



home
beautiful

MEDIA KIT

2018

Pacific



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

WE REACH MORE THAN
2.7 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

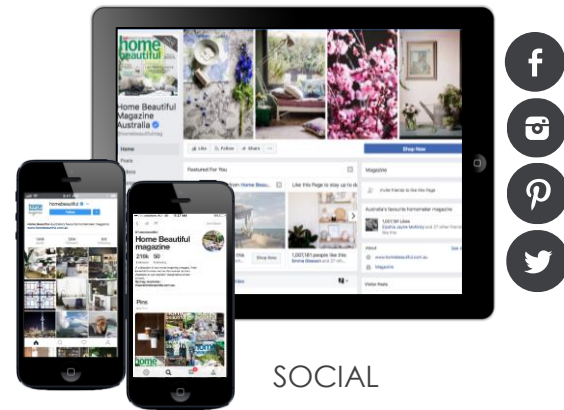




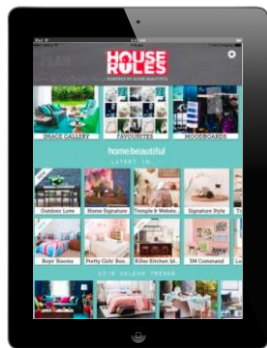
MAGAZINE



DIGITAL



SOCIAL



APP

home beautiful

australian

TOTAL TOUCHPOINTS



VIDEO & BROADCAST



BRAND EXTENSIONS



home
beautiful

Brand reach

1.5 MILLION
TOTAL SOCIAL
TOUCHPOINTS

2.1 MILLION
TOTAL AUDIENCE
TOUCHPOINTS

520,000
READERSHIP

53,000
UNIQUE AUDIENCE

10,835
AVERAGE DAILY UBs

566,127
AVERAGE SOCIAL
WEEKLY REACH AU

Our audience

The most established homemaker brand in Australia

CONNECTION

Active homemakers

- 78% Own or are paying off their homes
- 26% Have renovated their homes in the last 3 months
- 17% Have redecorated their homes in the last 3 months

Spend on their home

- \$13.7 million On Furniture per month
- \$3.3 million On Homewares per month
- \$56.3 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: Roy Morgan Single Source Australia January – December 2016

Audience engagement

homebeautiful.com.au

Top 5 sections

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

Accessing the site

- 72% MOBILE
- 18% TABLET
- 10% DESKTOP

Loyal fan base + new users
Audience is made up of **58% returning** visitors and **42% 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

- 5.57% Home Décor
- 4.98% Home & Garden Services
- 4.52% Home Furnishings
- 3.86% Home Improvements
- 3.69% Real Estate For Sale

Aged 35-44 years

Source: Google Analytics data June – August 2017

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.



CELEBRITY HOMES SPECIAL
 - Mindful living
 - Australia Day BBQs
 - Hotel bathroom inspiration



KITCHENS SPECIAL
 - Space enhancers
 - Finishing touches
 - Inspiration Autumn hues



SMALL SPACE LUXURY LIVING
 - Creative collection
 - Key must have's
 - Mothers day gift guide



BATHROOMS SPECIAL
 - Happy EOFY!
 - Living Rooms
 - Sweet winter baking



KITCHEN & BATHROOMS
 - Windows & treatments
 - Fabrics
 - Spring cleaning



MAGIC MAKEOVERS SPECIAL
 - Kids rooms
 - Outdoor bathrooms
 - Cooling

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

OUTDOOR LIVING
 - De clutter & storage
 - Bathroom tiles & styles
 - Kitchen lighting



COLOUR & DECORATING
 - 3 part decorating series
 - Travel inspiration Italy
 - Fast fix Kitchen & Bathroom



RENOVATIONS
 - Design File Milan
 - Winter bed linen
 - Bathrooms



TRAVEL INSPIRATION
 - Cosy Living spaces
 - Kitchens & Butlers pantries
 - Bathroom updates



TREND FORECAST 2019 (TIP ON)
 - Flooring
 - Spring tabletops
 - Outdoors paint & exteriors



CHRISTMAS & ENTERTAINING
 - Weekend decorator
 - Christmas Countdown
 - Easy kitchens & bathrooms



Print rates

FULL COLOUR	CASUAL	3x / 5%	6x / 7.5%	12x / 10%	18x / 15%	24x / 20%
DOUBLE PAGE SPREAD	18,858	17,914	17,440	16,958	16,034	15,088
FULL PAGE	9,429	8,957	8,720	8,479	8,017	7,544
1/2 PAGE	5,655	5,370	5,230	5,090	4,805	4,525
1/3 PAGE	4,243	4,031	3,924	3,816	3,608	3,395
INSIDE FRONT COVER SPREAD	24,515	23,288	22,672	22,045	22,844	19,614
OUTSIDE BACK COVER	12,258	11,644	11,336	11,023	10,422	9,807
INSIDE BACK COVER	11,315	10,745	10,464	10,175	9,620	9,053
RIGHT, 1 ST HALF	10,843	10,301	10,028	9,751	9,620	9,053

Insert rates

NUMBER OF PAGES	NATIONAL \$/'000	SUBSCRIBERS \$/'000	BOUND INSERTS \$/'000
2 PAGES	100	200	125
4 PAGES	110	220	137
6 PAGES	126	252	157
8 PAGES	136	272	170
12 PAGES	158	316	197
16 PAGES	168	336	210
24 PAGES	205	410	256
32 PAGES+	POA	POA	POA

Rates and deadlines: All rates shown are exclusive of GST. Upon invoicing, GST will be added. Cancellation deadline is 4 weeks prior to booking deadline.
Special inserts: Specifications and rates on application. Loadings: Special placement is offered with minimum 10% loading. Sponsored features and native cost is upon application.

Print specifications

INSERTIONS	BLEED	TYPE	TRIM
FULL PAGE	305 x 225	265 x185	295 x 215
DOUBLE PAGE SPREAD	305 x 470	265 x 370	295 x 430
1/2 PAGE HORIZONTAL	305 x 470	106 x 185	136 x 215
1/2 PAGE VERTICAL	285 x 117	245 x 77	275 x 107
1/3 PAGE HORIZONTAL	108 x 225	78 x 185	98 x 215
1/3 PAGE VERTICAL	305 x 82	265 x 52	295 x 72

DOUBLE PAGE SPREAD MATERIAL

Any material that is to appear in *Home Beautiful* 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

Cover Date	On-Sale Date	Booking Deadline	Material Deadline
JAN	11-Dec	6-Nov	13-Nov
FEB	8-Jan	27-Nov	4-Dec
MAR	5-Feb	1-Jan	8-Jan
APR	12-Mar	5-Feb	12-Feb
MAY	9-Apr	5-Mar	12-Mar
JUN	7-May	2-Apr	9-Apr
JUL	11-Jun	7-May	14-May
AUG	9-Jul	4-Jun	11-Jun
SEP	6-Aug	2-Jul	9-Jul
OCT	3-Sep	20-Jul	6-Aug
NOV	8-Oct	3-Sep	10-Sep
DEC	12-Nov	8-Oct	15-Oct

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

Digital Rates & Deadlines

DISPLAY MEDIA	RATE (from)	SOCIAL	RATE	VIDEO	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 display	\$60 CPM	Social Integration	From \$1,70	Pac Video Ad – Med Rec	\$60 CPM
Run of Site – Rich Media	\$70 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, please 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.