

australian **home**  
**beautiful**

*Media Kit*



australian  
**home**  
beautiful

Empowering Australians to ***create beautiful***, functional homes with ***expert*** design advice, ***trend***-driven inspiration, and ***attainable style***

For 100 years, Home Beautiful has been Australia's most trusted style authority, inspiring readers to create beautiful, livable homes. With a focus on attainable luxury, it offers design trends, expert advice, and real-life home transformations across print, digital, and social platforms.

Collaborating with top designers and architects, it showcases inspiring interiors, innovative renovations and the latest must-have buys. With an engaged, design-conscious audience, Home Beautiful connects brands with consumers who value quality, craftsmanship, and timeless style.

# Editorial Talent *and Contributors*



**ELLE LOVELOCK**  
*Editor-In-Chief*

*"Creating beautiful homes is what we do, and for a century Home Beautiful has been turning houses into homes, embracing our brand DNA of stylish practicality and attainable luxury."*



**VICTORIA KINGSBURY**  
*Deputy Editor*



**KATRINA BREEN**  
*Creative Director*



**LUCY GOUGH**  
*Stylist*



**DIANA MOORE**  
*Senior Digital Content Producer*

# Reaching 2,299 million total omni-channel touchpoints each month

AVERAGE AGE: 46 | \$150K AVE HHI

ONLY 1% DUPLICATION BETWEEN PRINT + DIGITAL



## ENTERTAINERS

76% like to entertain spontaneously

## DO IT FOR ME

1.3X more likely than the average Australian to do a major renovation in next 12M

## INFO SEEKERS

1.8x more likely than the average Australian to be early adopters of home renovations

## SHOPPERS

74% won't compromise on quality when buying products for the home

Combined spending  
**\$232M** L4W  
home & garden  
L3M furniture

*"coming to us for inspiration and trusted advice on how to create their own home beautiful"*

# Supported by a *HOMES NETWORK* of 13.5 million touchpoints each month



**AUSTRALIAN**  
**HOUSE & GARDEN**

THE FOREVER  
HOME

Social: Established Families  
Space: Established Home  
Self: Stylish Families



**Better**  
**Homes**  
and Gardens

THE CREATIVE  
HOMEMAKER

Social: Families All Ages  
Space: Homes Large & Small  
Self: Enthusiastic D.I.Y.ers



**home**  
**beautiful**

THE HOME  
CREATOR

Social: Families  
Space: Suburban Home  
Self: Forever Decorator



**COUNTRYSTYLE**

THE DREAM  
RETREATERS

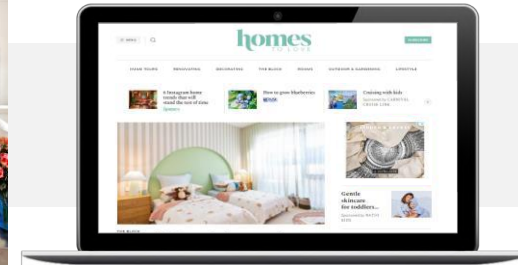
Social: Established Living  
Space: Country, Home  
Self: Lifestyle Seeker



**belle**

THE URBAN  
SOPHISTICATE

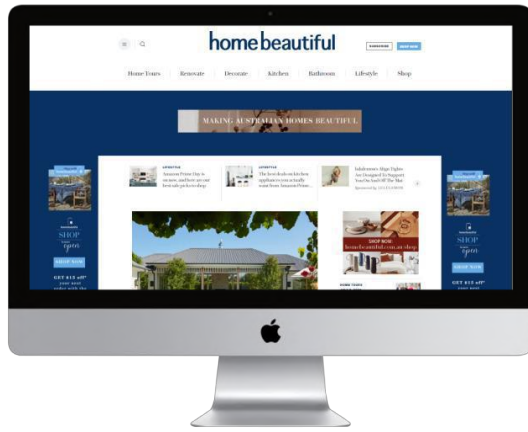
Social: Singles & Couples  
Space: City, Terrace  
Self: Global, Designs



