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Queensland Homes

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“TRUE INSPIRATION FOR YOUR HOME”

Queensland Homes is a glossy quarterly magazine that celebrates the unique and enviable lifestyle of Queensland. Every issue features colourful pictorials on the full range of homes being built and renovated throughout the Sunshine State: from traditional Queenslanders to contemporary chrome and steel abodes and all the chic inner-city apartments, quaint cottages and innovative architectural, interior designed residences in between!

We keep our readers up to the minute with regular features on interiors, decorating, kitchen and bathroom features, the latest design trends, colour schemes, fabrics, window coverings, building and renovating. Every Issue is full of Wonderful ideas and information for your next home renovation and/or glorification.

If your company wants to target the Queensland market in a cost effective manner, then Queensland Homes should be top of your marketing list. Our 25 years as the state's leading homemaker magazine is testament to both the loyalty of our readership and the success of our magazine as a marketing tool.

"Thanks for the most recent edition of Queensland Homes. I think the quality of the magazine is simply quite outstanding. I feel that this magazine is equal to any of its contemporaries in this country. I congratulate you and your team for your pursuit of excellence."

- Michael Crouch, Reader

Retail Sales and Readership Distribution

- METRO 75% Brisbane, Sunshine Coast, Gold Coast, Toowoomba. Other Areas 25%. Over 90% consistent newsagency sales.
- Also available at Coles & Action Supermarkets. Returns sold at home shows, bridal shows and promotional areas.
- HOT NEWS! Due to consumer demand, *Queensland Homes* has increased its distribution by 5,000 copies (15,000 - 20,000). This fabulous 33% increase is due in part to our active promotion on both Metropolitan and regional radio when the magazine hits the newsagencies.

A letter from Majestic Pools

Dear Rhonda

First of all, congratulations on another cracker edition.

In my overseas travels (be that work or play), I get to see a lot of outdoor leisure spaces; whether that be in person or in the vast amount of publications that I routinely pick up on the way to keep abreast of "where we are at" here in Australia. In saying that, I'm sure you will agree that Australia by far leads the world in terms of making outdoor living, backyard lifestyle, and subtropical living more accessible to the everyday homeowner. Good design has become more commonplace in the contemporary Australian home.

Obviously, there are a lot of amazing and luxury homes throughout the world, but I am sure you would agree that given our laid back Australian culture, coupled with our historically buoyant economy, our residential outdoor sector leads the world when it comes to designing an entire backyard leisure space that is functional, fitting, and appealing to the end user. I would even go so far as to say that because of our climate, South East Queensland leads the nation in terms of design innovation in that sense.

I'm sure that you make a habit of picking up home and lifestyle magazines when you go abroad yourself, but all I have to do is pick up any from my collection from Spain, Croatia, Dubai, Italy etc. and see that whilst there is the odd great showpiece featured in these magazines, nothing compares to the variety and accessibility of outstanding outdoor design that we have become accustomed to here in Australia and South East Queensland.

Of course the tourism sector in parts of South East Asia has produced some beautiful pieces of work, but whilst that style is truly beautiful, it can get repetitive and therefore the region just doesn't produce the variation in pools and outdoor living solutions that has become commonplace here in certain parts of Australia.

All of that being said, there are many home / lifestyle magazines that try to capture that competitive advantage that we have here in South East Queensland, but to date I haven't seen anything that takes the issue of "quality of what's on show", diversity of content, and "up-to-dateness" as seriously as Queensland Homes, and especially your Outdoor Edition. That's obviously a testament to your philosophy, and a main driving factor for writing this is because that philosophy matches with ours here at Majestic Pools. I'm sure you can see that common philosophy in our projects. As I have said in the past, the obvious attention your team pays to their photography, the fact that it is never just "more of the same", and the "freshness" of the magazine just isn't present in other comparative magazines on our shelves. We both know as well as each other that consistency is both prized within a business, but on the other hand takes a good amount of energy to maintain.

Once again, congratulations on your 100th edition, and more so congratulations on producing something that you and your staff should be shinningly proud of.



The Magazine



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Frequency:

Quarterly:
March (Autumn),
June (Winter),
September (Spring),
December (Summer)

Print Run:

80,000 per annum

Target Market:

AB Demographic homeowners, renovators, decorators, predominantly female 30 - 59

Positioning Statement:

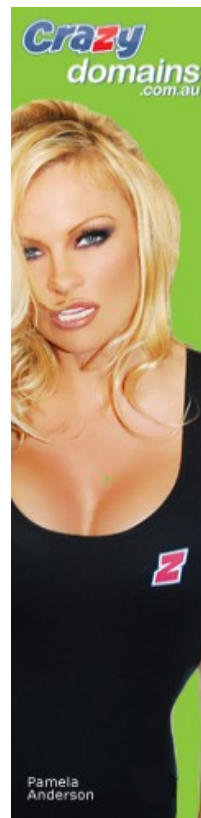
"True Inspiration for Your Home"

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NDD

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AUD\$7.70



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Kind Regards,

ANDREW JAKOVAC
Majestic Pools

To obtain the current feature list or further information about *Queensland Homes* magazine please contact [Lynn Hill](#) on +61 7 3217 4654

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