

habitus[®]
living in design

&

habitusliving.com[®]

**Engage and influence the
Design Hunter[®]**

**A powerful, high-end
consumer segment within
the Asia Pacific region.**

Habitus Media Kit 2019



250,950

Total audience reach

Habitus and our republic of loyal Design Hunters celebrate authentic design as a way of life.

From our base in Australia we seek out the uniqueness of the Asia Pacific – be it interiors, architecture or products – and curate the stories behind the stories.

Join us on our hunt.

**Founder, Indesign Media
Raj Nandan**

Print

Design Hunters are those who live within and through design and architecture. They seek out credible, authentic products and use the products they surround themselves with as an expression of their personality and values.

This influential sector includes professionals within the creative industries as well as design-savvy consumers.

30,000
Circulation

5,200
Subscribers

90,000
Readership

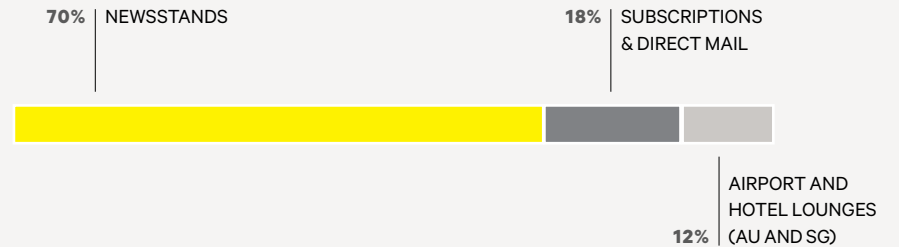
10
Years Published

24,800
Newsstands, Airport &
Hotel Lounges

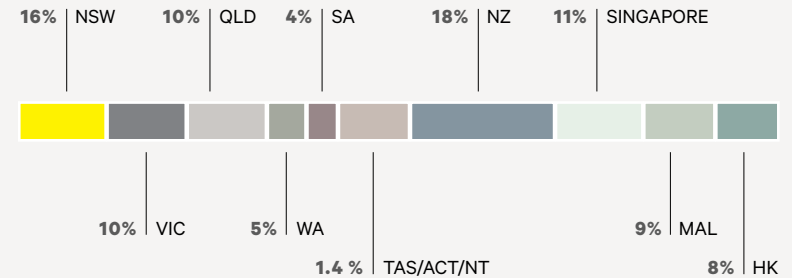
*JUNE 2018



Distribution by channel



Distribution by region



Habitus Magazine Themes 2019

#43: The Design Conscious Issue

Advertiser Booking Deadline: 25 October 2019

On Sale: March 2019

In the first issue of the calendar year, Habitus explores the notion of conscious design in all its iterations. Whether it's environmentally responsible and receptive architecture or product design that truly considers its users, this issue we are celebrating the thought process behind design.

#44: The Kitchen & Bathroom Issue

Advertiser Booking Deadline: 21 February 2018

On Sale: June 2019

The annual Kitchen & Bathroom issue returns. This time, Habitus is hosting focus on the innovation of these spaces. We all know that they have progressed from an after thought to the main feature, but the design and technology that serves them is constantly evolving. The issue we explore how, and why.

#45: The Habitus House of the Year Issue

Advertiser Booking Deadline: 23 May 2018

On Sale: September 2019

For more than a decade Habitus has been celebrating the lives and work of architects and highly informed design consumers – people who live through design – through our various channels. The second year running of the Habitus House of the Year initiative, once again the hand-curated selection of 25 outstanding examples of residential architecture within the Region are announced in the September issue.

#46: The Life Outdoors Issue

Advertiser Booking Deadline: 15 August 2018

On Sale: December 2019

There are many ways in which our Region – Australia, New Zealand and the Indo Pacific – are similar. A shared connection to the outdoors is perhaps the strongest. This issue we explore architecture and design that holistically incorporates, highlights and enhances the natural and surrounding environment in its design theory.

