

Design Conscious Consumers



ACTION MAILING LISTS

We sell lists.

Design Conscious Consumers

Interiors solution

- We currently represent 15+ interiors and home-related publishers
- 2 publishers are previous Block contestants and another publisher was featured on the News.com.au homepage
- We can reach 500,000+ interiors enthusiasts (unique browsers) per month
- We can reach 15,000+ interiors enthusiasts via email
- We can reach in excess of 1.3 million social media followers across Facebook, Instagram and Twitter

Audience engagement levels

Audience engagement examples

- Interiors Addict regularly gets open rates of around 50% for their weekly newsletters
- 99.52% of readers would recommend our The Home Journal to a friend or colleague
- 1.3 million social media followers on Facebook, Instagram and Twitter across all our relevant publishers.

What this means for advertisers

- You're reaching an engaged target audience within a contextually relevant environment that they trust

What this means for advertisers

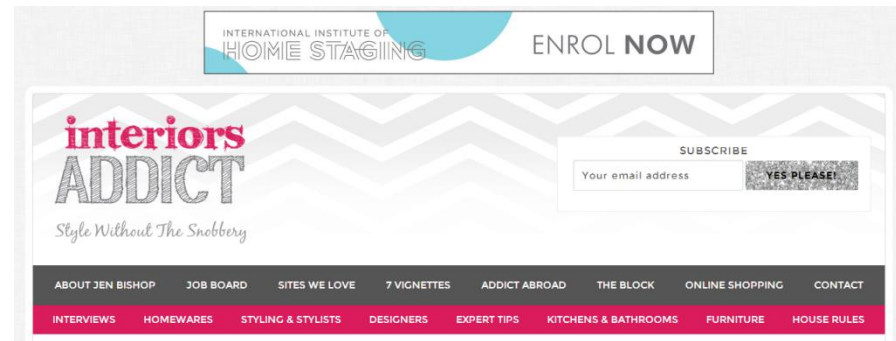
- Not only are you reaching an engaged audience of Interiors enthusiasts within a contextually relevant environment, you can also have extensive reach into your target audience.
- In terms of advertising/sponsorship opportunities, we can run basic display campaigns through to a tailored multi-channel approach.
- See the following slides for an overview of the multi-channel 'tailored' option.



The channels

We have access to the following channels...

- Site display
- Site text promotions
- Solus edms
- eNewsletters
- Competitions
- Events
- Microsites
- Mobile
- Sponsored content



• The Block 2015 Applications are OPEN



May 27, 2014
The Block 2015 is now open! Ready for a new challenge? Go for it! Tip: Don't over-think the application. Don't over do it just be yourself and don't try too hard! Couples must...

[Read more](#)

• Adairs is having a sale



May 27, 2014
Adairs is having a huge mid-year sale with 30% off homewares and 20% off lighting. PLUS they have a great sale table! I came home with a few goodies yesterday! Also, check out the Adairs blog...

[Read more](#)

• House Tour: Bohemian Modern



May 27, 2014
"Entering their home the bubble of uniformity is burst as both the space and my host ooze personality and embrace a perfectly-imperfect, laid back style, creating a beautiful contrast..."

[Read more](#)

• \$199 Bloo Designs



ARCHITECTURE BATHROOMS COLOURS CIVIL FURNITURE INTERIORS KIT



• PRODUCTS H&M Lands in Melbourne

Beve Walsh
Friday 4 April 2014

Last night I was lucky enough to be invited along with almost every blogger and fashion personality in Melbourne and Sydney to the official launch of Swedish clothing giant H&M's first Australian store.

His expense was spent on the event with flower (instead of food). Many thanks are owed to Adam D'Alva - executive chef of top Melbourne restaurant Coda and Tonic.

Everything above the launch was incredible, from the fact that the event was free, the modern and minimalist, the food, the mismatched selection of clothing for all ages and of course the retail that will put together 'Home' range... and yes, I did make a few swanky purchases.

If you've been to check out the new Melbourne store, I'd recommend you give it a couple of weeks, as reports are suggesting it won't be as busy as it looks to be on the C&A tomorrow when the doors open to the public.

As a preview of some of the fab homeware on available, here are my favourites...



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The solution in summary

- Significant reach to **500,000** targeted interiors enthusiasts
- 15+ contextually relevant interiors and home-related sites
- An engaged target audience
- The opportunity to reach your target audience via multiple-channels
- A tailored solution depending on your objectives
- Ultimately we can make your life easier – you have access to numerous sites/opportunities but you're only dealing with one person



Selection of interiors and home-related publishers

Publisher	URL
Interiors Addict	http://theinteriorsaddict.com/
Katrina Chambers	http://www.katrinaleechambers.com/
The Home Journal	http://thehome-journal.com/
Oh Joy!	http://ohjoy.blogs.com/
This is Glamorous	http://www.thisisglamorous.com/
...And many more!...	

