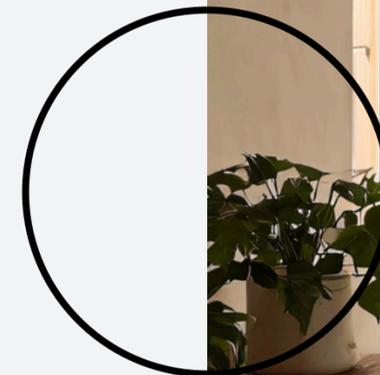


# ABOUT HOME JOURNAL

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

# DISTRIBUTION

## 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%

**Sales in Bookstores, Retail Outlets and Newsstands**  
26%

**Direct Subscription**  
23%

**Mailed to Architects & Designers**  
15%

**Placed in Each Unit in Luxury Residence, Serviced Apartments & Co-working Space**  
15%

**Distributed to Clubs, Associations, Airline Lounges, Restaurants and Fitness Centres**  
11%

**Distributed at Industry/ Marketing Events & Fairs**  
10%

A Design-led,  
High-value  
Audience



# MEDIA ECOSYSTEM

## PRINT

Annual editions featuring premium design content

## DIGITAL

Always-On Design Exposure

## EVENTS

Creating real connections beyond media exposure

## AWARDS

Recognition That Builds Authority

## COMMUNITY

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

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

E-Book TOP 50

04

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



MEDIA ECOSYSTEM - PRINT  
Ideal for brand positioning and design storytelling



02

HOME SOLUTIONS E-Book

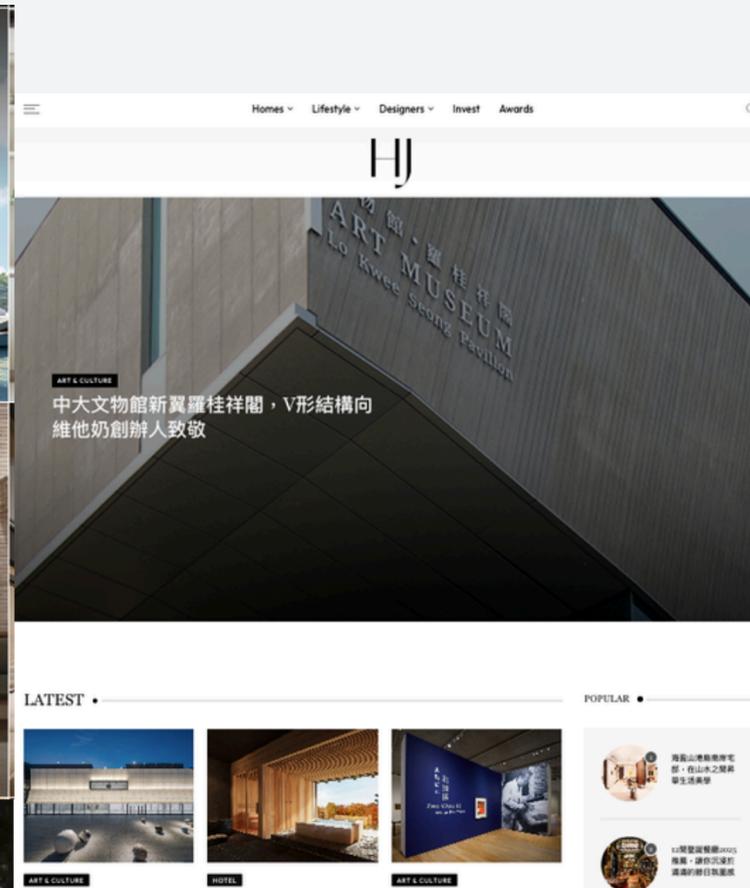
An essential guide for decoration and renovation, featuring a curated list of case studies from homes and offering practical tips and insights for solving design challenges

E-Book BEST 50

03

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

# MEDIA ECOSYSTEM - DIGITAL



Project showcases, brand features, and interviews



Website

[homejournal.com](http://homejournal.com)



Social Media



Online Advertorial



E-newsletter



# MEDIA ECOSYSTEM - EVENT

Industry connection - Knowledge sharing - Brand exposure



2

Grand openings



4

Designer tours



1

Design talks,  
panel discussion



3

Brand showcase



5

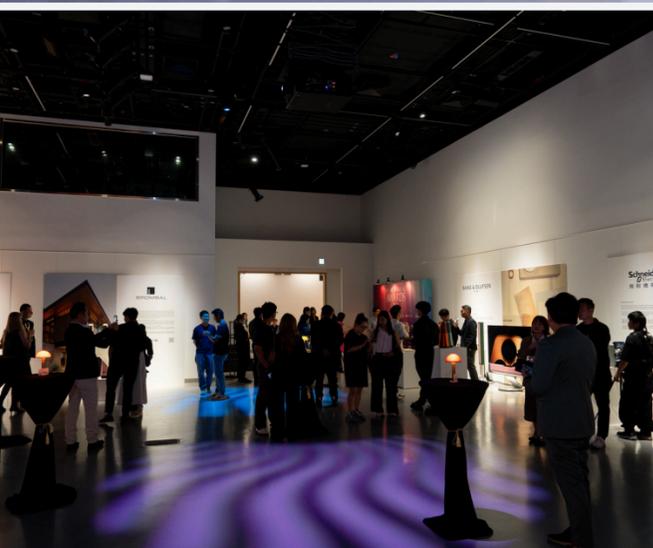
Luncheon

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 >





ASIA DESIGNERS COMMUNITY

Asia Designers Community - transforms individual potential into collective power, making us the essential partner for design professionals, brands, and clients looking to navigate and succeed in the Asian market.

[Website >](#)

MEDIA  
ECOSYSTEM -  
COMMUNITY



01

### Pan-Asian Reach

A trusted hub with an active membership spanning across Asia

02

### Strategic Connections

Directly connect top design talents with brands and clients to create new business opportunities

03

### Credibility & Growth

Elevate designers' visibility and competitiveness through a curated showcase of authentic projects

04

### Industry Advancement

Collaborative platform dedicated to raising service standards and driving innovation in design

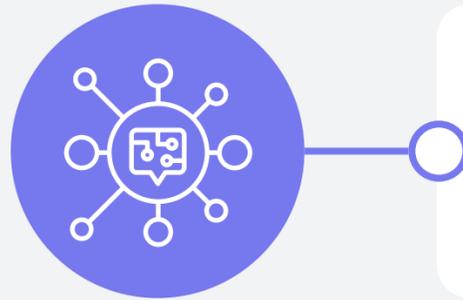


# MEDIA ECOSYSTEM - COMMUNITY

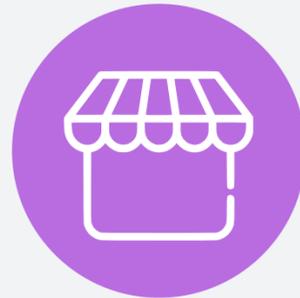


ASIA DESIGNERS COMMUNITY

[Website >](#)



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Established in 2020



**Estimated Monthly Visits**  
**3,200,000\***



**Annual projected enquiries for designers**  
**1200+ enquiries**

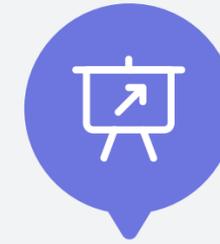


**Estimated annual project budget**  
**HK\$800M+**

\*Data derived from Google Analytics in Sep, 2025.

# MEDIA ECOSYSTEM - COMMUNITY

# MEMBERSHIP TIER



Average annual traffic:

**3X**

Average project views:

**4X**

Estimated potential deal size:

**3X**

First page of directory

Frontpage banner space



Average annual views:

**15,000**

Average project views:

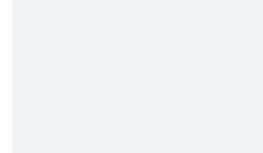
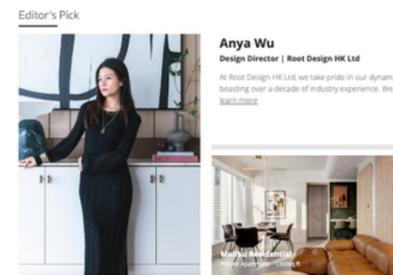
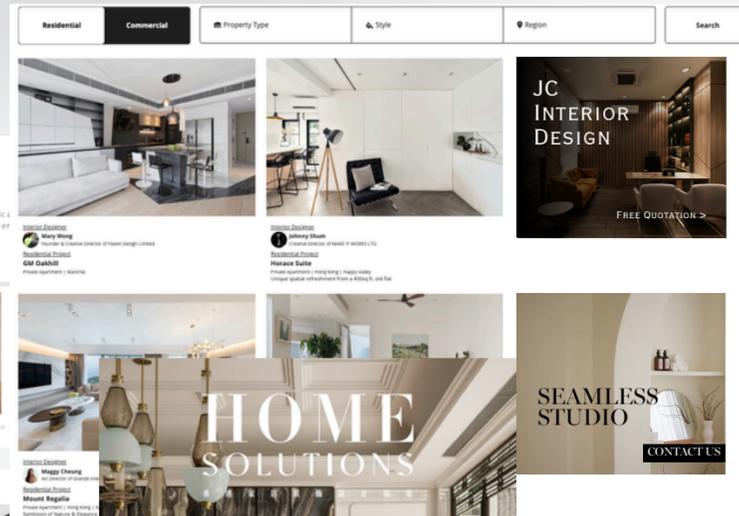
**80,000**

