

Specialist Media Relations Agency, Home Improvement Media, Launches in Fast Moving \$95 billion Australian Home Improvement Industry

Specialist Media Relations Agency, Home Improvement Media, Launches in Fast Moving \$95 billion Australian Home Improvement Industry

Home Improvement Media has launched to provide specialist services to companies including builders; renovators; kitchen; bathroom; flooring companies; pool companies; attic builders; furniture; homewares; architecture; prefab houses; tiny houses; garden designers and more.

Roy Morgan Research recently revealed that close to 8 million (or 58%) of Australia's 13.6 million home owners did some kind of renovations in the last 12 months.

This interest in and passion for renovating has seen strong audiences in the home design and renovating media particularly television. The Block on Channel 9 this year has reached close to one million viewers whilst Channel 7's House Rules achieved an audience of 700,000.

Principal, Louise El, states "Being specialists we are able to negotiate our clients into the major media and they are getting enormous results with many increasing sales over 40 per cent".

"One client had to employ a new staff member to handle all the calls and emails resulting from the media campaign" continues Louise El.

The latest Roy Morgan readership figures show 2,980,000 Australians, 14.4% of the population, read at least one magazine in the Home & Garden category an increase of 2.5 per cent on a year ago.

The largest increase was for House & Garden which increased its readership by 5.2 per cent to 546,000 while Belle is now read by 114,000 Australians after an increase of 14 per cent. Other Home & Garden titles which grew include Home Beautiful which was up 1.8 per cent to 332,000 readers and Gardening Australia up 2.2 per cent to 501,000. By far the leading magazine in the category remains Australia's most widely read paid magazine Better Homes and Gardens with a readership of 1,572,000.

Michele Levine, CEO, Roy Morgan Research, says:"Hugely popular reality TV series like The Block and House Rules continue to inspire DIY fervour among Aussie audiences.

After a significant market slow-down over the last two years (2017-19) particularly in Australia's two largest housing markets of Sydney and Melbourne, there are signs of a pick-up in housing following three interest rate cuts and reductions to personal income tax by the re-elected L-NP Government.

Hardware and home improvement retailers and tradespeople stand to benefit from the renewed growth in the housing market. Whether it's tracking renovation trends or providing state-, city- or even suburb-based analyses, Roy Morgan Single Source's deep, multifaceted home-owner and renovation data is the key to more targeted, effective marketing."

"With hugely popular reality TV series like The Block and House Rules inspiring DIY fervour among Aussie audiences and home ownership rising despite inflated property prices, hardware and home improvement retailers and tradespeople stand to benefit from this booming market. Whether it's tracking renovation trends or providing state-, city- or even suburb-based analyses, Roy Morgan Single Source's deep, multifaceted home-owner and renovation data is the key to more targeted, effective marketing." Louise El

Home Improvement Media <https://homeimprovementmedia.com.au/>

Louise@homeimprovementmedia.com.au

0479 101 274

Contacts

Louise El
0479101274
mailto: