

HJ

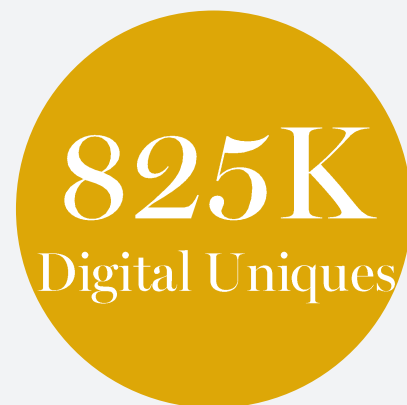
MEDIA KIT (Brands)



HOME JOURNAL

Where Design Brands and Designers Build Influence

- Hong Kong's most established interior design and luxury living media platform for 45+ years
- Connected premium home brands and leading interior designers with affluent homeowners, developers, and decision makers shaping high value spaces



AUDIENCE

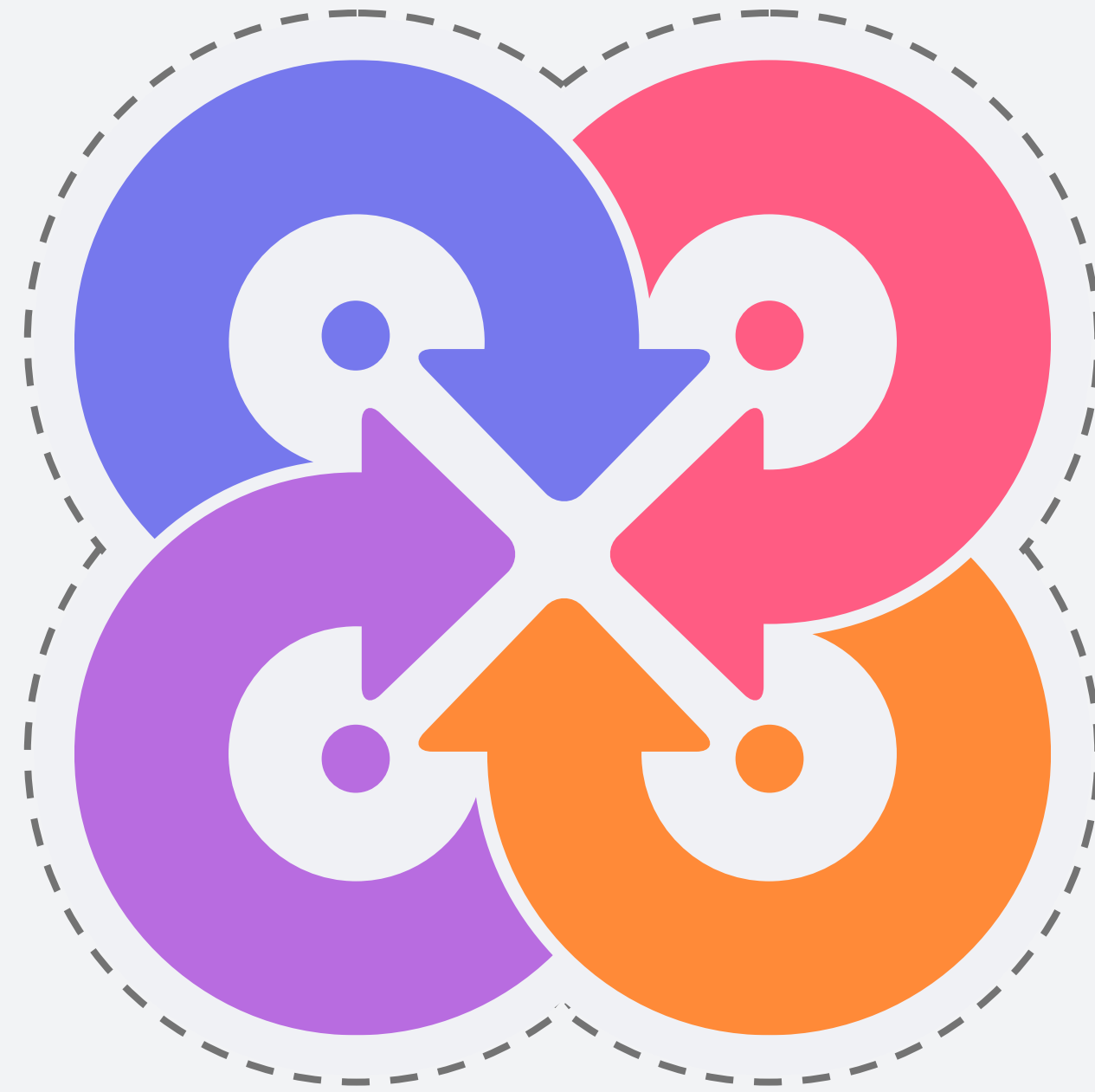
Demographic

Median Age

35 year old

Gender

59% Female, 41% Male



Affluence

Average HHI

\$2.16M
Top Management: 69%

Home Size (1200+ sq.ft.)

72%

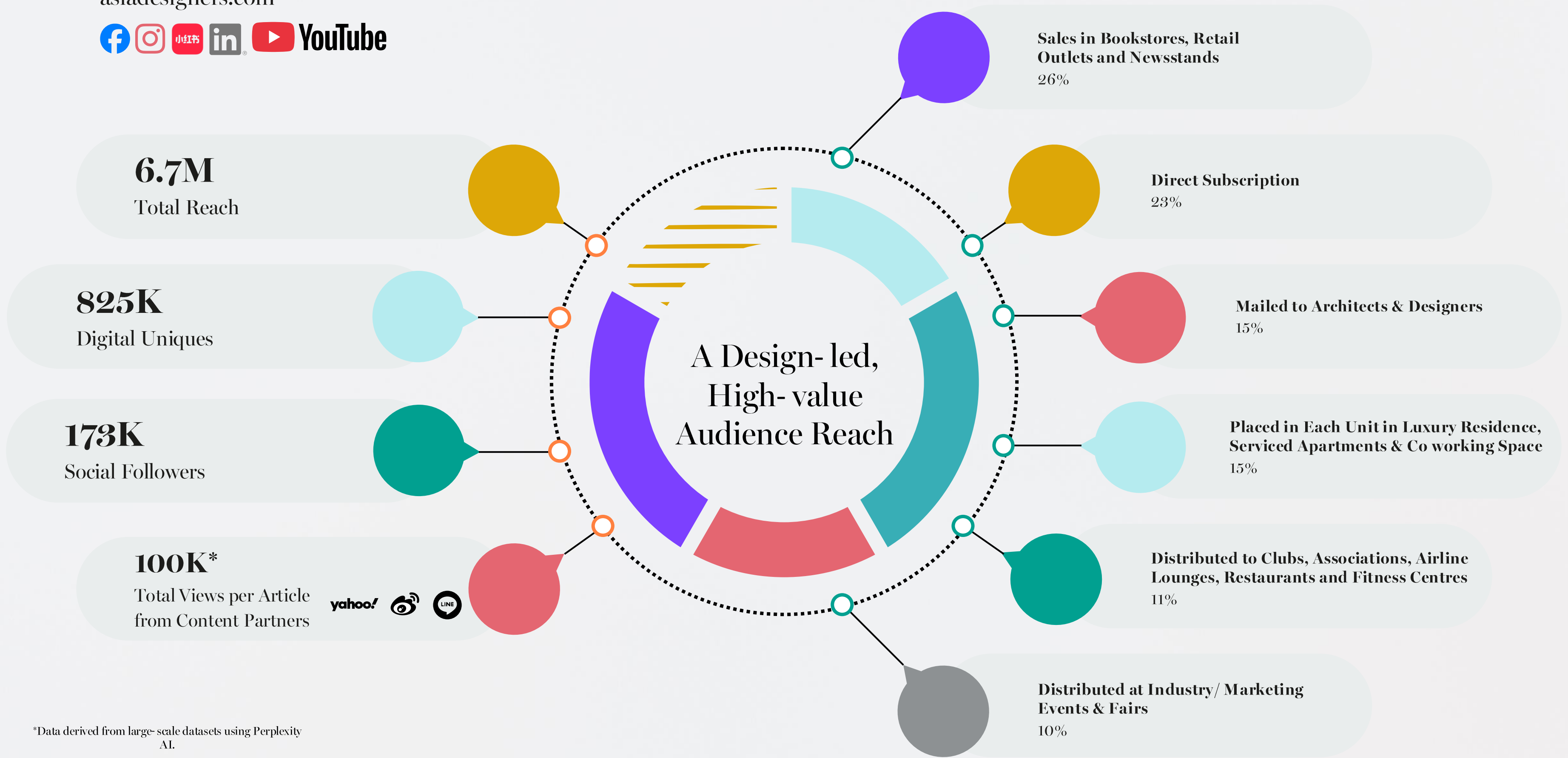
DIGITAL DISTRIBUTION

homejournal.com
asiadesigners.com



MAGAZINES CIRCULATION

30,000 copies per issue



*Data derived from large-scale datasets using Perplexity AI.

MEDIA ECOSYSTEM



PRINT

Annual editions featuring premium design content

Circulation:
30,000 copies per issue

COMMUNITY

A vital hub for interior designers, architects, prominent brands, and consumers in Hong Kong

DIGITAL

Always- On design exposure

Own platforms:
6.7M Total Reach
825K Digital Uniques
173K Social Followers

Potential Feature:
30K views per channel*



EVENTS

Creating real connections beyond media exposure

INDUSTRY AWARDS

Recognition that builds authority

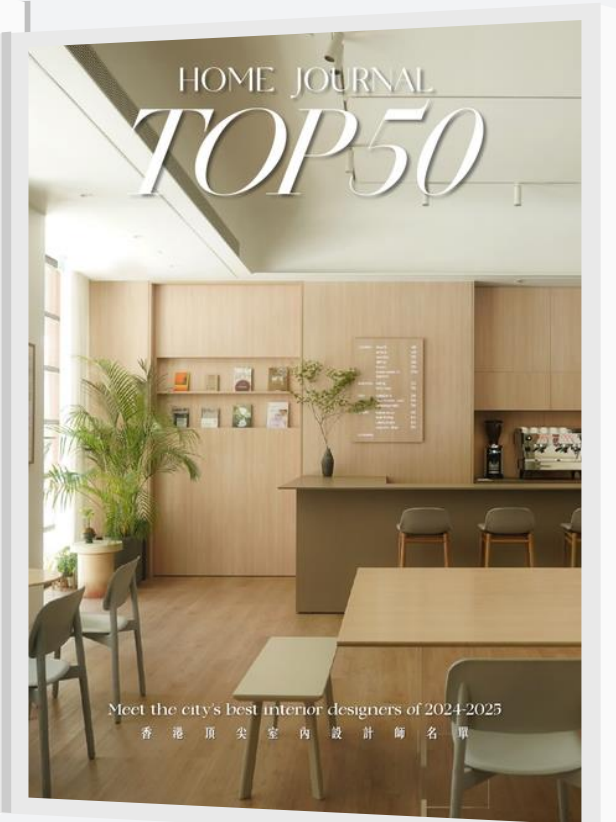
01

HOME JOURNAL [E-Book](#)

Cover a wide spectrum of areas with a global outlook that contribute to elevating the quality of living – from interior design, art and culture, to health and travel – with home features remaining the central ingredient of our content



MEDIA ECOSYSTEM - PRINT
Ideal for brand positioning and design storytelling



[E-Book](#) TOP 50

List of 50 leading interior design visionaries making an impact today, features diverse aesthetics that inspire young talent and those seeking quality design

04

02

HOME SOLUTIONS [E-Book](#)

An essential guide for decoration and renovation, featuring a curated list of case studies from homes and offering practical tips and insights for solving design challenges

[E-Book](#) BEST 50

A top notch collection of 50 outstanding home related and lifestyle brands that enrich our everyday lives

