

# Better Homes and Gardens®



## THE MARKET

Australians read more magazines per capita than any other nation in the world. Since 1990 alone, more than 315 new titles have appeared in newsagents and supermarkets. As almost nine in every 10 Australians regularly read one or more titles, it's not surprising that sales of magazines climbed steadily over the past decade, with magazine publishing one of the country's boom retail industries.

Perhaps the strongest growth area in Australian publishing has been the homemaker market with the number of homemaker titles more than doubling in the past ten years alone. Much of the credit for this boom must go to *Better Homes and Gardens*, leader of the homemaker magazine pack since launching in Australia in 1978. Successfully transferring the homemaker ingredients which made it a publishing star in the US, *Better Homes and Gardens* is today part of the Australian landscape.

## ACHIEVEMENTS

*Better Homes and Gardens* enjoyed success with Australians from its inception, ranking among Australia's top 10 selling magazines since making its Down Under debut. In February 1995, the magazine made worldwide news when it launched its own

national 30-minute show on prime-time television. Astonishingly, the show was produced by a magazine publishing company with no previous experience in television production!

The credibility of the magazine content translated well to the small screen. Viewers tuned in to watch original hosts John Jarratt and Noni Hazlehurst (a real-life married couple and pair of well-loved actors) show and tell how they got the most out of hearth and home. More recently, Noni Hazlehurst has held the hosting role and is joined by various editorial experts from the magazine who present specific specialist segments.

The show, aired on commercial television on Tuesday nights at 7.30pm, was an instant success, enjoying the kind of ratings that make network executives preen. It was no surprise, therefore, when the show walked off with the Logie Award for Best Lifestyle Program of 1995, 1996, 1997, 1998 and again in 1999. For 2000 and 2001, the show continued its popular run.

Sales of the magazine, meanwhile, soared by nearly 60 per cent as *Better Homes and Gardens* went down in history as the most successful masthead publishing venture in the world. Today, more than 1.8 million Australians participate in the *Better Homes and Gardens* experience every week by watching the television show, nearly 300,000 purchase the magazine and 40,000 visit the website each month, making it Australia's most successful multimedia brand.

The magazine and television staff continue to sit side by side in their cross-media teams. In every

sense, the *Better Homes and Gardens* multimedia experience has been a watershed event in television, both locally and worldwide. "Having a prime-time television show is evidence of how hot *Better Homes and Gardens* is," declared Murdoch Magazines' managing director, Matt Handbury.

## HISTORY

In spite of a lack of celebrity gossip, fashion features, the perennial "Seven Ways to Spice Up Your Sex Life" and the absence of bodice-ripping fiction, *Better Homes and Gardens* is a mainstream magazine that continues to steadily flourish in the new millennium.

The magazine made its debut in the US shortly after WWI as *Fruit, Garden and Home*. Founder and publisher E T Meredith, who served in US President Woodrow Wilson's cabinet, had a clear vision for the magazine focused on creating the ideal home environment for one's family.

Meredith's magazine changed its name two years later to the *Better Homes and Gardens* we know today. The magazine went on to make history with several publishing milestones: 1923 saw the magazine's first recipe contest; 1925 its first DIY project; 1929 the launch of 'taste-test' kitchens; 1930 the title's first article on cooking for men (yes, men!); 1941 the magazine's first barbecue feature, and so on.

In Australia, *Better Homes and Gardens* has enjoyed 24 years of successful operation with an unstinting focus on home, gardening, decorating, craft, food and DIY.

In 1991, after witnessing the success of service journalism in the United States, Matt Handbury bought the Australian publishing rights to two of the most successful publications of this ilk, namely *Better Homes and Gardens* and *family circle*, from Rupert Murdoch.

