



Home + Design Issue

the(sydney)magazine issue date: Thursday, July 26, 2012

the(melbourne)magazine issue date: Friday, July 27, 2012

As a celebration of the nation's most vibrant cities, *the(sydney)magazine* and *the(melbourne)magazine* are committed to connecting Sydneysiders and Melbournians with the latest trends.

The August issues of *the(sydney)magazine* and *the(melbourne)magazine* will celebrate our ever-increasing appreciation of design and will focus on everything from dazzling architecture to the most beautiful houses in each city.

Featuring profiles on the cities' top designers and simple ways to transform your house into something special, the Home and Design Issue will offer insiders' tips from the experts, sumptuous interiors and the very best of Sydney and Melbourne design.

Special
Issue_

Why advertise?

Circulation: 346,672

Readership: 526,000

Reach:

- **76% (413,000)** of our readers don't read home titles*.
- Average household income is **\$130,890**, outpacing readers of *belle*, *Inside Out*, *Vogue Living* and other home titles*.
- We reach more readers earning **\$130,000+** than readers of the above titles.
- **81% or 425,000** of our readers believe quality is more important than price.
- **41% (215,000)** of our readers are planning to make minor repairs, redecorate or paint within the next 12 months.
- **29,000** have purchased furniture or homewares in the past 4 weeks.

Deadlines

Booking: Thursday, June 21, 2012

Material: Thursday, July 5, 2012

All space is subject to availability. Early bookings are highly recommended.

For advertising bookings and more information, please contact:
Tania Hoskin on (02) 9282 2923.