03

MEDIA ECOSYSTEM - DIGITAL

Project showcases, brand features, and interviews



Website

homejournal.com

6.7M

Total Reach



Social Media



173K

Social Followers



Online Advertorial



30K

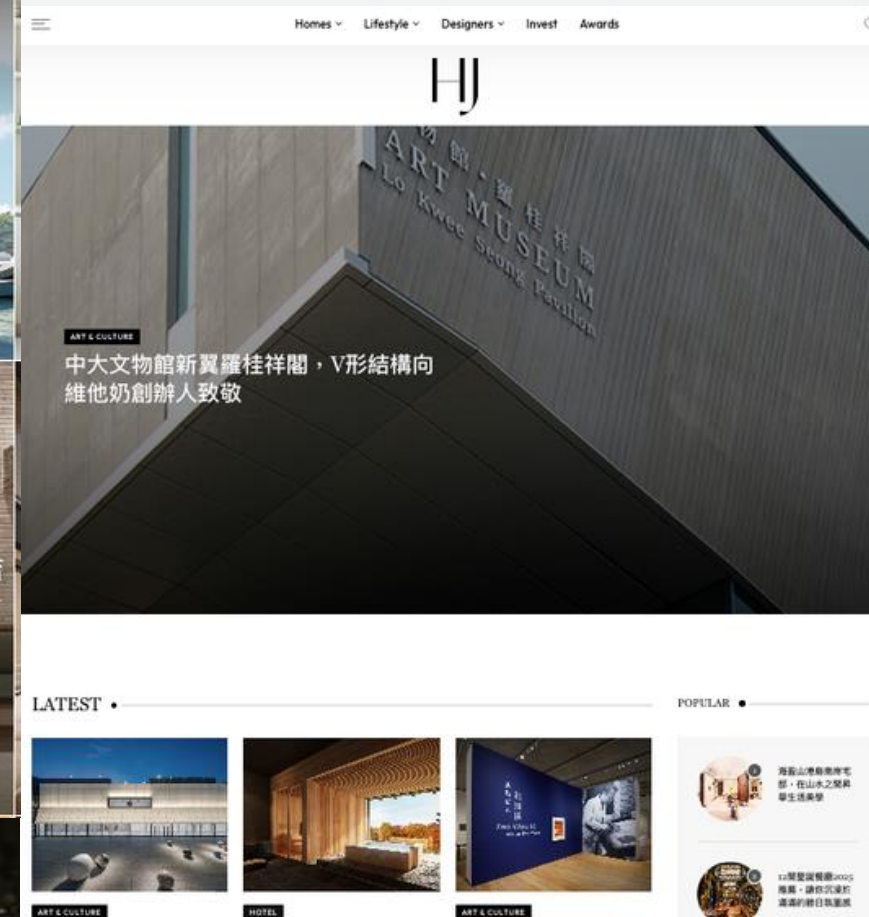
Views Per Channel



E-newsletter

20K

Subscribers



MEDIA ECOSYSTEM EVENT

Industry connection, Knowledge sharing, Brand exposure



2

Grand openings



4

Designer tours



1

Design talks,
panel discussion



3

Brand showcase



5

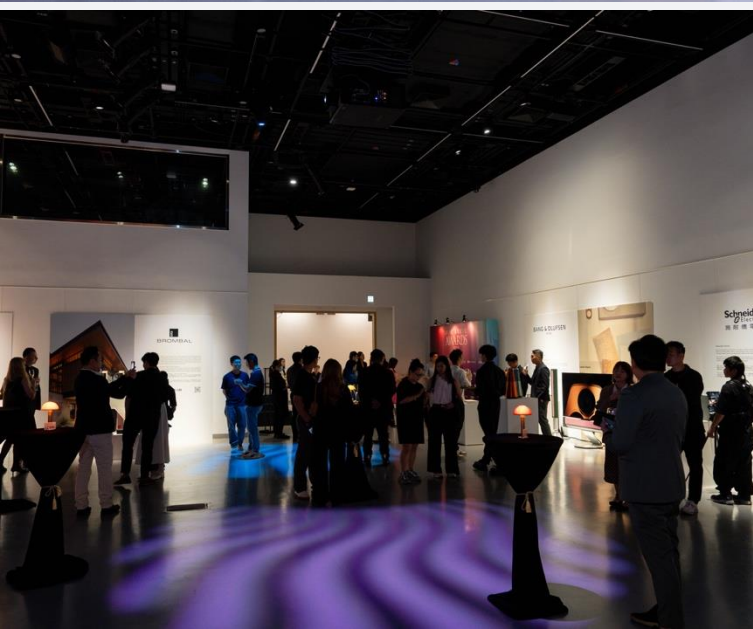
Luncheon

and more...

MEDIA ECOSYSTEM AWARDS

A powerful platform for credibility and reputation building
Most prestigious design event since 2022
Covering 30+ categories of entire design spectrum

[2025 Highlight >](#)



SOCIAL MEDIA MANAGEMENT SERVICES

Grow your brand
Engage your audience
Drive results

1



RESEARCH & STRATEGY

- Analyze target audience and competitors
- Identify trends and content opportunities
- Build a data driven content plan

2



CONTENT CREATION & PUBLISHING

- High quality graphics, captions, and videos
- Platform specific optimization
- Consistent posting schedule

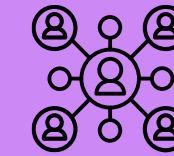
3



SOCIAL MEDIA DISTRIBUTION

- Share across relevant platforms
- Optimize timing for maximum reach
- Use hashtags and trends effectively

4



ENGAGEMENT & COMMUNITY MANAGEMENT

- Respond to comments and messages
- Build relationships with followers
- Encourage conversations and interactions

5



REPORTING & OPTIMIZATION

- Track performance metrics (reach, engagement, conversions)
- Monthly reports and insights
- Continuous improvement strategy

Key Benefits:



Increase brand visibility



Boost audience engagement



Save time and resources



Data-driven growth

TRUSTED BY



TRUSTED BY

