



australian  
home  
beautiful

*Media Kit*  
2026

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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."*



**REBECCA HOOTON**  
*Managing Editor*



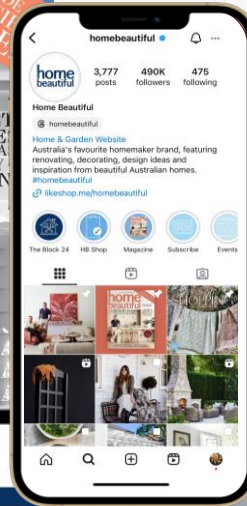
**KATRINA BREEN**  
*Creative Director*



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

# Reaching a hands-on audience of stylish **home creators**

AVERAGE AGE: 44 | \$149K 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"*

Source: \*Roy Morgan Single Source Australia, Mar25 - AP14+, \*\*Ipsos iris Online Audience Measurement Service, May 2024 - April 2025, AP14+ (12 months average), ^People Inc., Social Following as of April 2025, ~Solus subscribers as of February 2025 (last 90 days average)  
Note: total touchpoints is a duplicated number  
Source: Roy Morgan Single Source, Australia - Oct24 - Sep25, AP14+, Ipsos iris Online Audience Measurement Service, October 2025, AP14+

# Supported by a HOMES NETWORK

are  
media

13.4M

MONTHLY  
CROSS PLATFORM  
TOUCHPOINTS

AUSTRALIAN  
**HOUSE  
& GARDEN**

FOREVER  
HOME

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

**Better  
Homes  
and Gardens**

CREATIVE  
HOMEMAKER

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

**home  
beautiful**

HOME  
CREATOR

Social: Families  
Space: Suburban Home  
Self: Forever Decorator

**COUNTRYSTYLE**

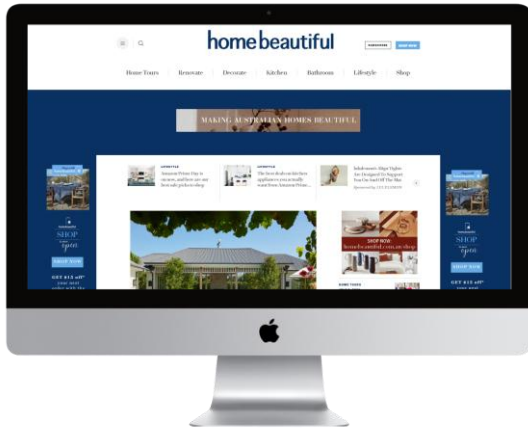
DREAM  
RETREATER

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

**belle**

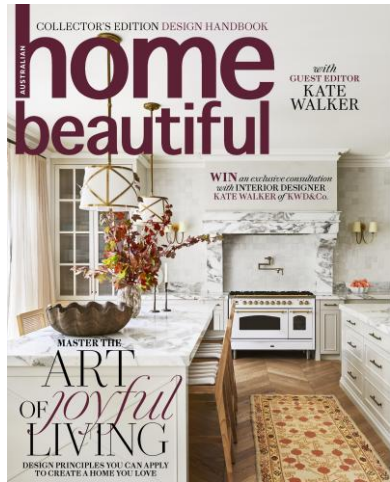
URBAN  
SOPHISTICATE

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



### DIGITAL

**UAs:** 181,168  
**PVs:** 301,252



### PRINT

**Print Readership:** 379,000  
13 issues a year

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



### BOOKS



# home beautiful

*Inspiring our audience to create their beautiful home across*

**2.4M+**  
TOTAL MONTHLY TOUCHPOINTS  
*\*Ex-People Inc.*

People Inc.