By the early '90s – as word of 'cyberspace' and 'information technology' began to spread – Handbury's multimedia dream for his successful homemaker titles began to take shape. "Australians throughout the '90s focused on the home, and service providers like *Better Homes and Gardens* have never been more relevant," he noted. Most importantly, publishers on both sides of the Pacific have never underestimated the intelligence of *Better Homes and Gardens* readers,



olving, personal, affordable, wering – these are the magazine’s ow’s core brand values. Experts are their passion for gardening, ft, cooking and DIY with an husiasm and attention to readers’ ls. Armed with ideas, information people thus turn to the home for reativity and harmony. With its to provide better ideas, and *Homes and Gardens* encourages ople to revel in home, hearth and

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s and *Gardens* experience with ring at more than 50,000 unique nas 2001.

as also led the way in developing e to the community. In 1995, the her with Meredith Corporation, tare farm south of Sydney with a t kids off the street. *Better Homes* vn, is run by a charismatic priest, y, whose mission it is to help a s and girls overcome their difficult aders of the magazine are also : involved.

loch Magazines, “get involved” edo. And, for *Better Homes and* eans getting staff and readers the farm.

he *Better Homes and Gardens* ned many successful brand ustralia, big names are forming *Better Homes and Gardens* to ting opportunities. Increasing anies recognise and appreciate title and the multimedia branding luced by its own television show.

you wish stories about gardens transformed through love and sheer determination. We decided it was high time to reward these efforts, and share them with other readers.

And, so, it is with great pleasure that we announce *Better Homes and Gardens*’ first ever Great Aussie Garden Awards, run in conjunction with Oz news – the Australian Nursery Industry’s campaign to celebrate Aussie gardens.

**What we’re looking for**  
We’re searching for gardens and garden rooms which capture the spirit of the new Australian garden, where enjoyment and relaxation are just as important as style and good looks. And if your garden is quirky or expresses your personality, so much the better!

**Prizes for the top 50**  
All the prizes are listed on the page at right. If your entry is the *Better Homes and Gardens* Garden Award winner, you’ll be among the top 50. You’ll automatically win a prize. As a bonus, the top 10 gardens will be featured in an upcoming issue of *Better Homes and Gardens* magazine.

**How to enter**  
To enter, simply fill in the entry coupon at right. Every entry form must be accompanied by photographs of all areas, a rough plan and a description of your garden or garden room in 300 words or less. Entries close 31 August 2001. In theory it’ll take time to complete, or even create, your award-winning garden.

**Competition tip**  
Good-quality photos will help us to see your garden’s true beauty and increase your chances of winning. Weekend days or early morning or late afternoon light is best for garden photographs. If you’ve replanted a garden, save along before shots too.

Win a garden trip of a lifetime for yourself and a friend with *Pose Garden Tours International* to either Japan, Europe or the US – the choice is yours. *Pose Garden Tours International*, one of Australia’s leading specialist garden-tour operators, is owned and managed by Graham Ross, *Better Homes and Gardens* TV’s gardening presenter, and his wife, Sarah. The trip includes airfare, accommodation, local guides, international breakfasts and most meals. You’ll also receive \$2000 spending money.

**The top 10 entries each win...**  
\$750 in nursery vouchers  
On shopping for plants and products at your local nursery or garden centre.

**Plus**  
A complete garden care hamper  
Receive a hamper of Australia’s leading brands in lawn and garden care including: *Chlorox*, *Masco*, *Lawn Builder*, *Roundup* and *Deliberator* products, for complete garden care to the value of \$250.

**Bonus**  
The top 50 entries will win a *Better Homes and Gardens* Australian Gardening Encyclopedia valued at \$95. An essential reference book for all gardeners, it’s illustrated with 1500 photos and also includes everything you need to know to create a thriving garden.

**Entry form**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Phone (home): \_\_\_\_\_  
Phone (work or mobile): \_\_\_\_\_  
Send your entry form and photographs to *Better Homes and Gardens* Great Aussie Garden Awards, GPO Box 1766, Sydney NSW 2001. Photographs or slides of your garden must be clearly marked with your name and address. If you’re the preferred entrant, include a stamped self-addressed envelope. See Competition Details page for Terms and Conditions of Entry.