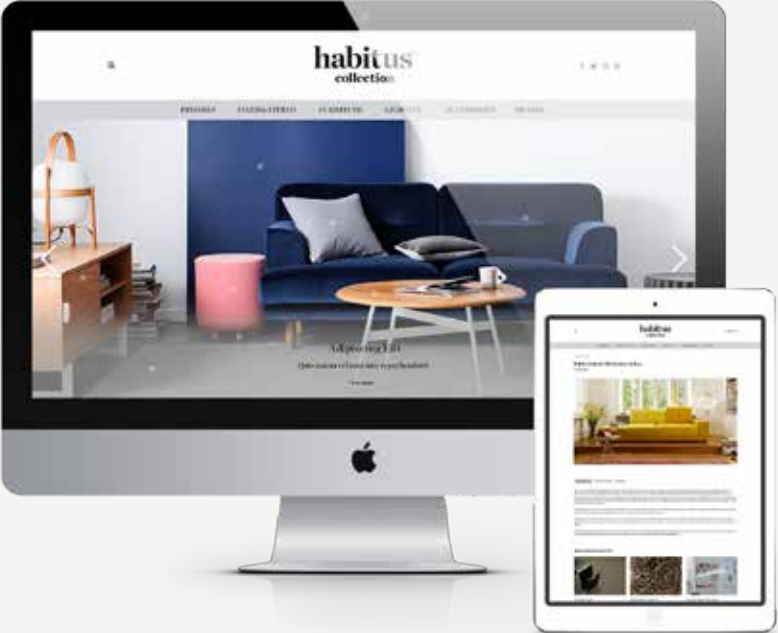


Digital

Design Hunters are those who live within and through design and architecture. They seek out credible, authentic products and use the products they surround themselves with as an expression of their personality and values.

Habitusliving continues the Design Hunt in a dynamic and responsive digital format, giving brands a richly diverse platform where they can engage one-on-one with Design Hunters across the region.

A unique opportunity to promote your brand to the first online community for the Design Hunter®



90,000
Total page views

0.35%
Click through rate (CTR)

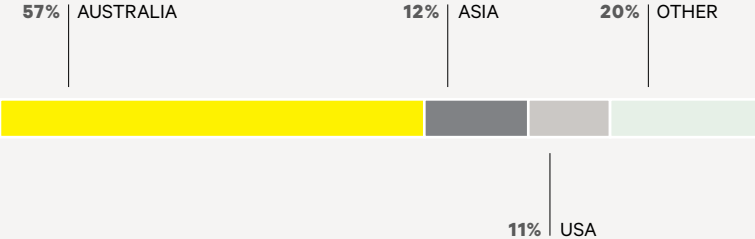
46,412
Unique page views

34,005
Unique users

22,000
Newsletter
Subscriptions

110 550
Social Media
Followers

Visitor location



*JUNE 2018

Habitus House of the Year

The Habitus House of the Year will appoint 25 of the most outstanding, recently completed residential projects that challenge the norm, showcase innovative design, and elevate our local industry to a global standard.

Out of an initial selection carefully curated by the Habitus team, one project will be announced the Habitus House of the Year as appointed by an independent jury of industry grandées.

To celebrate our connection to the Design Hunter, we will also be awarding a People's Choice award, an accolade that marks the importance of design that appeals.

A new, annual undertaking, the House of the Year represents the industry's penultimate celebration of residential architecture, bringing formal recognition to design that will continue to inspire for decades to come...



Join us in celebration of the outstanding work being achieved by architects across the Region. For this new, annual edition, we have selected 25 exemplary projects. One will be judged House of the Year and another the People's Choice.

Chairman & Founder
Raj Nandan,

Cast your vote for People's Choice.
habitusliving.com/houseoftheyear

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Advertising Rate Card

habitus magazine

Advertising rates (AUD excl. GST)

	1 Issue	2 Issues	3 Issues	4 Issues
Double Page Spread	\$10,527	\$10,307	\$9,779	\$9,449
Full Page	\$7,194	\$6,756	\$6,369	\$5,449
Half Page	\$4,345	\$3,982	3,778	\$3,624
Quarter Page	\$3,410	\$3,104	\$2,909	\$2,695

Advertising Specifications (w x h)

Double Page Spread	420 x 275 mm
Full Page	210 x 275 mm
Half Page Horizontal	185 x 107.35 mm
Half Page Vertical	90.7 x 226.75 mm
Quarter Page	185 x 53.15 mm

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Advertising rates (AUD excl. GST)

Medium Rectangle	\$1,650 p/m
Half Page	\$1,650 p/m
Billboard	\$1,650 p/m
Advertorial	\$1,650 p/m
Newsletter banner	\$2,000 p/w

Advertising Spec size (w x h)

Medium Rectangle	300 x 250 px	jpeg, gif, html5
Billboard	1170 x 250 px	jpeg, gif, html5
Half Page	300 x 600 px	jpeg, gif, html5
Advertorial images	1170 x 751 px	jpeg (no smaller than 150DPI, a selection of 4-8 images)
Advertorial copy	300 - 500 words	-
Newsletter banner	600 x 200 px	jpeg, gif



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