

**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



**RAFFAELA PUGLIESE**  
Deputy Editor



**SARAH MURPHY**  
Food Editor



**JENNIFER DILLON**  
Gardening Editor



**ANNIE MILLAR**  
Beauty & Wellness Editor



**TIFF BANCROFT**  
DIY Editor

# 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



Solus Subscribers: **49,300**  
Newsletter Subscribers: **50,400**

Masthead Readership: **1,821,000**  
Cross-Platform Readership:  
**2.306,000**

Instagram Followers: **234,489**  
Facebook Likes: **775,081**  
Twitter Followers: **8,318**  
Pinterest Follower: **447,509**

Page Views: **1,011,894**  
Unique Audience: **749,124**

Print

National Prime Time TV Show  
BHGTv

BHG Shop - Etail

Digital

Social

Cookbooks

Puzzle Books

Brand Extension

PR & Marketing



# Editorial Pillars



**DIY**



**Renovating**



**Food**



**Gardening**



**Travel**



**Decorating & Craft**



**Finance + Property**



**Health & 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**

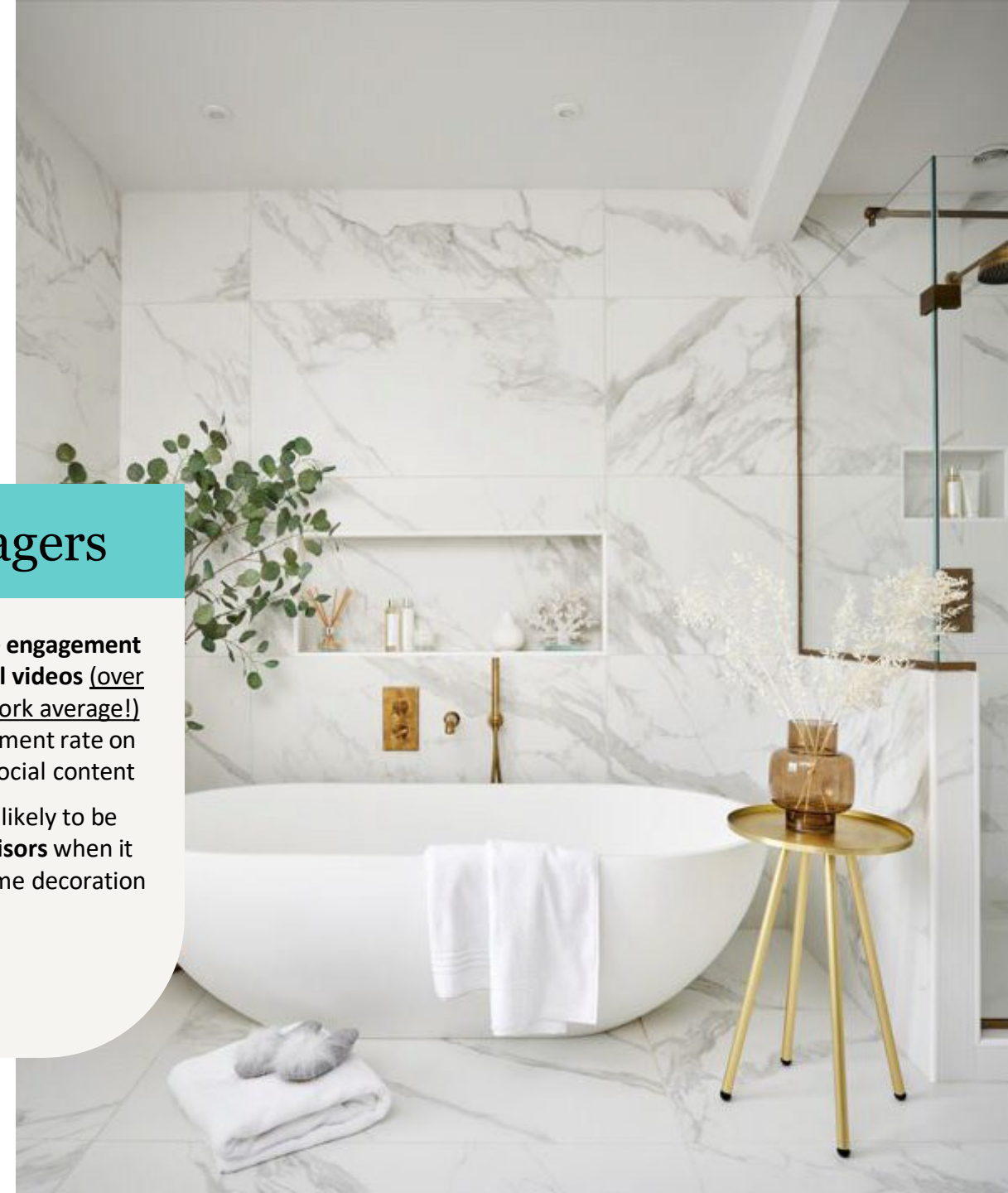
**33% bought** something advertised

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	Easter Feasts Colour of the Year Nomad Travel	Kitchen Feature Cruising Special	Bedroom Feature Sustainability Feature Mother's Day Craft & Gifting	Bathroom & Laundries Feel Good Food Knitting & Crochet Special	
2024						
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	CHRISTMAS
Winter Survival Guide Warm Winter Meals 32p Recipe Standproud	Redecorating & Remodelling Latest looks in Flooring	Kitchen Feature Window Treatments Spring Gardening Patchwork & Quilting	Spring Decorating Spring Cleaning	Outdoor Living and Ent ertaining	Christmas baking & Craft Cooling products 32p Recipe Standproud	All About Christmas Gift Guides GWP



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