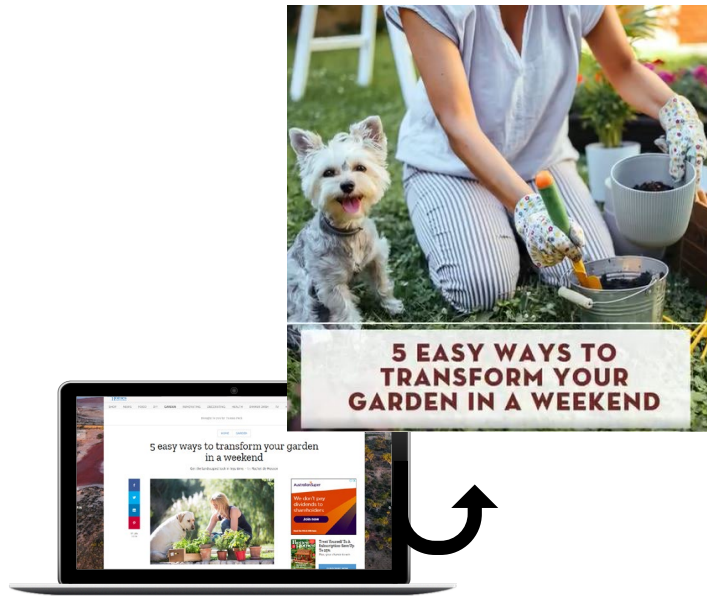
## POST

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

handle

[LINK](#)

# VIDEO PACKAGES – *off the shelf*



**5 EASY WAYS TO  
TRANSFORM YOUR  
GARDEN IN A WEEKEND**

TIER ONE

## SMART VIDEO

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

**EASY EXPLAINER**

[LINK](#)



TIER TWO

## STOP MOTION

Compiling still images to create a simple and effective video asset with your brand at the forefront

**QUICK ENGAGEMENT**



TIER THREE

## HANDS OVER PANS

Bring a recipe to life through a top-down view of the cooking process. Ability to hero products and brands

**HELPFUL CONTENT**

[LINK](#)

# VIDEO PACKAGES – *bespoke*



## Better Conversations (NEW)

Meaningful conversations with household names as we connect over shared interests in Food, Craft, Gardening and much more

**EDUCATE, ENTERTAIN, INSPIRE**



## BESPOKE

Brief us on your campaign objectives and we will produce a unique concept that we know will resonate with our audience and drive engagement for your brand.

**SOLUTIONS BASED**

[LINK](#)

# OMNICHANNEL – example

CULINARY CRUISE

## SIP, SAVOUR AND SAIL!

Feeling reno fatigue? Battling kitchen burnout? Settle in on the *Carnival Splendor* where you can let the captain and crew indulge you

**IF YOU FIND YOURSELF** dreaming about lawnmowers and flies, you know it's time for a drop-and-flop holiday. But booking hotels, dealing with delayed flights and organising your restaurant itinerary can add to your stress, not to mention expenses. Well, here's a clever hack - book a long, long weekend aboard *Carnival Splendor* for a value-packed carefree vacay. Once you embark, there's no more planning - the captain and crew have got it.

**MASSALA TIGER** If you're craving smoky tandoori skewers, or design your own stir-fry at Mongolian Wok. And as you tuck into these global flavours, know that much of the fresh produce is sourced from local growers. Now for the best part - meals at these venues are included in your package, so you can feast on these treats for free.

**HAND-HELD DELIGHTS** Everyone loves a fresh-off-the-grill burger and the poolside Guy's Burger Joint knows how to do them the right way - two butter-soaked buns decked with heaven. Also in the vicinity is Carnival Deli, serving up Reubens so good, they could recreate that famous *When Harry Met Sally* scene! This artisan-style eatery also offers a range of fresh, made-to-order wraps and sangers - hand-carved roast turkey breast on a country roll, anyone?

