

MEDIA KIT 2024

HJ

HOME JOURNAL



OUR BRAND

WHERE INSPIRATION LIVES

Established in 1980, **Home Journal** is a leading interiors and design title in Asia that celebrates fine design and exceptional interiors through tightly curated English and Chinese editorials. We explore interior spaces with a human touch, and uncover the creative forces behind these spaces, aiming not only to keep our readers informed, but also inspired. As a creative hub for ideas and inspiration, Home Journal has over the decades established a sophisticated readership composed of homeowners, design professionals, and tastemakers from across Asia.

6.1M
TOTAL REACH

152K
READERSHIP

39K
CIRCULATION

750K
DIGITAL UNIQUES

400K
MONTHLY PAGEVIEWS

130K
SOCIAL FOLLOWERS



誠品書店 eslite bookstore



OUR AUDIENCE

35 Yr Old

MEDIAN AGE

\$2.16M

AVG.HHI

69%

TOP MANAGEMENT

72%

HOME SIZE (1200+ SQ.FT.)

59% vs 41%

GENDER (Female vs Male)

DISTRIBUTION

HONG KONG, MACAO, TAIWAN

REGIONS

23%

Direct Subscriptions

26%

Sales in bookstores, retail outlets and newsstands

15%

Mailed to Architects & Designers

15%

Placed in each unit in luxury residence, serviced Apartments and co-working space

11%

Distributed to clubs, associations, airline lounges, restaurants, cafés and fitness centres

10%

Distributed at industry / marketing events and Fairs

OUR PLATFORMS

Home Journal boasts a strong multi-media capacity spanning print, website, social media, and media partners. Our content is evenly spread across quarterly print editions, monthly digital editions, and a robust list of digital products for clients, including:

