

homes  
TO LOVE

**AUSTRALIA'S TRUSTED  
BRAND NETWORK FOR  
HOME INSPIRATION  
AND CREATIVE ADVICE**

MEDIA KIT

are  
media



## WOMEN'S LIFESTYLE BRAND NETWORKS

Featuring content from popular magazine brands that have been loved for over 85 years, the **TO LOVE brand networks** deliver relevant content that speaks to the interests and passions of Australian women:

THE LATEST IN LIFESTYLE &  
ENTERTAINMENT NEWS

**now**  
TO LOVE

THE AUSTRALIAN  
**Women's Weekly** **OK!**

**NW** **Woman's Day** **TV WEEK**

**GoodHealth** **Take5**

CREATIVE INSPIRATION &  
HOME IMPROVEMENT ADVICE

**homes**  
TO LOVE

**belle** **realliving**

**HOUSE** **INSIDE**  
& GARDEN

**COUNTRYSTYLE**

**7.1**  
**MILLION**  
**SOCIAL**  
**CONNECTIONS**

**1.9**  
**MILLION**  
**DIGITAL AUDIENCE**  
**EACH MONTH**

## HOMES TO LOVE PHILOSOPHY

Homes to Love creates combines influential house and home content from Australia's most trusted brands and an active social community, to connect advertisers with an engaged audience of women who can't be reached anywhere else.

With uniquely Australian house and home content from trusted magazine brands; Home to Love provides trustworthy and authentic advice for turning a house into a home.

A trusted one-stop digital destination for passionate house-proud women, Homes to Love combines stunning photography with expert advice, to provide women with an endless source of ideas and inspiration for their homes.

**belle** **INSIDE** **realiving**

**HOUSE  
& GARDEN**

**COUNTRYSTYLE**



**3.7**  
**MILLION**  
**SOCIAL**  
**CONNECTIONS**

**318K**  
**DIGITAL AUDIENCE**  
**EACH MONTH**

**2.9**  
**MILLION**  
**PAGE VIEWS**  
**EACH MONTH**

## AUDIENCE PROFILE

For the Homes to Love audience, life revolves around the home. These contented families and empty nesters, see their homes as an expression of status and achievement. For this audience, life is about building a better future, and the Home is the ultimate representation of a secure, successful life.

With a median age of 42 years, and a strong female profile (70% female), this audience is united by their positive outlook, desire to build a secure future for their family and their love of home styling and improvements.

She views food a tool for nourishing and uniting her family, tech as a means of organising her life and keeping her loved ones secure, home entertainment as a way to reward herself and create family moment, and home interior products as a means of creative expression for herself and comfort for her family.

She is a confident online shopper - significantly more likely than other women to shop online for fashion, homewares, furniture, pet care, food and books. She favours products that reflect her sense of style, belief in the benefits of brands and need for quality over fast trends.

She experiences genuine joy making her house a home, relishes in shopping the category and delights in sharing her ideas and expertise with those around her - acting as a trusted advisor on renovations, decorating and all things Homes.