**homes**  
TO LOVE

THE HOME  
ENTHUSIAST

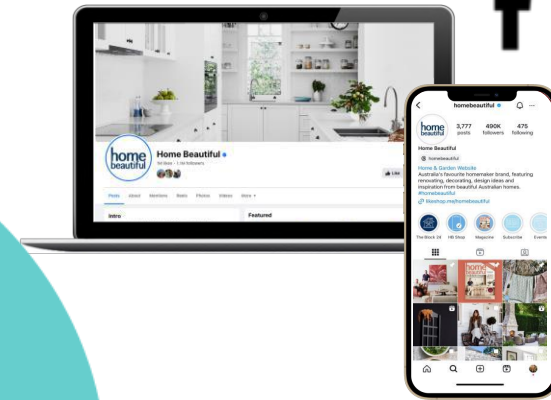
Social: Established Living  
Space: Suburban / Urban  
Self: Driven by better



### DIGITAL

**UAs:** 130,853  
**PVs:** 268,884

### SOCIAL



**Instagram Followers:** 491,305  
**Facebook Followers:** 1,071,255  
**Pinterest Followers:** 259,869  
**Combined Socials:** 1,822,429



### PRINT

**Print Readership:** 354,000  
12 issues a year

**One shots and custom publications**  
2 issues a year



### BOOKS



# australian home beautiful

INSPIRING OUR AUDIENCE TO  
CREATE THEIR OWN  
HOME BEAUTIFUL ACROSS

**2.299 MIL**  
TOTAL MONTHLY  
TOUCHPOINTS

### LICENSING & PARTNERSHIPS



Collaboration with retailers  
to bring our interiors advice  
to life in your home.

### EDMS

**Newsletter:** 22,500  
**Solus:** 21,400



Source: Roy Morgan Single Source Australia, Dec24, \*\*Ipsos Iris, 2024 (12 months average), ^Dash Social, Social Following as of January 2025, ~Solus subscribers as of February 2025 (last 90 days average)  
Note: total touchpoints is a duplicated number

# Editorial and Content *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

Creating and styling the latest finds and looks for today and predicts the top trends for tomorrow.



## SHOPPING

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



## LIFESTYLE

The art of creating a happy home from food and entertaining, to cleaning and organising.

A tropical garden scene featuring a swimming pool in the foreground, four lounge chairs with blue and white striped cushions on a white patio, and a dense wall of greenery and pink flowers in the background. The text 'advertising OPPORTUNITIES' is overlaid on the scene.

# *advertising* **OPPORTUNITIES**

*driving  
intention through  
connection*



# *signature* PROPERTIES AND PLATFORMS



## BIRTHDAY CELEBRATION

2025 marks 100 years of Home Beautiful! To celebrate, each month will showcase the trends, brands and homes that have shaped the way we live today.

The celebrations will culminate in our special Centenary Issue in October 2025.



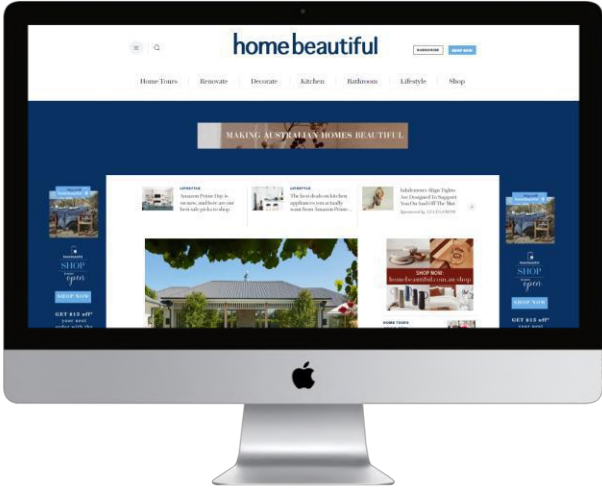
## CELEBRITY ISSUE

A month of celebrity content across the Home Beautiful network, featuring selection of beautiful celebrity homes in Australia and overseas. Showcasing the latest products to shop and interior design styles to covet. A must-see that our audience simply cannot resist.

August 2025

# SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



## 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, or category exclusive, supported by a marketing campaign, appearing within Are Media brands print and digital.

# SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



## HOME TOURS

Home Tours is an editorial content series, where our audience is invited into the homes of home beautiful each month to meet the homeowners and discover their style.