08 November 2001  
Hallel Oha be today.  
Wednesday, 1:30pm EST. Look for the December magazine on sale now, the one with the country fare to make on the cover and Great Aussie Garden winners inside.

**Home improvement**  
Great Aussie garden TV show  
Who is the winner? *Better Homes and Gardens* and the Australian Nursery Industry’s Oz news magazine celebrate the Aussie garden.

**Food**  
Mosaic Revisited  
This plant pot gets an assortment of pebbles and earth-colored tesserae to give it a rustic character.

**Home improvement**  
This week  
Scott’s essential DIY book  
Scott’s handy outdoor repair vint is back to Australian standard specification. Here’s how to get the best.

**Home improvement**  
Omo  
Ideas, advice and inspiration for your home.

Australian icons such as OMO and Aussie Home Loans with its Great Australian Homes Mortgage-Buster promotion have partnered with *Better Homes and Gardens* and achieved dramatic results.

*Better Homes and Gardens* continues to build on its commitment to home and hearth with collector books under its banner, including diaries, cookbooks, gardening, barbecue and DIY annuals and a host more.

The magazine also sponsors a pavilion at the the Royal Easter Show in Sydney and the Royal Melbourne Show, as well as a host of gardening and craft exhibitions and fairs.

**BRAND VALUES**

The magazine’s philosophy is unwavering: “To

**WIN \$50,000 cash**  
for your dream home renovation  
with *Better Homes and Gardens* and Aussie Home Loans!

Have you been dreaming of designing your ideal kitchen, bathroom or lounge room? Well, dream no longer. Imagine the thrill of winning \$50,000 cash towards your dream home renovation. *Better Homes and Gardens* and Aussie Home Loans are giving one lucky person the chance to make that dream come true.

For your chance to win, tune into *Better Homes and Gardens* TV show on February 1, 8 or 14, answer the mystery question and call the number below, leaving your name, address and daytime telephone number.

**TO WIN CALL 1902 556 095\***

Please tune again following the *Better Homes and Gardens* TV show on Tuesday February 1, 2002 and show at 8 o’clock on Wednesday February 14, 2002.  
\*Open 9am-5pm. Validity subject to terms.

When it comes to getting a loan for the home you want, you don’t need Aussie Home Loans. And when they say “Yes” to you, they really will. Aussie Home Loans provide more than home loans that most banks worry because they give you what you need and save you the 300 phone not only do they offer competitive rates but they also offer a million facilities and they don’t charge from a variable to a fixed rate. All credit. You can also receive a loan or home loan repayments at no additional cost and there are no monthly account keeping fees. Not to mention the flexible hours, an Aussie Home Loans consultant will come to your home or work. 24 hours a day, 7 days a week. So visit their website at [www.aussiehome.com.au](http://www.aussiehome.com.au) or call 13 23 23 and Aussie Home Loans.

**THINGS YOU DIDN'T KNOW ABOUT BETTER HOMES AND GARDENS**

- Down Under, almost two in five Australians participate in the *Better Homes and Gardens* experience every month.
- *Fruit, Garden and Home* was the original name of *Better Homes and Gardens* when it was launched in the United States in 1922.
- In Australia, the magazine’s editor-in-chief has always been female, while in the US, the first woman editor-in-chief was only appointed in 1993.
- The Australian television show has won the People’s Choice Logie Award for Best Lifestyle Program for the first five years it was entered, as well as a number of World Food Media awards for its regular cooking segment.
- *Better Homes and Gardens* has published over 300 issues since its launch in Australia and screened almost 150 hours of television.
- The magazine was the first ever in Australia to attach free seeds to its cover. The seeds appeared on the September 1986 issue.
- *Better Homes and Gardens* was the first magazine ever to be sold in supermarkets in Australia.