Better Homes and Gardens
Live inspired
MEDIA KIT
2020

Live inspired

BHG promotes INSPIRED LIVING
for home loving Australians.

Better Homes and Gardens.

Lives to make Australians happier in their homes.

We give them confidence by making their aspirations achievable.

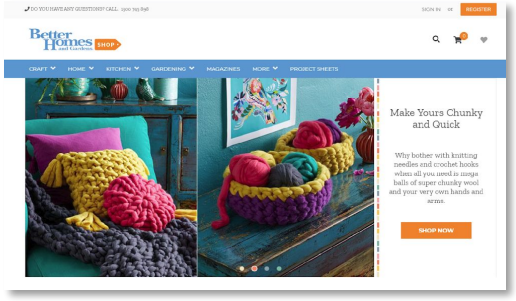
Source: BHG reader survey 2017

MAGAZINES

DIGITAL / SOCIAL

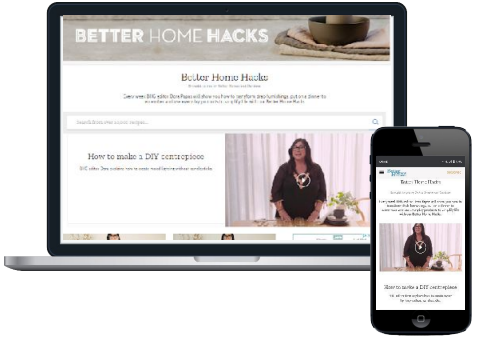
PODCASTS

Better Homes and Gardens



ONLINE SHOP

BROADCAST



VIDEO

Better Homes and Gardens

Brand reach

1.76 MILLION
READERSHIP

11 MILLION
TOTAL AUDIENCE TOUCHPOINTS

6.4 MILLION
TV VIEWERSHIP

2 MILLION
SOCIAL TOUCHPOINTS

527,000
MONTHLY UNIQUE AUDIENCE

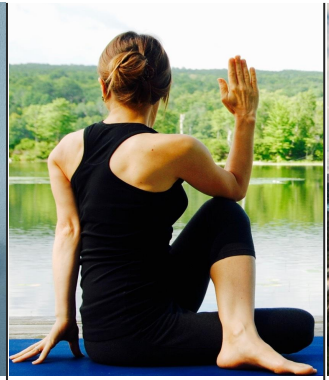
65,227
EDM SUBSCRIBERS

Source: emma CMV Nov '19; Nielsen DCR Jan'20; Nielsen Market Intelligence Jan'20; Social media stats updated as at Dec'19; Nielsen CMV 2019 S02. Metro Seven Network Fused BH&G Programming + claimed P7D 7QLD + SWM BH&G digital + Pacific Magazines BH&G

Content pillars

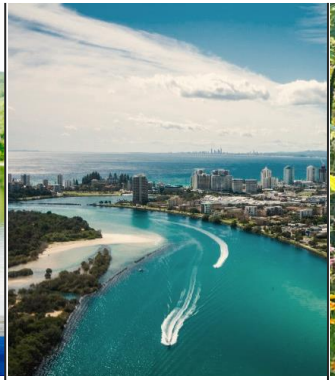
DECO & CRAFT

Our audience love to create things to personalise and beautify their homes, and find real joy in making things for others.
Better Homes and Gardens offers them an array of craft and home decorating ideas to satisfy their creative décor urges and personalise their homes.



HEALTH & WELLBEING

Inspiring & informing on how to feel fit and fabulous inside and out at any age. From nutritional information to beauty trends, exercise routines and health tips, Better You inspires you to be your best.



TRAVEL

Better Travel connects our audience to incredible experiences around the world and inspires them to seek adventure, discover the world, embrace their inner foodie or simply encourage them to take time to recharge and relax.

GARDENING

Great ideas and practical advice for all gardeners, whether they have a balcony or backyard, we show them how to create a green oasis at home, grow their own fruit and veg, and add colour to their flowerbeds.

FOOD

Delicious practical recipes and meal inspiration made with uncomplicated and easily sourced ingredients. Better Homes and Gardens caters for all occasions and events, from Easter treats to Birthday sweets, Winter feasts to Sunday roasts there's something for all tastes.

DIY

The Better Homes and Gardens audience are "Do-ers" - they love rolling up their sleeves and taking on a DIY challenge. We make it easy for them with step-by-step instructions on an abundance of home projects to keep you busy improving your home every weekend!

Months shown are cover dates

Calendar 2020

LAST MINUTE XMAS GIFTS
SCHOOL HOLIDAY CRAFT

BETTER CRUSING
DECORATING WITH COLOUR

BEDROOM SPECIAL
BAKING SPECIAL

WINTER SLOW COOKING
WINTER SURVIVAL GUIDE &
FURNISHINGS

SPRING FEASTS
KITCHENS &
BATHROOMS

OUTDOOR ENTERTAINING
AL FRESCO DINING

GIFT GUIDES
DIY CHRISTMAS DECORATING
XMAS FEASTS

JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEP | OCT | NOV | DEC | XMAS

BIG DIY ISSUE
- BUILD IT
- COOK IT
- MAKE IT

THE GOLD ISSUE
KITCHEN TRENDS
KNITTING SPECIAL

BATHROOMS & LAUNDRIES
WINTER DESSERTS

WINTER SOUPS
LASTEST LOOKS IN
FLOORING

SPRING DECORATING
READY YOUR HOME FOR
SUMMER

CHRISTMAS WRAP GIFT
DIY XMAS GIFTS
XMAS CRAFTS
ALL I WANT FOR XMAS
BOOK

Better Homes and Gardens