





IS THE TRUSTED SOURCE OF INFORMATION FOR ASPIRATIONAL HOME OWNERS.

FILLED WITH EXPERT ADVICE AND INSPIRATION FOR EVERY STEP OF THE HOMEMAKING JOURNEY, IT HOLDS A MIRROR TO CONTEMPORARY AUSTRALIAN LIVING, MAKING IT THE GO-TO BRAND FOR AVID RENOVATORS AND DECORATORS ALIKE.



NOTE FROM THE EDITOR



Australian House & Garden is the number-one home-lifestyle title in the Australian marketplace. Launched in 1948, this much-trusted magazine has played a significant role in the lives of passionate homemakers, presenting relevant information and inspiration at every step of their home journey.

Anchored by 60+ pages of the best homes and gardens in the country every month, the broader editorial content relates to the wider life of the reader: guality shopping, decorating and entertaining inspiration; engaging stories on family, health, beauty, renovation advice and pets; and regular travel, design and news features.

The House & Garden reader is aspirational, house-proud and loves to be inspired with new ideas for her home and garden. She (and her partner) are highly engaged and active renovators and decorators and also avid entertainers.

House & Garden holds a mirror to contemporary Australian family life and delivers an unrivalled platform for advertisers to communicate with our exclusive and responsive readership in a dynamic, innovative environment.

Janya Buchanan, Editor in chief







DECORATING & DESIGN Decorating and design inspiration, trends and masterclasses



HOUSES Aspirational and inspirational homes from around Australia



GARDENS Inspiration for outdoor areas and seasonal gardening advice for green thumbs



RENOVATING ADVICE Information and advice from experts and design professionals around renovations, property and styling



ENTERTAINING & TRAVEL Seasonal food and drink recipes for any occasion, plus domestic and international travel features for the adventurous and the indulgent



SHOPPING Shop the latest trends and buyer's guides themed monthly by room or season



SIGNATURE PROPERTY



TOP 50 ROOMS

Now in its 23rd year, Top 50 Rooms celebrates Australian design, identifies current trends and gives the *Australian House* & *Garden* audience the opportunity to see inside the minds of Australia's best architects and designers. Architects and interior designers from around Australia submit their best work for a judging panel, represented by the Australian House & Garden editorial team and some of the foremost interiors experts in the country. The resulting showcase is a thought-provoking look at the very best in design and styling.





TOTAL BRAND TOUCHPOINTS 1,578,110

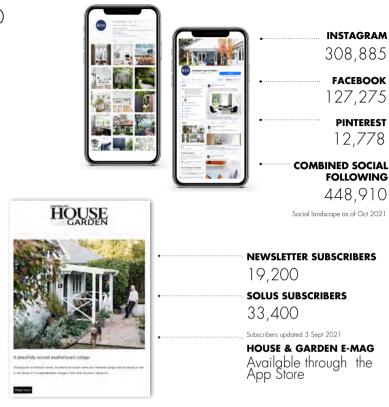
The number one home lifestyle title in Australia, *House & Garden* delivers a dynamic innovative environment filled with expert advice for every step of the home journey and an unrivaled platform for advertisers.



HOMESTOLOVE.COM.AU UNIQUE AUDIENCE 561,218 PAGE VIEWS 6,507,732 Source : Roy Morgan Nov 2021

AUSTRALIAN

CATEGORY SPONSOR



Source: Ray Margan Single Source Australia, September 2021 - All People 14+, unduplicated print and digital monthly reach, (note: H&G x 1 monthly insertion + 4 weeks on Homes To Love); Social followers as at October 2021 - combined social following are duplicated figures, newsletter numbers as at September 2021.

MONTHLY

1,110,000

Source: Roy Morgan Sept 2021

CROSS PLATFORM READERSHIP



MYER HOMEWARES COLLABORATION

TOP 50 ROOMS







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ONE-SHOT

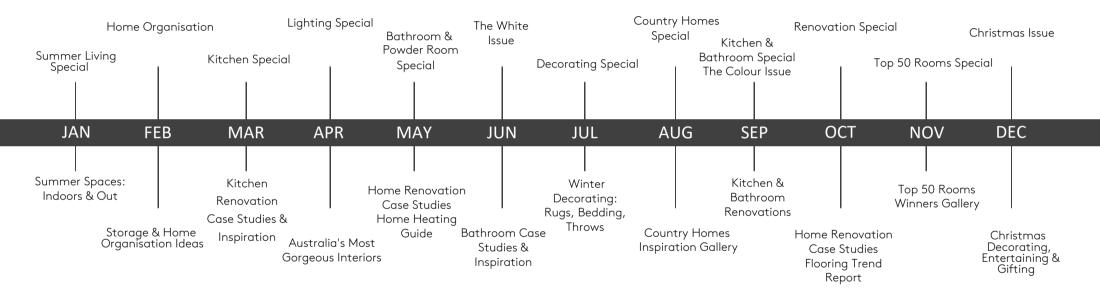


LUXE KITCHENS & LAUNDRIES

CONTEMPORAR AUSTRALIAN RENOVATIONS



PRINT



DIGITAL







THE FOREVER HOMEOWNER

- Core audience: 45+ | Average age 51
- 74% are Home Owners (40% own their home outright)
- Most likely to have lived in their home for 10+ years
- Higher than average proportion of AB's (21%), Managers/Professionals
- (32%), and those with a Diploma/Degree (51%)
- Average Household income is \$121k
- Total savings and investments of \$288k, more than \$41k higher than the
- average (\$246k)
- They are 1.6x more likely than the average Australian to intend to buy a new house in the next 12M
- They skew 1.3x more likely than the average Australian to spend over \$5k renovating or extending their home in the next 12M
- They are 1.4x more likely than the average Australian to redecorate/refurbish home in the next 12M
- The House & Garden reader is a Big Spender (ix122) spending a combined \$1205M on home and garden products in the last 4 weeks (average spend of \$300)

Source: Roy Morgan Single Source Australia, September 2021 – Print readership, AP 14+



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