## HANDBOOK SERIES

Position your brand as the expert by partnering with our ultimate guide to a range of renovating and decorating topics such as flooring, windows, painting and storage. Each handbook is a 14-page section and digital article dedicated to everything you need to know.

## FIRST LOOK

Our style team love to share their secrets when it comes to where to find the latest "It products" and First Look is an opportunity for our audience to see an exclusive preview of your new season ranges and product launches, all shot and styled in the Home Beautiful way.

# CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT



## ADVERTORIAL

Using your brand assets, our creative team will create advertorial content with design elements that will align it to the magazine's editorial aesthetic.



## FEATURE INTEGRATION

Integrate your product and experts into our editorial features and content. Topics covered include Kitchens, Bathrooms, Bedrooms, Decorating, Entertaining and more.

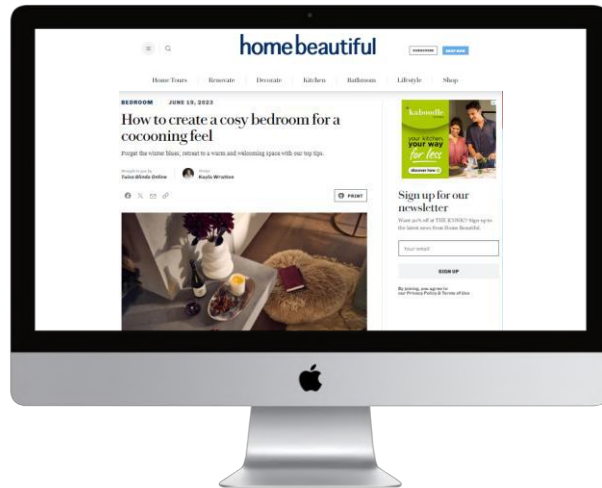


## BESPOKE BRANDED SPONSORED CONTENT

Integrate your products seamlessly into beautiful editorial photo shoots that showcase your brand to our audience of highly engaged home creators.

# CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT



## NATIVE ARTICLE

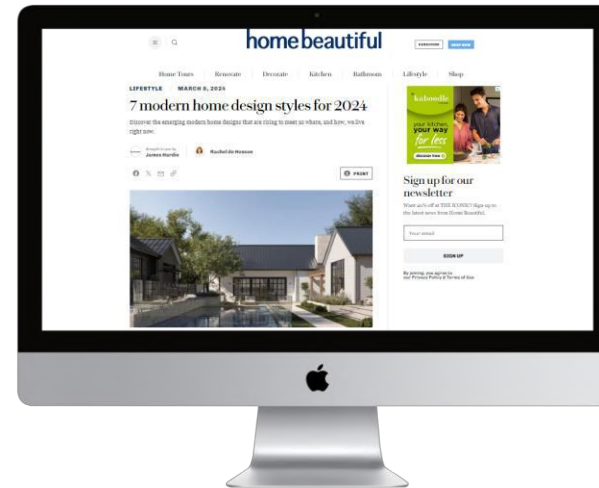
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

### 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](#)



## ADVERTORIAL 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 images

EXAMPLE

[Link](#)

# DIGITAL VERTICALS

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



HOME TOURS



RENOVATING



DECORATING



KITCHENS



BATHROOM



LIFESTYLE



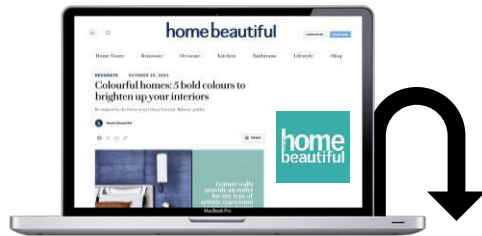
SHOP



OUTDOOR

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

# VIDEO PACKAGES – *off the shelf*



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/SPANNING**

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

**QUICK ENGAGEMENT**

[LINK](#)

# VIDEO PACKAGES – *bespoke*



BESPOKE

SOLUTIONS BASED  
[Link](#)



ELLE'S RENOVATION DIARY

SOLUTIONS BASED  
[Link](#)



HOME TOURS

SOLUTIONS BASED  
[Link](#)

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.



