



home  
beautiful

# MEDIA KIT

2018



**Home Beautiful** is the most established homemaker brand in Australia, connecting homes and hearts for over 90 years.

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WE REACH MORE THAN  
**2.1** MILLION  
touchpoints across our print,  
digital and social platforms.

Home is where the heart is. So many Australians feel this way about their home – it's their escape from the world, a place where they can relax, rejuvenate, and be with their family. At **Home Beautiful**, we live for providing inspiration, information and expert advice to empower homeowners to create their own 'home beautiful' - a place that reflects them and their family, and works for their life.

While we might be 90 years old, our brand is ever-youthful. Every extension of **Home Beautiful** delivers on our editorial promise of quality, up-to-the-minute content – from our incredible one-shots, tip-ons and specials, to our ever-evolving website and social platforms. You'll even find us on TV, thanks to a longstanding relationship with Ch 7's top rating show, House Rules, starring **Home Beautiful's** own general manager Wendy Moore. In 2017, we launch our very own multi-platform concept, **House to Home Beautiful** - an innovative design series set to inspire Australian homeowners to step outside the design box and invest in the home they love.

With over 2 million touchpoints, **Home Beautiful** remains the go-to source for first time renovators to seasoned decorators, wherever they may be. Our loyal readership trusts **Home Beautiful** to find out how to transform their house into a beautiful and inviting home.

Sarah Burman  
Editor





MAGAZINE



DIGITAL



SOCIAL

australian **home beautiful**

PLATFORM TOUCHPOINTS



Designing Your Home: T for your house

H2HB: Video Diary



CONTENT CREATION



VIDEO & BROADCAST



BRAND EXTENSIONS



home  
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## Brand reach

**1.6** MILLION  
TOTAL SOCIAL  
TOUCHPOINTS

**2.1** MILLION  
TOTAL AUDIENCE  
TOUCHPOINTS

**543,000**  
READERSHIP

**51,000**  
UNIQUE AUDIENCE

**9,869**  
AVERAGE DAILY UBs

**385,000**  
AVERAGE SOCIAL  
WEEKLY REACH AU

# Our audience

The most established homemaker brand in Australia

## CONNECTION

### Active homemakers

- 74% Own or are paying off their homes
- 26% Have renovated their homes in the last 3 months
- 19% Have redecorated their homes in the last 3 months

### Spend on their home

- \$10.3 million On Furniture per month
- \$4 million On Homewares per month
- \$35 million On Electrical Goods per month

Active Evolvers, constantly updating their home



### RENOVATORS

Renovators are typically home owners with no plans to move. They seek inspiration from home expos, design experts and apps. The majority of renovators like their home, but they have a few things they'd like to change. Only 1/3 of renovators are passionate about DIY - they are more likely to be DIFMs and call in the professionals to tackle the work.



### DECORATORS

Decorators see their home as a constant work in progress. They love reading about renovating and decorating projects, but many lack the confidence to recreate the look they want. They focus mainly on minor projects to improve the look of their home, such as furniture, lighting, colours and accessories.



### STYLISTS

Everyone is a stylist, even more so for renters as this is often their only outlet in home design. Whether they own or rent, they take pride in their homes. They see their homes as a form of creative expression and self expression. Stylists have a constant appetite for homewares and visit more stores than others in their search for on trend homewares and unique items.

Source: Google Analytics L30D from 17 Jan 18

# Audience engagement

homebeautiful.com.au

## Top 5 sections

- 21% RENOVATE
- 18% DECORATE
- 12% SHOP
- 11% KITCHEN
- 10% HOMES

## Accessing the site

- 76% MOBILE
- 18% TABLET
- 7% DESKTOP

**Loyal fan base + new users**  
Audience is made up of **56% returning** visitors and **44% new** visitors



**Busiest time on the site is between 8pm - 9pm Sunday evenings**

## In-market interests

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

- 6.08% Home Décor
- 5.35% Home & Garden Services
- 3.82% Home Furnishings
- 3.8% Home Improvements
- 3.69% Real Estate For Sale

**Aged 35-44 years**

Source: Google Analytics L30D from 17 Jan 18

# Content pillars



## HOMES

We explore the story behind real homes and the families who live in them, sharing their renovating ups and downs, the decorating decisions and the nitty gritty of why it works – or doesn't. Our HOMES section is the heart and soul of **Home Beautiful**; it is beautiful, engaging and simply inspirational.



## KITCHENS & BATHROOMS

Every month, **Home Beautiful** highlights the hardest working rooms in the home, not just in our beautiful HOMES section, but in dedicated kitchen and bathroom features. Here, you'll find the latest trends, products, materials, appliances, fittings and so much more - as well as beautiful projects chock-full of information, advice and inspiration.



## RENOVATING

In the how-to section of **Home Beautiful**, we delve into the details. From simple makeovers and extensions to large-scale renovations, the content is not just inspiring, but informative. We deliver the need-to-know information for would-be renovators, from how much it will cost, to where to start looking for it, and what you need to ask the experts.



## STYLE & DECORATING

**Home Beautiful's** style team is at the industry forefront predicting future trends and showcasing to our readers how to make them work at home. With a dedicated decorating feature shot on location every month, plus themed shopping pages devoted to the latest interior trends and style finds, **Home Beautiful** inspires readers to go forth and decorate!



## OUTDOOR LIVING

Australians live outdoors for much of the year, with the humble back garden now elevated to a true outdoor living space. At **Home Beautiful** we embrace this philosophy whole-heartedly. Our OUTDOOR LIVING section features fabulous ideas and inspiration for this hugely important extension of the home.



## ENTERTAINING

**Home Beautiful** isn't just about cooking, it's about entertaining. We reveal how to create delicious, beautiful food for every day and every occasion, from a relaxed family lunch to a dinner party with friends, without the stress. Our ENTERTAINING pages are filled with seasonal menu ideas and themes to inspire your next event.



**FOR RATES, COMMERCIAL PROPOSALS AND  
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