PEOPLE INC. EXTENSION\*

VIA Dotdash Meredith Partnership



**8.807M**  
MONTHLY UAs

Better Homes & Gardens  
Southern Living  
the spruce  
**REAL SIMPLE**  
MYDOMAINE  
MidwestLiving  
**DailyPaws**  
martha stewart  
quilting



### SOCIAL

**Social Followers**  
Instagram: 496,911  
Facebook: 1,137,277  
Pinterest: 259,834  
Combined: **1,894,022**

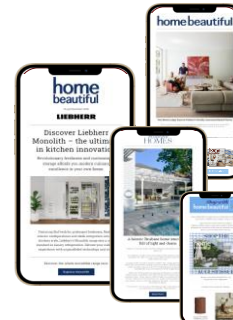
### LICENSING & PARTNERSHIPS



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

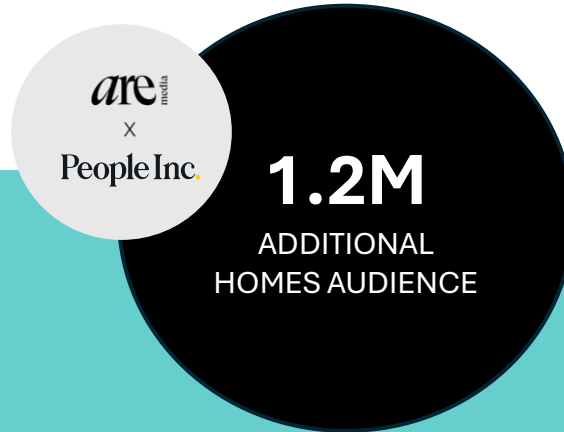
### EDMS

**Newsletter:** 40,005  
**Solus:** 29,200



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)  
Note: total touchpoints is a duplicated number

DRIVING INFLUENCE IN HOMES AT SCALE  
*Via our People Inc. Partnership*



Better Homes  
& Gardens

martha  
stewart

**REAL SIMPLE**

the  
spruce

MidwestLiving

**MYDOMAINE**

Southern Living

AMERICAN  
PATCHWORK &  
quilting

PRODUCT OFFERING  
**VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS**

# 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 vibrant tropical garden scene featuring a swimming pool in the foreground. Four lounge chairs with blue and white striped cushions are arranged on a white patio. The background is filled with lush greenery, including palm trees and flowering bushes with bright pink blossoms. The overall atmosphere is serene and luxurious.

# *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.



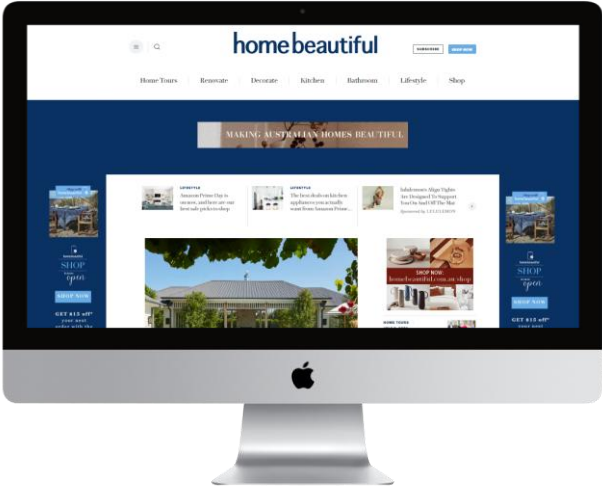
## CELEBRITY ISSUE

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

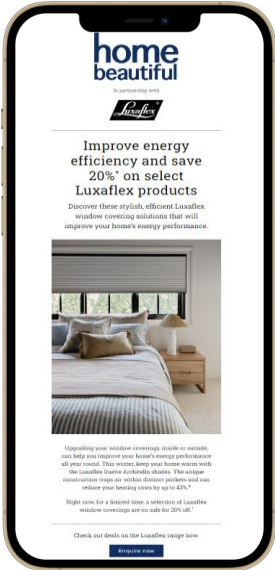
# SPONSORSHIPS

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.