VIDEOS

ONLINE ADVERTORIALS

SOCIAL MEDIA

E-NEWSLETTER



Facebook



Instagram



EDM



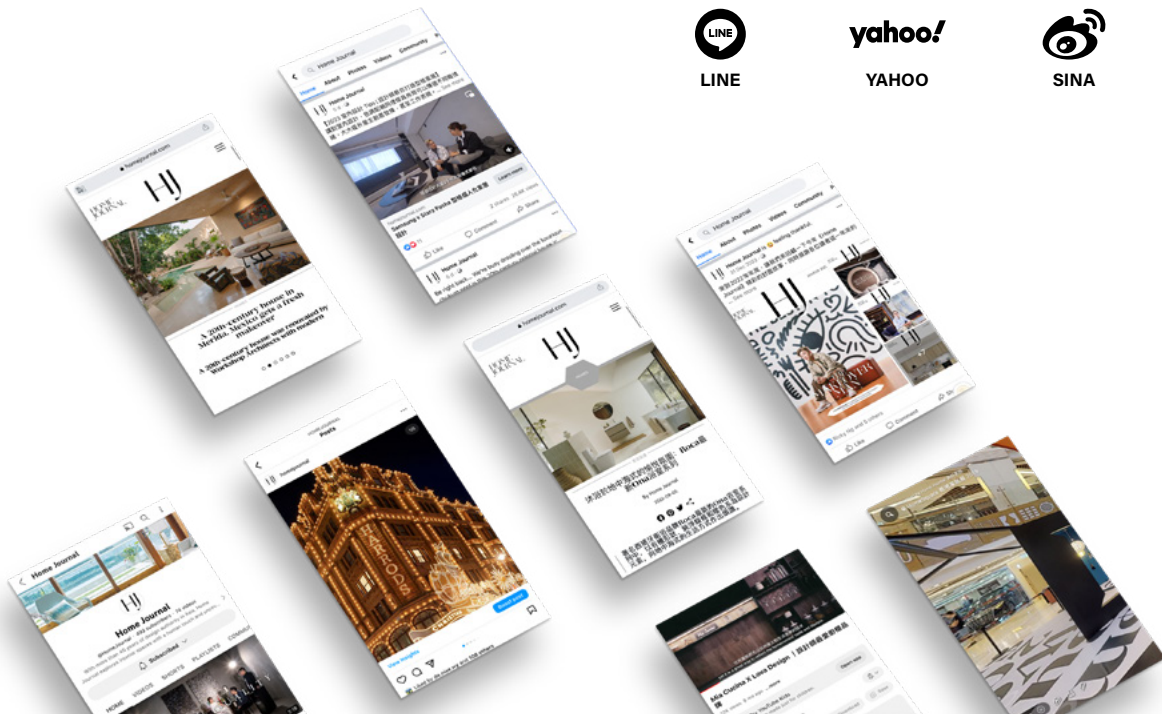
LINE



YAHOO



SINA

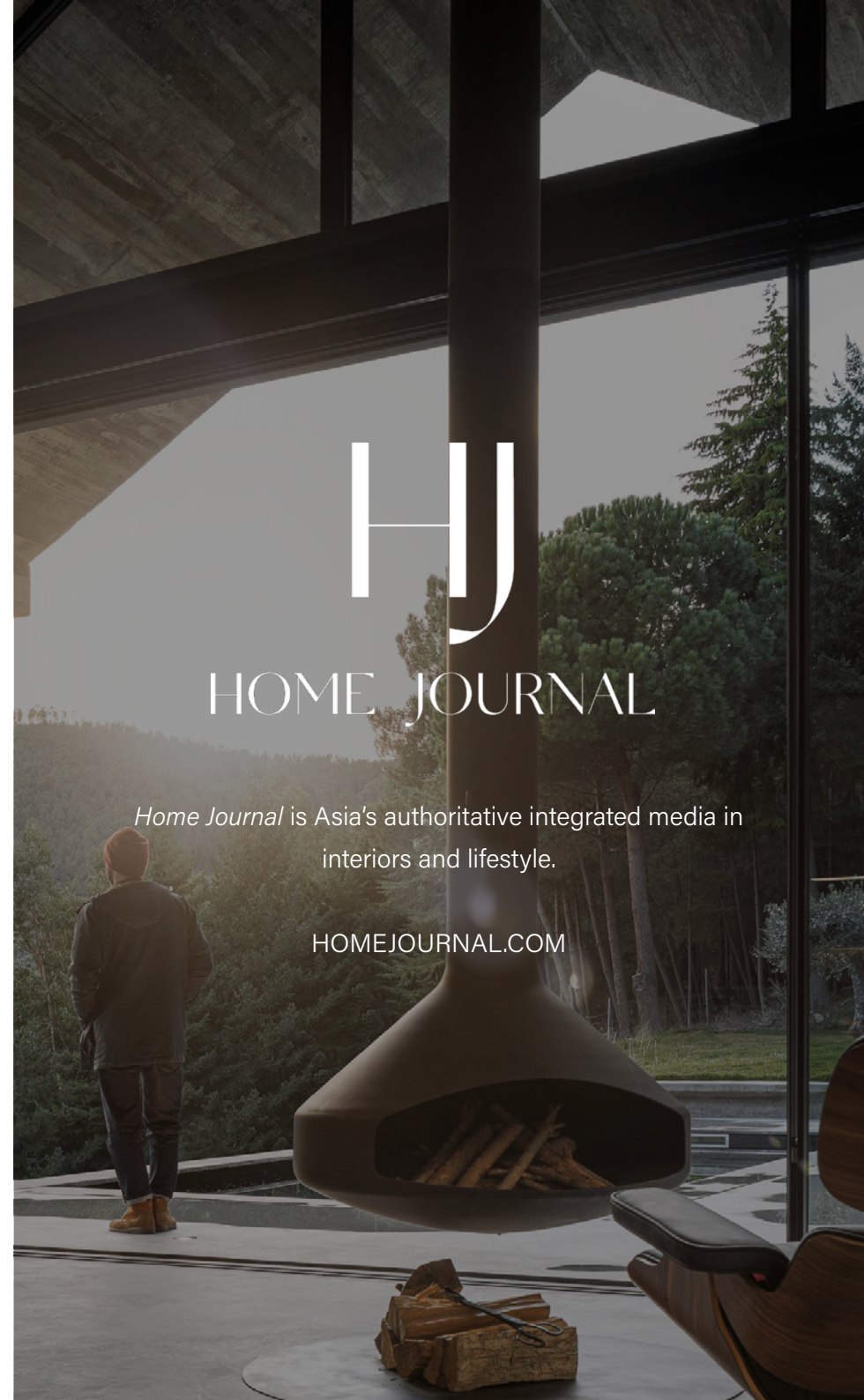


HJ

HOME JOURNAL

Home Journal is Asia's authoritative integrated media in interiors and lifestyle.

