



**Better
Homes**
and Gardens.

MEDIA KIT

2018

Pacific



Most successful multi-media brand in Australia,
reaching nearly **1 in 3** Australian's every month

WE REACH MORE THAN
9.1 MILLION
people across our print, broadcast
digital and social platforms.

**Better
Homes**
and Gardens

Pacific

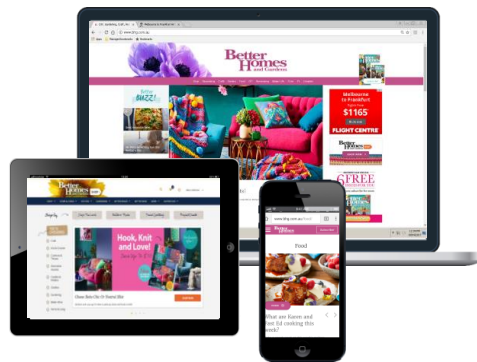
“The Better Homes and Gardens brand delivers people with *an abundance of ideas, the inspiration to create and the information to achieve*. We showcase the start of an idea and then support our audience to create their own – helping them turn their houses into homes.”

Julia Zaetta
Editor in Chief





MAGAZINE



DIGITAL



SOCIAL

Better Homes and Gardens.



BRAND EXTENSIONS



VIDEO & BROADCAST



EVENTS

Brand reach

2.35 MILLION
READERSHIP

9.1 MILLION
TOTAL AUDIENCE
TOUCHPOINTS

4.9 MILLION
TV VIEWERSHIP

1.6 MILLION
SOCIAL
TOUCHPOINTS

142,000
UNIQUE
AUDIENCE

55,592
EDM
SUBSCRIBERS

No. 1
MOST READ
MAGAZINE.

Source: emmaTM conducted by Ipsos MediaCT, 12 months ending July 2017, People 14+; Nielsen Digital Ratings Monthly July 2017; Nielsen Market Intelligence Aug 2017; Facebook Insights (Fans and Reach incl BHG and BHG Craft); Nielsen CMV 2017 S09

Our audience

The #1 mass homes brand in Australia

CONNECTION

Active homemakers

70% Own or are paying off their homes

1/4 Have renovated their homes in the last 3 months

Foodies

94% 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

\$78million 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

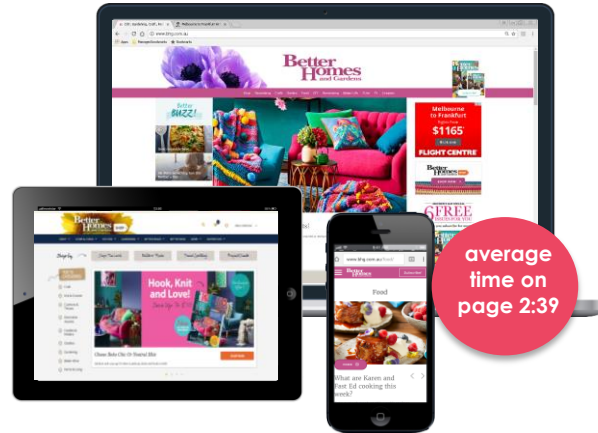
Top 5 sections

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

Accessing the site

- 64% mobile
- 23% tablet
- 13% desktop

Loyal fan base + new users
Audience is made up of 69% returning visitors and 31% 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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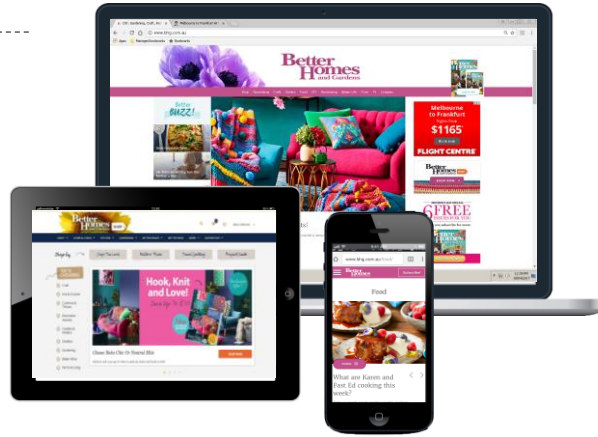
Audience engagement

BHG.com.au

Best performing content



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

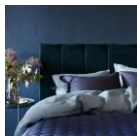
The Better Homes and Gardens audience are "Do-ers" - they love rolling up their sleeves and taking on a DIY challenge. We make it easy for them with step-by-step instructions on an abundance of home projects to keep you busy improving your home every weekend!

