

Backyard

CREATIVE AUSTRALIAN LIVING

Backyard Magazine has 82,000 downloads from the App Store alone!

Backyard
CREATIVE AUSTRALIAN LIVING



Reaching a Broader Market in 2015/16
A revolution in living



Editorial Features

- The backyard is a common theme to mid-market Australian lives.
- The backyard is home for people at a certain stage in life.
- Those in their 30s, 40s and 50s live in their backyards when they have kids at home.

Backyard targets consumers who are embarking on a major backyard or garden makeover in the next 12 months :

Doing DIY “family-together” projects - Installing a trampoline, building simple gardens where the kids can watch their beans grow, or kitchen garden projects where they see those tomatoes end up on the pizza. This is about the parents as leaders.

Doing DIY or DIFM projects that let parents escape from kids - Building a smokehouse to use after the next fishing trip, indulging in some hobbies - perhaps a home brew in the shed. This is about the parents being creative people.

Doing DIY or DIFM projects that are aspirational and facilitate the family lifestyle better - Putting in a deck, building a patio, setting up the pergola, building a pool, getting someone to do that entertainment area, creating an aspirational home life that you want to share with others. This is about the parents as great hosts of family and friends.

As a result, we devote more space to garden design, layout, furniture, products, plants, pools, structures and maintenance than any other publication on the market.

Backyard is published 10 times a year, which includes five editions with a specific theme. Backyard Special Editions are produced in response to market demand and deal with topics that deserve special attention, such as outdoor entertaining, small gardens, decks, pergolas and patios, and backyard makeovers.



Backyard Falls Into Four Main Sections:

- Design Features
- Products & Projects
- Product & Service Directory
- Backyard Essentials (tips & ideas)





Products intended to buy in the next 12 months

- 71.6% of readers intend to purchase soft landscaping (e.g. planting, lawns)
- 70.1% of readers intend to purchase hard landscaping (e.g. paving, tiling)
- 68.7% of readers intend to purchase pots/planters
- 63.5% of readers intend to purchase outdoor lighting
- 62.1% of readers intend to purchase garden art e.g. sculpture
- 57.3% of readers intend to purchase a water feature
- 53.1% of readers intend to purchase outdoor furniture
- 48.3% of readers intend to purchase decking
- 46.4% of readers intend to purchase a feature wall
- 44.5% of readers intend to purchase fencing

Marketplace Community Packages

The *Backyard* Marketplace community provides a value advertising opportunity for marketers of specialist products and services. The directory is a new feature of the magazine, covering a whole range of products and services that can be purchased directly or through retail outlets.

Intended total spend on landscape project:

- 52.5% of readers intend to spend over \$10,000 on their landscape project
- 23.1% of readers intend to spend over \$25,000 on their landscape project

Number of plants expected to purchase:

- 60.2% of readers intend to purchase over 30 plants for their landscape project

Start building landscape:

- 41.2% of readers intend to start their landscape project within three months
- 27% of readers intend to start their landscape project in the next three to six months
- 86.7% of readers intend to start their landscape project within the next 12 months

Past issues of *Backyard*:

- 68.2% keep their copy to refer back to later



Directory Rates (Per issue over 12 months, minimum seven issues)

Directory Rates (per issue over 12 months)	(GST Excl)
1/2 Horizontal or Vertical	\$895
1/4 Page	\$535
1/8 Page	\$200

All attitudes

- 94.3% of readers agree that *Backyard* is cutting edge and up to date with the latest trends
- 95.7% of readers agree that *Backyard* provides useful information and ideas

Income

- 47.8% of *Backyard* readers earn more than \$80,000 per year
- 32.2% of *Backyard* readers earn more than \$100,000 per year

**Universal magazines Readership Survey "Who is the Backyard & Garden Design Ideas reader" 2014*



Display Advertising Rates

Size	Casual	3x	6x
Display Advertising			
Double Page Spread	\$5730	\$5330	\$5030
Full Page	\$3210	\$3010	\$2750
Half Page Advertorial	\$2250	\$2050	\$1850
Double Page Spread	\$4622	\$4322	\$4022
Full Page Special Positions (Subject to Availability)	\$2568	\$2368	\$2068
Inside Front Cover Spread	\$6730	\$6330	\$5030
Inside Front Cover	\$4110	\$3810	\$3410
Inside Back Cover	\$3530	\$3330	\$2830
Back Cover	\$4760	\$4360	\$4060



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