Estimated potential deal size:

**400,000**

Essential

Premium



# MEDIA ECOSYSTEM - COMMUNITY

**Chris Lau**  
Senior Design Professional

**About**  
At Lixil Design, we have played a meaningful and strategic role in crafting... (text continues)

**Awards**  
Home Journal Best Designer Awards 2025 - Residential Apartment (Silver)  
MUSE Design Award 2025 [Gold Winner] [Dining]  
MUSE Design Award 2025 [Platinum Winner] [Bedroom]  
MUSE Design Award 2025 [Gold Winner] [Dining Corridor]  
MUSE Design Award 2025 [Gold Winner] [Dining Corridor]  
London Design Awards 2024 - Residential [Platinum]

**Chris Lau's projects**

- Residential
- South and Luxury Residences
- Orlando
- The Lakes Park Phase 10
- Villa Lucida
- The Knightsbridge
- The Grand Marlin
- St. Michael
- Villa Lucida
- Cambridge Avenue

**Editor's Pick**  
Anya Wu  
Design Director | Real Estate & Interiors

**Our Members**  
Lai Jia Han, Sam Ho, Judy Liu, Tommy Ho, Brian Chan, Angel Wu, Keith Choi, Lisa Wang, Jessica Kong & Co, Lawrence Chan, Siu Ho, Jennifer Tsang, Maggie Wai & Joyce

**Articles & Projects:**  
- 獲獎北美館裝置 以鏡面「拉起」廣場地表  
- 獲獎ASTRA 展架 一體身三角形孔洞設計 隨日夜變化成漫遊光景  
- TRIANGULAR PERFORMANCES AT LIXIL GARDEN'S AMPLEX / ANTRAPYOKT A STARRY SKY  
- 建築化身為廣場大橋 最具詩意的粗獷主義酒店  
- 3個視式住宅設計 剛硬精緻空間裡的美學  
- 3 DIMENSIONS THAT MASTER THE ART OF SPATIAL LAYERING  
- Marriott開幕 型中的低調美學  
- LIXIL x HJ 設計師推薦：妙用轉角櫃  
- HOW LIXIL MAXIMISES SPACE WITH CORNER CABINETS AT CAUSEWAY BAY SHOWROOM

**Other Content:**  
- JC INTERIOR DESIGN  
- SEAMLESS STUDIO

# ENTITLEMENT

**Essential**  
Directory  
Guarantee leads

**Premium**  
Directory  
Guarantee premium leads  
Marketing

MEDIA  
ECOSYSTEM -  
COMMUNITY



**Directory**



**Guarantee leads**



**Marketing Service**

Essential

Premium

On-broad fee: HK\$5,000  
HK\$1,500/month  
HK\$18,000/year

On-broad fee: HK\$5,000  
HK\$3,000/month  
HK\$36,000/year  
**First-page ranking**

HK\$3,000/ lead  
Min. 5 leads/ 3 months

HK\$2,500/ **premium lead**  
Min. 5 leads/ 3 months

/

Website banner  
Online article (Home case)  
Social media  
Reels

# WHY US?



- 01 Lead Intent**  
Clients actively looking to hire
- 02 Speed to Close & Trust Advantage**  
Instant credibility from curated platform  
Faster decisions, shorter sales cycle
- 03 Cost Per Lead & Marketing Burden**  
Lower (Shared marketing power)
- 04 Visibility Power**  
Stronger SEO + platform traffic
- 05 Revenue Predictability**  
More consistent inquiry flow
- 06 Brand Positioning**  
Positioned as selected professional

VS

- 01 Lead Intent**  
Mostly browsing / passive audience
- 02 Speed to Close & Trust Advantage**  
Longer nurturing required  
Must prove yourself from zero
- 03 Cost Per Lead & Marketing Burden**  
Higher (Ads + Content + Time cost)
- 04 Visibility Power**  
Limited to your followers & ad budget
- 05 Revenue Predictability**  
Fluctuates with algorithm & effort
- 06 Brand Positioning**  
Seen as one of many online designers



# TRUSTED BY



Minotti

NATUZZI ITALIA

Molteni & C



BoConcept



THEODORE  
ALEXANDER



SONY



Dada



TOTO

KOHLER®

Roca



TREE 

Quooker®



Yale