**FUSSY FOODIES SORTED!** *Carnival Splendor* understands finicky eaters, so your mini won't feel left out. The Gold Pearl and The Black Pearl restaurants consider kids as equals, offering dedicated menus. If you have special dietary requirements, you can make your request when booking. And, every night, there's a no-added-sugar dessert on the menu! From the whimsical décor to the attentive and friendly waitstaff, who break out into song and dance right about dessert time, fun is built into every meal.

**FOR THE SWEETIES** So you're a self-confessed sweetaholic? Help yourself to the marble chocolate cheesecake, cherry crumble and more at the Lido Marketplace dessert buffet. Meanwhile, brain-freeze fans can enjoy soft-serve ice-cream and frozen yoghurt from 11am to midnight (subject to bedtime, kiddos!). Need one more sugar hit? The dazzling lolly shop Cherry On Top lives up to its name.

**RAISE YOUR GLASS** You can purchase a drinks package, or opt for drinks à la carte. If you're a grape buff, ask about the Cruise the Vineyards of Australia offer. There's also a raft of open bars throughout the ship, serving cocktails, beers and more, while you can get your blended fruit and espresso fixes at Juice & Java.

**FINE DINING TIME** For an extra fee, Fahrenheit 555 is great value when you consider the high-end menu, polished service and stylish top-deck design. Hit video when your waitstaff brings out the oiled oysters, dramatically smoked under a glass cloche, for a post that's sure to go viral. And that's just the entrée! Then tuck into the finest cut of New York-style flat mignon, before concluding with an unforgettable indulgent dessert.

**LET'S STAY IN** Starting your day with brekkie on your private balcony where you can take in the ocean air and scenery is one of the best reasons to holiday at sea. Order from the tasty room-service menu delivered direct to your door.

**BOOK A VOYAGE** Give yourself an extra-long weekend with a short trip on *Carnival Splendor*. Find a getaway that suits you, such as a four-day cruise from Sydney to Horston Island, at [carnival.com.au](http://carnival.com.au).

**A Carnival Splendor cruise offers perks a regular holiday just can't beat.**

Photographs courtesy: Carnival, with Raffaela Pugliese

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Better Homes and Gardens

Home > LIFESTYLE > Travel

AUGUST 5, 2024

### Cruising for the ultimate escape?

BHG deputy editor Raffaela Pugliese treated herself to some 'me time' with a hassle-free quick getaway aboard the *Carnival Splendor*.

Brought to you by Carnival Cruise Line

Wrote by Raffaela Pugliese

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We all want our holiday to be easy, safe, relaxing and fun, and a cruise is one of the most carefree ways to travel, not to mention the best value.

When you arrive home from a four-day *Carnival Splendor* trip feeling refreshed and uplifted... instead of 'holidayed'... you know you've had the perfect break. Weeks after my cruise, the afterglow still hasn't worn off.

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## Better Homes and Gardens

I tried a 4-day cruise and why didn't I book it sooner?

White chocolate and honey blueberry cheesecake slab

Why BHC's deputy editor loved her quick, hassle-free getaway.

A delectable blueberry dessert made to share!

Read More

Read More

OUR PICKS SARAH MURPHY, FOOD EDITOR

[VIEW HERE](#)

CARNIVAL

# We look forward to working together

Rhyl Heavener  
Group Category Manager – Homes  
[Rhyl.Heavener@aremedia.com.au](mailto:Rhyl.Heavener@aremedia.com.au)

**are** media **Better Homes and Gardens.**





**Andrew Cook**

Director of Sales

[Andrew.Cook@aremedia.com.au](mailto:Andrew.Cook@aremedia.com.au)

**Blake Wright**

NSW Head of Sales

[Blake.Wright@aremedia.com.au](mailto:Blake.Wright@aremedia.com.au)

**Will Jamison**

VIC, SA, WA Head of Sales

[Will.Jamison@aremedia.com.au](mailto:Will.Jamison@aremedia.com.au)

**Judy Taylor**

QLD Head of Sales

[Judy.Taylor@aremedia.com.au](mailto:Judy.Taylor@aremedia.com.au)