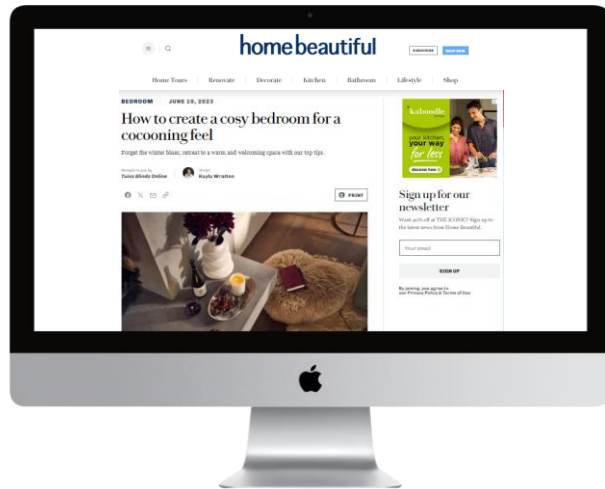


## BESPOKE BRANDED SPONSORED CONTENT

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

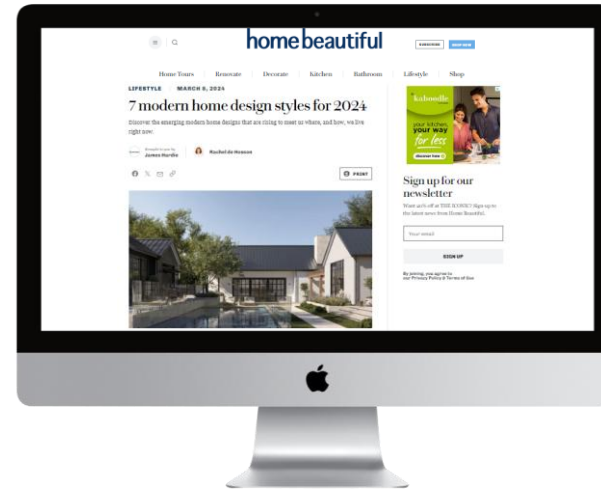
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

### 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



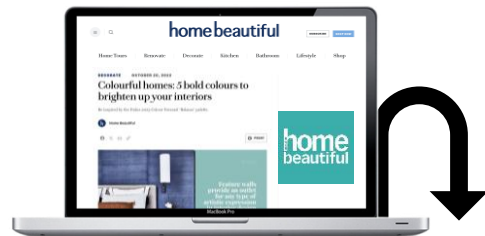
SHOP



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](#)

# 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.

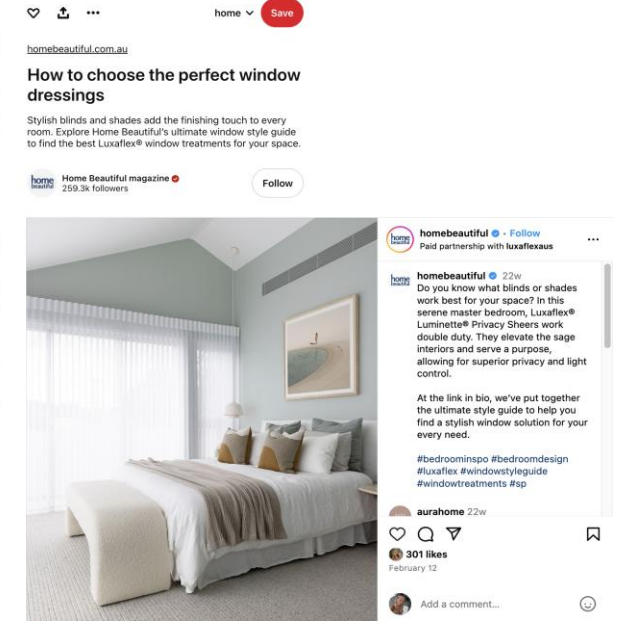
[Link](#)



## 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](#)



## 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

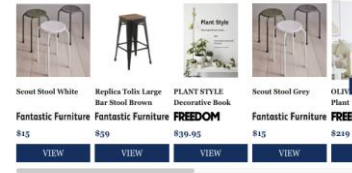
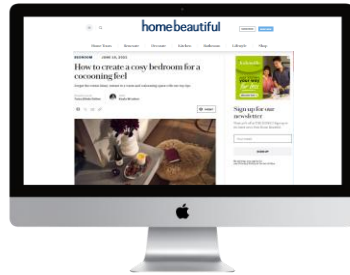
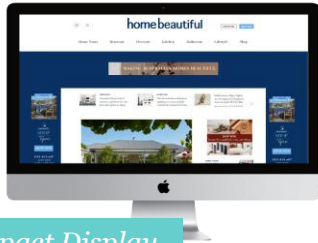
TIP ONS /  
SAMPLING  
GIFT WITH  
PURCHASE

EVENTS (IRL OR  
VIRTUAL)