HOMEJOURNAL.COM



BRANDED CONTENT VIDEOS



SCHNEIDER ELECTRIC



ZZUE CREATION



ART CENTRAL



VALPAIN



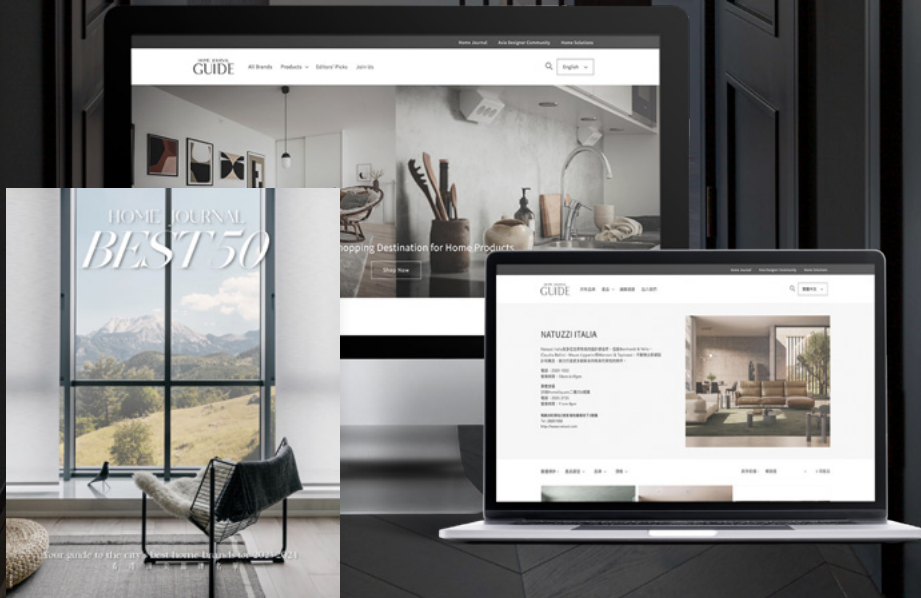
YALE



SAMSUNG

HOME JOURNAL *BEST 50*

Every brand has a story to tell. With this in mind, we present the **Home Journal Best 50** – a curated collection of the 50 most outstanding home-related and lifestyle brands. This annual edition is your guidebook to the top-tier brands that enrich our everyday lives in significant ways. Within its pages, you'll find features that provide a comprehensive look into the brands' stories, visions, and diverse product ranges.



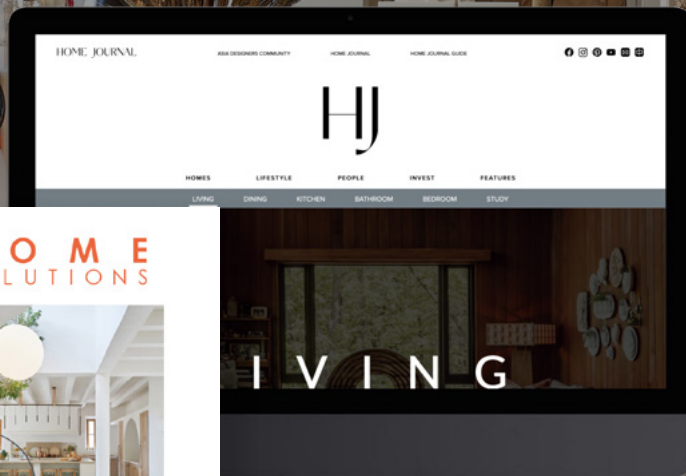
HOME JOURNAL *TOP 50*

The annual **Home Journal Top 50** is a curated list of the top 50 leading interior design visionaries that have made an impact on our surroundings today. Personalities that grace the pages come from a wide range of design disciplines with diverse aesthetics that stand out as inspirations to young talent and those seeking quality design services.



HOME SOLUTIONS

The annual **Home Solutions** is an essential guide for decoration and renovation, featuring a curated list of case studies from homes. Each case offers practical tips and insights for solving common design challenges.



BESPOKE PUBLISHING

Home Journal creates **bespoke custom publishing** for brand partners to achieve their marketing and business objectives. Our team of editorial, marketing and design professionals make sure the content is crafted to the highest standard, delivering results that align with your strategic aims.



EVENTS

HOME JOURNAL AWARDS

Home Journal Awards is the industry's most prestigious event to commemorate outstanding work in the fields of interior design, architecture, and the creative minds behind them. The awards welcome entries from more than 30 categories covering the entire interior and architectural design spectrum. It has been a landmark event on every design aficionado's calendar since 2002.

WWW.AWARDS.HOMEJOURNAL.COM

30

AWARD CATEGORIES

250

ENTRIES PER YEAR



EVENTS

NETWORKING EVENTS & SPECIAL CAMPAIGNS



EVENTS

CROSSOVER CAMPAIGNS

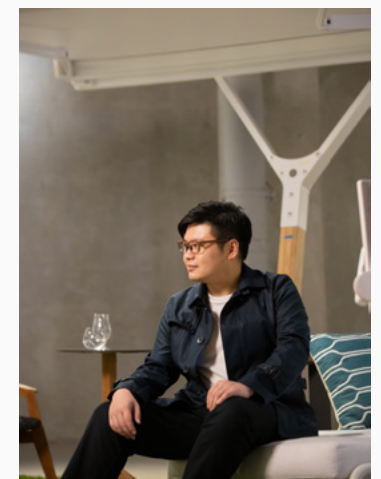
Home Journal's **crossover series**, presented in collaboration with the Asia Designers Community, pairs interior design visionaries with acclaimed lifestyle brands that bring forth a wondrous combustion of creative synergy. The campaigns uncover how connecting, inspiring and creating together can be a catalyst for good designs.

17

INTERIOR DESIGNERS

20

FURNITURE, HOME
DECOR & APPLIANCES



EDITORIAL CALENDAR 2024

MARKETING FEATURES + SUPPLEMENTARY PUBLICATIONS

JANUARY

Influencer

FEBRUARY/SPRING

The Travel Issue

MARCH

The Art Issue

APRIL

Italian Flair

MAY/SUMMER

Opt Outside

JUNE

Solo Living

JULY

Small Homes

AUGUST/AUTUMN

Indigenous

SEPTEMBER

Bespoke

OCTOBER

Anniversary

NOVEMBER/WINTER

Talents

/HOME JOURNAL AWARDS 2024/

DECEMBER

Christmas Special

AUGUST

H O M E
S O L U T I O N S

DECEMBER

HOME JOURNAL
TOP50

JANUARY

HOME JOURNAL
BEST50

OUR CLIENTS



