



AUSTRALIAN

HOUSE & GARDEN

BRAND OVERVIEW

AUSTRALIAN HOUSE & GARDEN

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: quality 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.

Tanya Buchanan

Tanya Buchanan, Editor in chief

are
media

EDITORIAL PILLARS



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.



MASTHEAD READERSHIP

644,000

PAGE VIEWS

MONTHLY

CROSS PLATFORM READERSHIP

1,110,000

Source: Roy Morgan Sept 2021

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 unrivalled platform for advertisers.



HOMESTOLOVE.COM.AU

UNIQUE AUDIENCE

561,218

PAGE VIEWS

6,507,732

Source: Roy Morgan Nov 2021



INSTAGRAM

308,885

FACEBOOK

127,275

PINTEREST

12,778

COMBINED SOCIAL FOLLOWING

448,910

Social landscape as of Oct 2021



NEWSLETTER SUBSCRIBERS

19,200

SOLUS SUBSCRIBERS

33,400

Subscribers updated 3 Sept 2021

HOUSE & GARDEN E-MAG

Available through the App Store

Source: Roy Morgan 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.

COLLABORATIONS



MYER HOMEWARES COLLABORATION



TOP 50 ROOMS

SPECIAL ISSUES



KITCHEN SPECIAL



RENOVATION SPECIAL



BATHROOMS SPECIAL

ONE-SHOTS



LUXE KITCHENS & LAUNDRIES



CONTEMPORARY AUSTRALIAN RENOVATIONS

2022 EDITORIAL CALENDAR

PRINT

Summer Living Special	Home Organisation	Kitchen Special	Lighting Special	Bathroom & Powder Room Special	The White Issue	Decorating Special	Country Homes Special	Kitchen & Bathroom Special The Colour Issue	Renovation Special	Top 50 Rooms Special	Christmas Issue
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Summer Spaces: Indoors & Out	Storage & Home Organisation Ideas	Kitchen Renovation Case Studies & Inspiration	Australia's Most Gorgeous Interiors	Home Renovation Case Studies Home Heating Guide	Bathroom Case Studies & Inspiration	Winter Decorating: Rugs, Bedding, Throws	Country Homes Inspiration Gallery	Kitchen & Bathroom Renovations	Home Renovation Case Studies Flooring Trend Report	Top 50 Rooms Winners Gallery	Christmas Decorating, Entertaining & Gifting

DIGITAL

*Subject to change at Editorial discretion



AUDIENCE

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+

CONTACTS

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