Engage and influence the Design Hunter®

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

Habitus Media Kit 2019
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

**Distribution by channel**

70% NEWSSTANDS
18% SUBSCRIPTIONS & DIRECT MAIL
12% AIRPORT AND HOTEL LOUNGES (AU AND SG)

**Distribution by region**

16% NSW 10% QLD 4% SA 18% NZ 11% SINGAPORE

10% VIC 5% WA 1.4% TAS/ACT/NT 9% MAL 8% HK

*JUNE 2018*
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 2019
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 2019
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 2019
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

46,412
Unique page views

34,005
Unique users

22,000
Newsletter Subscriptions

110,550
Social Media Followers

0.35%
Click through rate (CTR)

Visitor location

57% AUSTRALIA
12% ASIA
20% OTHER
11% USA

*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...
## Advertising Rate Card

### Habitus Magazine

**Advertising rates (AUD excl. GST)**

<table>
<thead>
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<th>1 Issue</th>
<th>2 Issues</th>
<th>3 Issues</th>
<th>4 Issues</th>
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**Advertising Specifications (w x h)**

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### HabitusLiving.com

**Advertising rates (AUD excl. GST)**

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<td>Advertorial</td>
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**Advertising Spec size (w x h)**

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| Advertorial copy     | 300 - 500 words | - |
| Newsletter banner    | 600 x 200 px | jpeg, gif |
Advertise With Us

Contact:
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