Calendar 2018



LAST MINUTE XMAS GIFTS
SCHOOL HOLIDAY CRAFT

ENDLESS SUMMER RECIPES
BETTER CRUSING
COLOUR SPECIAL
SPICE ONE-SHOT BOOK



ANZAC DAY SWEETS
KNOW YOUR ASIAN GROCER
BEDROOM SPECIAL
BAKING WITH LOVE TIP-ON

SLOW COOKING WINTER
WINTER HEATING
WINTER SURVIVAL GUIDE



SPRING SLICES
KITCHENS & BATHROOMS

OUTDOOR ENTERTAINING
HEALTHY GREEK FOODS
XMAS ONE-SHOT BOOK



GIFT GUIDES
DIY CHRISTMAS DECORATING
XMAS FEASTS

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

SEP

OCT

NOV

DEC

XMAS

FEEL GOOD FOODS
5 WAYS WITH LEFTOVERS
KIDS PROJECTS/BACK TO SCHOOL



AUSTRALIA'S BEST CAKES
FASTER PASTAS
KITCHEN IDEAS
KNITTING SPECIAL

BATHROOMS & LAUNDRIES
MIDDLE EASTERN FEASTS
WINTER DESSERTS



WINTER SOUPS
LASTEST LOOKS IN
FLOORING

MINCE IN MEALS
SPRING DECORATING
READY YOUR HOME FOR
SUMMER



CHRISTMAS WRAPPING
DIY XMAS GIFTS
XMAS CRAFTS
XMAS TIP-ON BOOK

Print rates

FULL COLOUR	CASUAL	\$55,000 2.5% / 2x	\$100,000 5% / 4x	\$200,000 7.5% / 8x	\$300,000 10% / 12x	\$500,000 12.5% / 20x	\$600,000 15% 25x
DOUBLE PAGE SPREAD	59,674	58,182	56,694	55,204	53,714	52,224	50,734
FULL PAGE	29,837	29,091	28,347	27,602	26,857	26,112	25,367
½ PAGE	17,902	17,455	17,008	16,561	16,114	15,667	15,220
1/3 PAGE	11,935	11,636	11,339	11,041	10,743	10,445	10,147
¼ PAGE	8,951	8,727	8,504	8,281	8,057	7,834	7,610
INSIDE FRONT COVER SPREAD	77,576	69,818	68,033	66,245	64,457	62,669	60,881
INSIDE BACK COVER	35,804	34,909	34,016	33,122	32,228	31,334	30,440
OUTSIDE BACK COVER	38,788	37,818	36,851	35,883	34,914	33,946	32,977

Rates and deadlines: all rates shown are exclusive of GST – upon invoicing, GST will be added. *Cancellation: deadline is 4 weeks prior to full-page booking deadline.
Special inserts: specifications on application. *Loadings: special placement is offered with minimum 10% loading. Sponsored features and native cost is upon application.



Most read
magazine
in Australia

Insert Rates

Inserts	2pp	4pp	6pp	8-16pp	20+ pp
\$/000	\$80	\$115	\$150	\$240	\$325

QUANTITY

Minimum 50,000 supplied.

LOOSE INSERT SPECIFICATIONS SIZES

Minimum – 148mm x 105mm

Maximum – 255mm x 190mm

PAPER WEIGHT REQUIREMENTS

Inserts	Min	Max
Single leaf	90gsm	250gsm
4 page	56gsm	200gsm
8 page	56gsm	170gsm
8 page+	56gsm	150gsm

BOUND INSERTS

1. Must run with a backing page
2. Additional cost to be discussed with rep

SUBSCRIBERS ONLY INSERTS

Minimum 50,000. Full run is 108,000. \$350 per '000

Print specifications

INSERTIONS	BLEED	TYPE	TRIM
FULL PAGE	285 x 220	245x185	275x215
HALF PAGE HORIZONTAL	146x225	106x185	136x215
HALF PAGE VERTICAL	285x117	245x77	275x107
THIRD PAGE HORIZONTAL	101x225	61x185	91x215
THIRD PAGE VERTICAL	285x81	245x41	275x71
QUARTER PAGE SQUARE	147x117	106x77	136x107

DOUBLE PAGE SPREAD MATERIAL

Any material that is to appear in *Better Homes and Gardens* as a double-page spread needs to be supplied as two single-page files. At the end of the file name either _p1 (for left-hand page) or _p2 (for right hand page) should appear.

