Most successful multi-media brand in Australia

WE REACH MORE THAN

7.4 MILLION

people across our print, broadcast digital and social platforms.

Source: emma® conducted by Ipsos MediaCT, 12 months ending Jan 2018. People 14+.
The Better Homes and Gardens brand delivers people an abundance of ideas, the inspiration to create and the information to achieve. We showcase the start of an idea and then support our audience to create their own – helping them turn their houses into homes.

Julia Zaetta
Editor in Chief
<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total audience</td>
<td>6.8 million</td>
</tr>
<tr>
<td>Television viewership</td>
<td>3.1 million</td>
</tr>
<tr>
<td>Social touchpoints</td>
<td>1.2 million</td>
</tr>
<tr>
<td>Unique audience</td>
<td>234,000</td>
</tr>
<tr>
<td>EDM subscribers</td>
<td>58,609</td>
</tr>
<tr>
<td>Readership</td>
<td>2.3 million</td>
</tr>
</tbody>
</table>

Source: emmaTM conducted by Ipsos MediaCT, 12 months ending Jan 18; Nielsen Digital Ratings Monthly Jan 18; Nielsen Market Intelligence Feb 18; Facebook Insights; Nielsen CMV 2017 S05. Metro Seven Network (0600-2400) + claimed P7D 7QLD + CPR Visited P/M BHG + BHG Pac Mags
Our audience

The #1 mass homes brand in Australia

**CONNECTION**

**Active homemakers**
- 69% Own or are paying off their homes
- 1/4 Have renovated their homes in the last 3 months

**Foodies**
- 96% Have cooked dinner for themselves or their families in the last 3 months
- 7 in 10 Believe in using the best quality ingredients

**Green thumbs**
- 4/5 Have done some gardening in the last 3 months
- $76million On hardware and gardening product

**30+ ME to WE**
Me to We’s experience a dramatic shift in priorities and behaviours toward family and home. They are balancing significant responsibilities including marriage, parenthood, careers, and household management. They desire to build fond memories to enrich family relationships.

**45+ Zoomer**
Zoomers have their responsibilities covered, and focus on valuable ‘me’ time. They look forward to spending more time on hobbies and interests after the busy years. With their life pace slowing down and approaching retirement they have aspirations to indulge in experiences and travel.

**65+ Golden Years**
This audience focus shifts from children and career to leisure and wellness. They place a high importance on ‘me’ time and want to rediscover themselves. They realise that time is no longer limitless and feel a renewed sense of urgency to accomplish goals.

Source: Google Analytics L30D from 17 Jan 18
Audience engagement

BHG.com.au

Top 5 sections

- **41.3%** BETTER LIFE
- **14.7%** FOOD
- **9.2%** TRAVEL
- **7.6%** DIY
- **6.9%** CRAFT

Accessing the site

- **67%** mobile
- **19%** tablet
- **13%** desktop

Loyal fan base + new users

Audience is made up of 61% returning visitors and 39% new visitors

In-market interests

Users who are researching products and are actively considering buying a service or product

- **3.91%** Home Decor
- **3.74%** Home & Garden Services
- **3.72%** Landscape Design
- **3.24%** Hotels & Accommodations
- **3.06%** Home Cleaning Services

Busiest time on the site is 8pm Friday evenings, coinciding with the TV show

Aged 35-64 years

Source: Google Analytics L30D from 17 Jan 18
Audience engagement

BHG.com.au

Best performing content

How to make a macramé plant hanger
Fashion and styling from the '70s is making a comeback. Get into the macramé mood and dangly walls! Turn those old florals into these fab objects for all to admire. By Better Homes and Gardens

Educational DIY
“top tips to paint your home”
“Transform any room with a fabulous feature wall”
“10 garden lighting ideas”

Source: emma June 17, Nielsen DRM Feb 17, Market Intelligence July 17;
Content pillars

**Decorating & Craft**
Our audience love to create things to personalise and beautify their homes, and find real joy in making things for others.
Better Homes and Gardens offers them an array of craft and home decorating ideas to satisfy their creative décor urges and personalise their homes.

**Better You**
Inspiring & informing on how to feel fit and fabulous inside and out at any age. From nutritional information to beauty trends, exercise routines and health tips, Better You inspires you to be your best.

**Better Travel**
Better Travel connects our audience to incredible experiences around the world and inspires them to seek adventure, discover the world, embrace their inner foodie or simply encourage them to take time to recharge and relax.

**Gardening**
Great ideas and practical advice for all gardeners, whether they have a balcony or backyard, we show them how to create a green oasis at home, grow their own fruit and veg, and add colour to their flowerbeds.

**Food**
Delicious practical recipes and meal inspiration made with uncomplicated and easily sourced ingredients. Better Homes and Gardens caters for all occasions and events, from Easter treats to Birthday sweets, Winter feasts to Sunday roasts there’s something for all tastes.

**DIY**
The Better Homes and Gardens audience are “Do-ers” - they love rolling up their sleeves and taking on a DIY challenge. We make it easy for them with step-by-step instructions on an abundance of home projects to keep you busy improving your home every weekend!
FOR RATES, COMMERCIAL PROPOSALS AND BRAND INFORMATION:

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