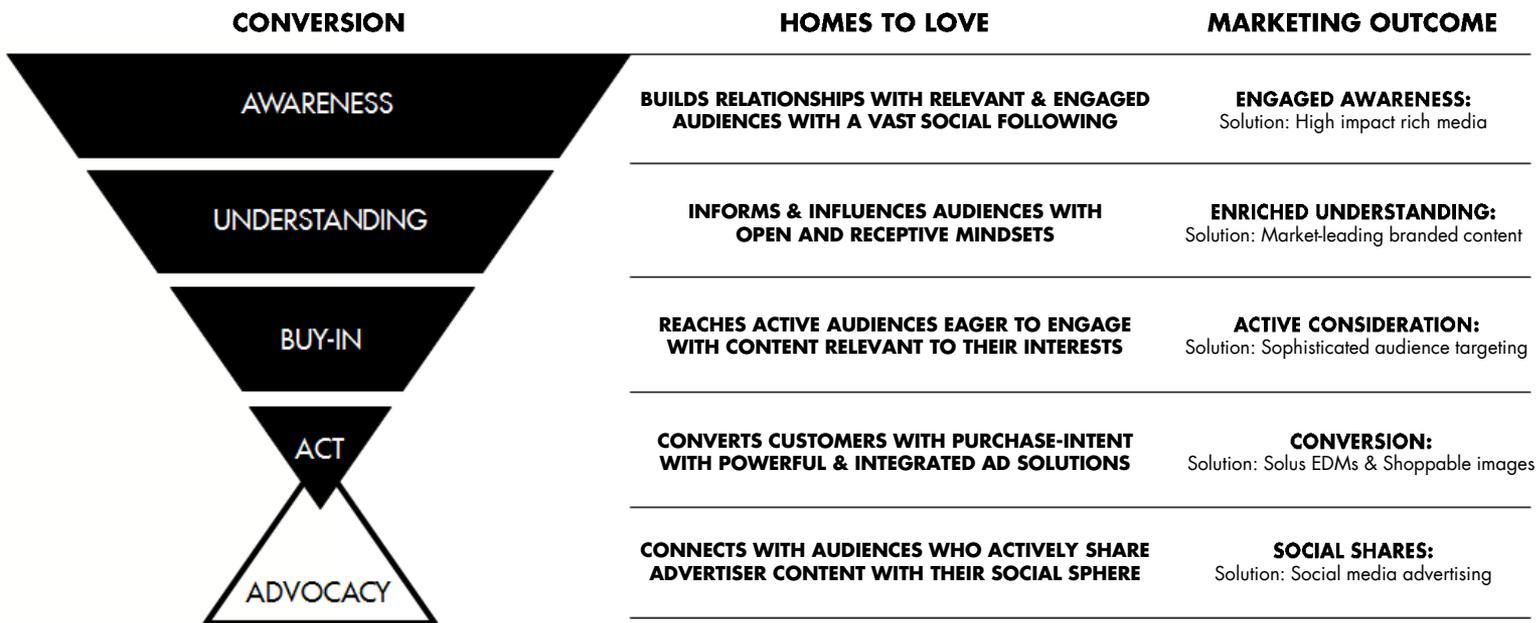
# EDITORIAL CALENDAR



JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Seasonal Summer (Outdoor living)	Travel Guide (Weekend Inspiration)	Kitchen Special (Tips & trends)	Gardening Focus (Advice & guidance)	Winter Decorating (Seasonal trends)	Sustainably Warm (Efficient heating)	Milan Report (Home trend predictions)	Renovating Update (Advice & guidance)	Spring Cleaning Blitz (Home hacks)	Summer Decorating (Seasonal trends)	Entertaining At Home (Entertaining inspiration)	Christmas (Seasonal trends)
Australia Day (Entertaining inspiration)					Budget Month (Money saving tips)	Study Spaces (Advice & guidance)		Bathroom Special (Tips & trends)			
				Mother's Day: Gift Guides				Father's Day: Gift guides			
							The Block (Show Coverage)				

# CONVERSION FUNNEL

Homes to Love delivers marketing outcomes across all stages of the customer purchase funnel



# DISPLAY SOLUTIONS

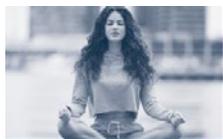
Are Media connects and engages customers with a wide range of digital solutions from classic display and high impact rich media formats across desktop and mobile, to masthead integrations and EDMs.



# AUDIENCE TARGETING

Are Media's audience segments engage relevant audiences to drive consideration. Created by profiling 1<sup>st</sup> party online and offline audience data with the behavioural patterns of digital audiences, Are Media's audience segments allow advertisers to target customers by their interests or life stage.

## PASSION SEGMENTS



| Holistic  
Healthies



| Next Gen  
Beauties



| Positive  
Parenting



| Influential  
Escapists



| Style  
Hunters



| Taste  
Makers



| Celebrity  
Enthusiasts



| Happy  
at Home



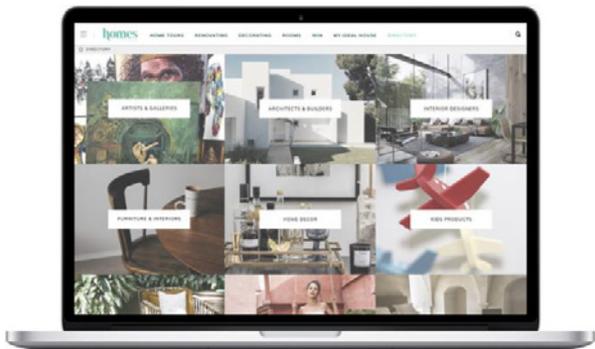
| Luxurians



| Royalty  
Revels

# DIRECTORY LISTINGS

Offering a range of market-leading solutions, the Homes to Love Directory allows you to connect and engage with your customers like never before.



## AUDIENCE PROFILE

With an average age of 42 and a strong female profile, the Homes to Love audience is united by their positive outlook, desire to build a secure future for their family and their love of home styling and improvements.

