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Your guide to the best new products

athome

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# The perfect fit for your business

*athome* is a 32 page inserted magazine stapled in and delivered with the *Herald Sun's home* magazine once a month.

The topics vary throughout the year, reflecting the various seasons and how they influence home trends.

Each issue provides retailers with a great way to communicate their message to an audience of over 1 million readers\*.

*athome* editionial is designed to inspire our readers, to improve and beautify their homes and gardens with various projects, that they can do with a minimum of skills and tools.



\*Source: Roy Morgan June 2010 Readership Data

# Who reads it and where does it go?

Each week your message reaches an audience of 1.014.000\* loyal readers across metropolitan Melbourne and stretching beyond Geelong on the west coast.

- 77% of home magazine readers are female
- 94,000 people intend to buy or build a home in the next 12 months.
- 660,000 people have renovated their home in the last 12 months.
- 54% of readers use home magazine as a source of information on products and services.

*home* magazine is the first resource that many Victorians use when they start their search for new ideas and products.

Can you afford not to be reaching 29%\* of all Victorians every week with your message?

Advertising MEDIA KIT 2011

+Source Rov Morgan Mar-Jun 2010

Apollo Bay

N 🔨 Kilmore A Davlesford O Woodend O Wallan Marysville **Kinalake** East Gisborne Sunbur O/Ballarat Hurstbridge Bacchus/Marsh Warburton Ringwood 80km St.Kilda Werribee Ferntree Gully Sandringham 0 Gembrook Lara Pakenha 0 Geelona 🤇 Warragul O Frankston O Winchelsea Point Lonsdale nome Torquay Sorrento Flinders O Lorne Your guide to the best new products

# trends

### Saturday, 5 February

If you want your home to look good, work with the times and complement your changing lifestyle. *athome trends* is a special supplement dedicated to keeping on top of what's hot and happening in home style, indoors and out.

### Features the latest indoor and outdoor trends.

Kick start your advertising!

**Booking Deadline** Wednesday, 15 December, 2010

### athome autumn

### Saturday, 5 March

Autumn in Melbourne is full of rich colours, tantalising food, cosy homewares and best of all, it's still not too cold to get outside and enjoy a little home entertaining.

This issue of *athome* looks at the seasonal shift ahead and what autumn can bring to your home.

Booking Deadline Wednesday, 16 February, 2011

# athome

### Saturday, 2 April

If you don't think you have the skills, perhaps our DIY **athome** will provide you with the inspiration that you need to get that project started, or finished.

*athome DIY* will concentrate on projects that anyone with the right tools and time can tackle.

#### **Target all those DIY enthusiasts!**

### home shopping

### Saturday, 30 April

What more needs to be said, our shopping issue alerts readers to anything that is new on the market and how it can be used in your home. *athome Shopping* is one of the most popular editions of the year.

#### Don't forget Mother's Day – Sunday 8 May!

Booking Deadline Wednesday, 16 March Booking Deadline Wednesday, 13 April





### Saturday, 28 May

This edition offers the latest innovations in design and practicality for anyone designing or renovating their current kitchen or bathroom. Packed with great money saving tips this edition is always a favourite with the home renovator market.

Kitchens and bathrooms are the key areas when renovating homes.

Booking Deadline Wednesday, 11 May

### Saturday, 25 June

athome.

athome winter contains great ideas, projects and inspiration to make your home comfortable and enjoyable this winter. Readers will enjoy a wide range of topics that will allow them to prepare as the colder weather sets in.

Target readers searching for ideas to warm up their homes.

Booking Deadline Wednesday, 8 June

### athome renovations

### Saturday, 23 July

athome renovations will contain essential information to guide renovators through the building process and highlight new products that will inspire a new look in any renovation.

One third of *home* readers intend to renovate their home in the next two years.<sup>^</sup>

**Booking Deadline** Wednesday, 6 July

Source: ^ home Reader Survey June 2009

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### athome. Interiors

### Saturday, 25 August

athome interiors will contain information for readers who want to change the look of their home. athome interiors will offer practical advice on how to plan, execute and achieve lasting affordable change.

58% of *home* readers intend to purchase home decorating products in the next 12 months.<sup>^</sup>

Booking Deadline
Wednesday, 3 August





### home. Spring

#### Saturday, 17 September

To help celebrate the change of season with spring flair, **athome spring** will provide readers all the information and advice needed on how to open up their homes to fresher tones, uplifting décor and relaxed living.

44% of *home* readers intend to renovate their garden in the next three years.<sup>^</sup>

**Booking Deadline** 

Wednesday, 31 August

Source: ^ home Reader Survey June 2009

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## athome outdoor living

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#### Saturday, 15 October

*athome outdoor living* is about the make best use of outdoor available space as the seasons change, this will provide an invaluable insights for readers after being forced indoors by winter.

38% of *home* readers intend to renovate their outdoor living area in the next three years.<sup>^</sup>

Booking Deadline Wednesday, 28 September

### home summer

#### Saturday, 12 November

To launch the start of summer athome summer will provide readers with advice needed on how to maximise the use of outdoor areas and create better spaces within their home to capitalise on the warmer weather.

47% of *home* readers intend to purchase gardening items in the next month.<sup>^</sup>

Booking Deadline Wednesday, 26 October

Source: ^ home Reader Survey June 2009

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### athome christmas

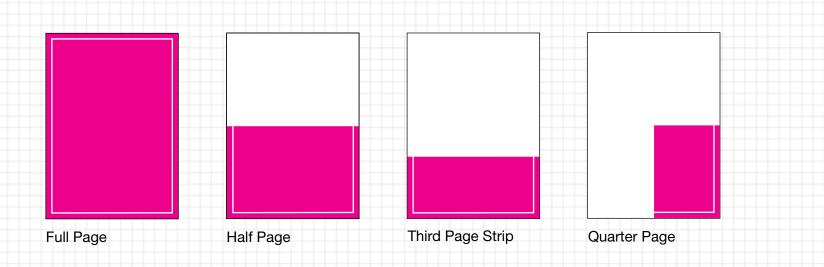
#### Saturday, 3 December

To help celebrate the festive season *athome christmas* will offer readers great gift ideas. This is your last chance to promote your products and services over the Christmas period.

Target readers who want to turn their home into something special this Christmas.

Booking Deadline Wednesday, 16 November

## **Rates and Sizes**



#### ALL RATES NEGOTIATED BASED ON ANNUAL SPEND

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