

**Better
Homes**
and Gardens.

MEDIA KIT

2018



Pacific



Most successful multi-media brand in Australia

WE REACH MORE THAN

7.4 MILLION

people across our print, broadcast
digital and social platforms.

**Better
Homes**
and Gardens

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“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





MAGAZINE



DIGITAL



SOCIAL

**Better
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BRAND EXTENSIONS



VIDEO &
BROADCAST



EVENTS

Brand reach

2.3 MILLION
READERSHIP

6.8 MILLION
TOTAL AUDIENCE
TOUCHPOINTS

3.1 MILLION
TV VIEWERSHIP

1.2 MILLION
SOCIAL
TOUCHPOINTS

234,000
UNIQUE
AUDIENCE

58,609
EDM
SUBSCRIBERS

Source: emma™ conducted by Ipsos MediaCT, 12 months ending Jan 18, People 14+; 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

No.1
MOST READ
MAGAZINE.

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

Reaching
all life
stages



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.

Audience engagement

BHG.com.au

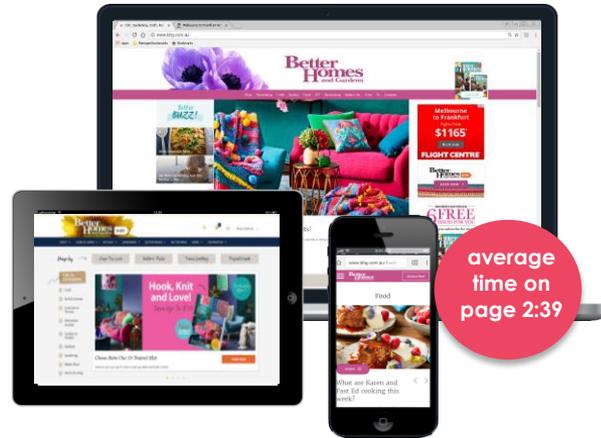
Top 5 sections

- 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



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

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

Aged 35-64 years

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Best performing content



How to make a macramé planter hanger

Fashion and styling from the 70s is making a comeback, so get into the macramé mood and dangle these plants or other fab objects for all to admire - by Better Homes and Gardens

OCT 2016



How to



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



Short, Snackable stories

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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