# SHOPPABLE FORMATS



## 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

[Link](#)



homebeautiful.com.au  
**How to choose the perfect window dressings**  
Stylish blinds and shades add the finishing touch to every room. Explore Home Beautiful's ultimate window style guide to find the best Luxaflex® window treatments for your space.

Home Beautiful magazine  
259.3k followers

Follow



## POST

A social post on Facebook, Instagram or Pinterest 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](#)

# BIGGER INTEGRATION OPPORTUNITIES

WHAT'S HOT

HOUSEHOLD  
NAME

THE BIG QUESTION

CELEBRITY HOMES

COMPETITIONS

IP  
LICENSING &  
PARTNERHIPS

TIP ONS /  
SAMPLING  
GIFT WITH  
PURCHASE

EVENTS (IRL OR  
VIRTUAL)

---

# FROM CONNECTION TO INTENTION

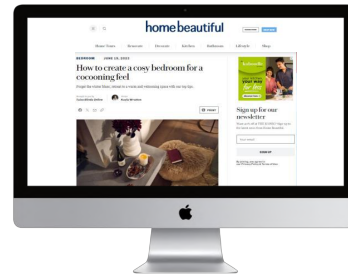
## ACROSS THE FUNNEL

From inspiration

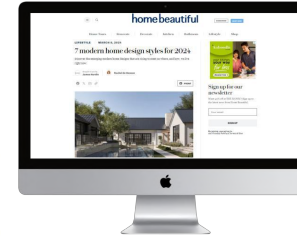


High Impact Display

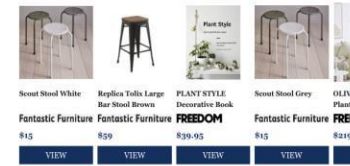
Native Articles



Competitions



Product Carousel



EDMs

**AWARENESS**

**CONSIDERATION**

**INTENT & EVALUATION**

**PURCHASE**

**ADVOCACY**

Brand Ads



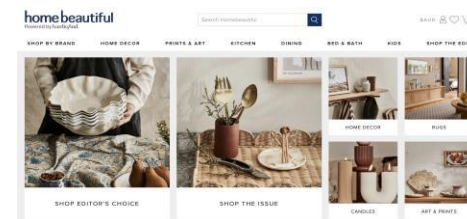
Social



Affiliate Links



Shop



Editorial Integration

To making it happen

# Editorial Calendar 2025

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



	The Australian Issue		Dream Homes		Bathroom Special		Celebrity Issue		Home Beautiful 100th Birthday Special		Countdown to Christmas	
	Summer Living & Entertaining	The Kitchen Special	Mother's Day	Colour & Decorating Special	On the Outside		Kitchens, Bathrooms & Laundries					
PRINT	Summer homes Wine rooms & bar fridges Outdoor furniture Bar carts \$10k Room renovation series	Australian 'Designed & Made' furniture, homewares, building materials Exterior paint Cleaning products \$10k Room renovation series	Kitchen supplement design & decorating Handbook: Storage & organisation \$10k Room renovation series	Create your dream home Expert advice Fashionable Flooring Bathroom case study \$10k Room renovation series	Mother's day gift guide Recipes How to style the perfect bed Guide to coffee machines \$10k Room renovation series	Special supplement Create the perfect bathroom family to ensuites Taps, tiles & lighting combos How to style: bathroom vanity	Guest Editor Handbook: How to use colours of 2025 Shop the edit How to style: a coffee table Kitchen masterclass	Celebrity Homes Renovating & Makeovers Real life before & after's Home automation Bathroom case study	Handbook: Get your garden spring/summer ready Swimming pools, plunges & spas How to style: a balcony Spring decorating	<b>100 YEARS OF home beautiful</b>	100+ Amazing kitchen, bathroom & laundry ideas Handbook: The big deep clean Kitchen design gamechangers How to style: a laundry	Shop, restock, set-up 2025 gift guide Buyer's guide to kitchen appliances How-to shop the sales Dinnerware handbook Christmas prep checklist How-to guest room
	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, renovating & gardening		Home Beautiful 100 Trend report	Christmas planning, gift guides, shopping, recipes, decorating	



*are*  
media

WHERE CONNECTION  
*ignites intention*