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# Driving connection and intention through the *purchase funnel*

## From *inspiration*



High Impact Display

Native Articles

Competitions

EDMs

**AWARENESS**

**CONSIDERATION**

**INTENT & EVALUATION**

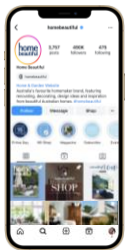
**PURCHASE**

**ADVOCACY**

Brand Ads



Social

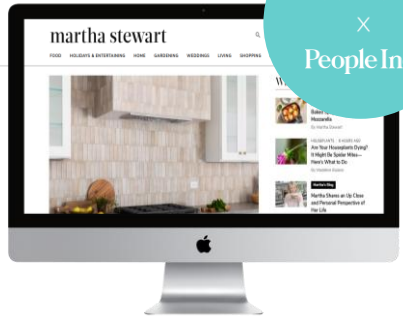
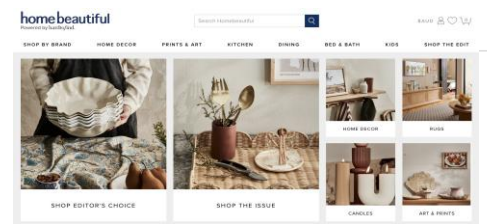


Editorial Integration

Affiliate Links



Shop



## To making it happen

# Editorial Calendar 2026



ISSUE DIGI	JAN (DEC)	FEB (JAN)	MAR (FEB)	APR (MAR)	MAY (APR)	JUN (MAY)	JUL (JUN)	AUG (JUL)	SEP (AUG)	OCT (SEP)	NOV (OCT)	DEC (NOV)	XMAS (DEC)
<b>PRINT</b>	Christmas (on sale 1st December)	<b>Beautiful Builds insert</b> stand-proud Outdoor Living	Kitchens special, 2026 trend report	Easter, Decorating special (painting, upholstery, panelling)	Mother's Day, Prepare for winter	Bathrooms special, Bedding handbook	Colour & decorating, Beautiful Builds	Laundry love 100 Beautiful Rooms	Spring clean! 100 Beautiful Rooms	Beautiful Gardens, 100 Beautiful Rooms	Kitchens, bathrooms, laundries	Countdown to Christmas	Christmas (on sale December)
<b>ON SALE</b>	1-Dec	5-Jan	9-Feb	9-Mar	6-Apr	4-May	1-Jun	29-Jun	27-Jul	24-Aug	21-Sep	19-Oct	16-Nov
<b>SOCIAL</b>	Christmas	New Year home refresh	Beautiful Builds Kitchens	Easter styling	Mother's Day entertaining	Cosy decor & comfort cooking	Colour & decorating	Laundries	Home refresh	Spring decorating	Travel (sales/road trips/ summer hols)	Countdown to Christmas	Christmas
<b>DIGITAL</b>	<b>Christmas</b> (on sale 1st December)	<b>Beautiful Builds</b> Outdoor furniture, Home refresh	<b>Kitchens</b> Beautiful Builds	<b>Easter</b> Long weekend projects	<b>Winter warming</b> (heating, decorating etc)	<b>Bathrooms</b> Winter bedding Beautiful Builds	<b>Colour &amp; decorating</b> Appliance review month, Beautiful Builds	<b>The Block</b> Laundries 100 Beautiful Rooms	<b>Spring clean!</b> 100 Beautiful Rooms	<b>Spring decorating</b> 100 Beautiful Rooms	<b>Black Friday sales</b> Travel bookings	<b>Lead-up to Christmas</b>	<b>Christmas</b>
<b>BRAND OPP</b>	The Edit: Christmas	Beautiful Builds	Beautiful Builds	The Edit: Easter	The Edit: Mother's Day	Beautiful Builds	Beautiful Builds	Home Tours	The Edit	The Edit: spring buys	Beautiful Builds	The Edit: Christmas	The Edit: Christmas
<b>TENTPOLE</b>	Christmas	Beautiful Builds	Lunch on the Lawn			Lunch on the Lawn	Beautiful Builds	The Block	Lunch on the Lawn		The Home Show	Christmas	Christmas



# WHERE CONNECTION *ignites intention*

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