FILES

Pacific Magazines will only accept digital ads via Quickcut. Digital files will not be accepted on disk or via email. For more information regarding Quickcut services contact Quickcut on (02) 9467-7599 or visit www.quickcut.com.au. It is important to enter an issue date and key number for each ad when sending digital files to Pacific Magazines via Quickcut. These numbers will become part of the file name and will assist Pacific Magazines in tracking your ad.

PROOFS

Pacific Magazines will only take responsibility for colour reproduction if a digital proof is supplied. Proofs will be held for three months for repeat material instructions. Further proofing information is available on the Pacific Magazines website. While production processes and material may vary, the onus is firmly on the agency or trade house to supply material within specifications. Please visit www.pacificmags.com.au for new or updated specifications.

Print deadlines

ISSUE NAME	ON SALE DATE	BOOKING DATE	MATERIAL DATE	INSERT DATE	CANCELLATION DATE
JAN-18	7-DEC-17	31-OCT-17	7-NOV-17	21-NOV-17	16-OCT-17
FEB-18	4-JAN-18	28-NOV-17	5-DEC-17	19-DEC-17	21-NOV-17
MAR-18	1-FEB-18	26-DEC-17	2-JAN-18	16-JAN-18	19-DEC-17
APR-18	1-MAR-18	23-JAN-18	30-JAN-18	13-FEB-18	16-JAN-18
MAY-18	5-APR-18	27-FEB-18	6-MAR-18	20-MAR-18	20-FEB-18
JUN-18	3-MAY-18	27-MAR-18	3-APR-18	17-APR-18	20-MAR-18
JUL-18	31-MAY-18	24-APR-18	1-MAY-18	15-MAY-18	17-APR-18
AUG-18	28-JUN-18	22-MAY-18	29-MAY-18	12-JUN-18	15-MAY-18
SEP-18	26-JUL-18	19-JUN-18	26-JUN-18	10-JUL-18	12-JUN-18
OCT-18	23-AUG-18	17-JUL-18	24-JUL-18	7-AUG-18	10-JUL-18
NOV-18	20-SEP-18	14-AUG-18	21-AUG-18	4-SEP-18	7-AUG-18
DEC-18	18-OCT-18	11-SEP-18	18-SEP-18	2-OCT-18	4-SEP-18
XMAS 2018	15-NOV-18	9-OCT-18	16-OCT-18	30-OCT-18	2-OCT-18

Please note, cancellation deadline is four weeks prior to booking deadlines.

Digital Rates & Deadlines

DISPLAY MEDIA	RATE	DIGITAL/SOCIAL	RATE	VIDEO AMPLIFICATION	RATE
Homepage buyout – MREC with Skins (1 week)	\$3,000	Native Content	From \$6,000	Outstream Video	\$40 CPM
Run of Site – MREC	\$50 CPM	Advertorial Content	From \$7,000	Pre-roll	\$70 CPM
Run of Site - Expanding	From \$50 CPM	Social Integration	From \$1,700	Pac Video Ad – Med Rec	\$60 CPM
Run of Site – Rich Media	From \$90 CPM	Social Video Amplification	From \$2,350	Shoppable Video (in banner)	\$70 CPM

DEADLINES

- Standard display/simple rich media: 5 business days prior to live date
- Complex rich media: 10 business days prior to live date
- Paid Content: 4-6 weeks prior to live date
- Integration: 4 weeks prior to live date
- For anything outside of the above, contact your Client Services Manager

AD SPECIFICATIONS

- Please refer to http://www.pacificmags.com.au/info/information/Pacific_Ad_Specs.pdf for creative specifications
- Ads must conform to specifications outlined.
- Elements not meeting specifications will need to be revised, which may delay the launch date.