Align your brand with the Homes to Love Directory to connect with potential customers who want to create beautiful spaces - across a range of budgets and tastes.

## DIRECTORY LISTING OPTIONS

The Homes to Love directory offers four listing options, providing lower monthly rates based on the length of the booking, allowing you to choose the level exposure and audience engagement features you would like to integrate in your listing.

RATES	PREMIUM	ENHANCED	STANDARD	CARD
Rate p/m for a 12 month listing	\$1,500	\$1,000	\$450	\$250
Rate p/m for a 6 month listing	\$2,650	\$1,650	\$500	\$300
Rate p/m for a 4 month listing	\$3,000	\$2,000	\$600	\$350

**318K**

UNIQUE AUDIENCE\*

**2.9M**

PAGE VIEWS\*

**3.7M**

SOCIAL CONNECTIONS

HOUSE & GARDEN

COUNTRYSTYLE

belle

INSIDE

realiving

# BRANDED CONTENT

Are Media's native content is produced in-house by commercial editorial team and is tailored to meet your marketing objectives. Seamlessly integrated, our native solutions drive maximum reach and engagement, by positioning your brand in a highly relevant and contextual environment.



**NATIVE ARTICLES**



**NATIVE VIDEOS**



**NATIVE GALLERY**



**INFOGRAPHICS**



**IMAGE SLIDERS**



**CUSTOM INTEGRATIONS**

# SOCIAL MEDIA AMPLIFICATION

Are Media's established social media audiences and content expertise can create customers for your brand. With unparalleled connections to millions of Australians every month, Are Media's social amplification solutions delivers engaged audiences to your branded content.



**FACEBOOK POSTS**



**FACEBOOK VIDEOS**



**INSTAGRAM POST**



**INSTAGRAM STORIES**



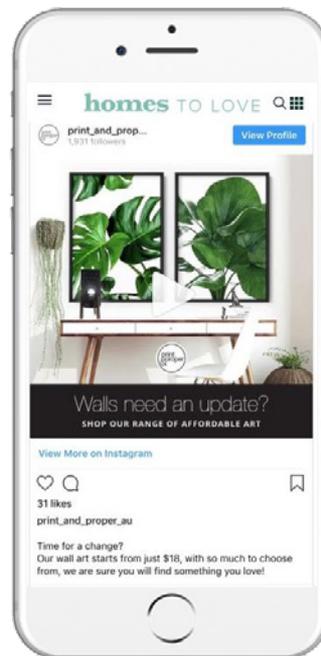
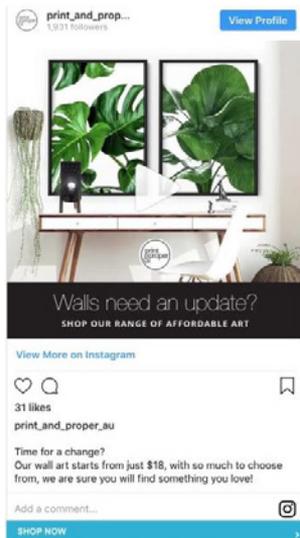
**INSTAGRAM GIFS & VIDEOS**

# SOCIAL DISPLAY

New ad format for brands to run Facebook, Instagram, Twitter social posts as display ads in mobile MREC positions across Are Media sites as ROS, RON or data targeted.

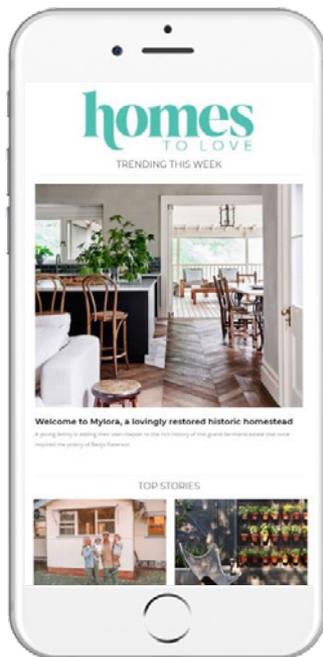
**0.30%**  
CTR Benchmark

**+71%**  
Lift In Brand  
Awareness



# EDM SOLUTIONS

Advertisers can partner with Are Media's premium brands to reach active email audiences with Newsletters and Solus EDMs.



## NEWSLETTERS

Advertisers can sponsor ad units within newsletters.

- Homes to Love:  
11,500 Subscribers

## SOLUS EDMS

Advertisers can send targeted offers, coupons, and discounts with brand-led Solus EDMs.

- Homes to Love:  
11,300 Subscribers



# CONTACT US

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