

HOUSES AWARDS

Awards coverage 2018

housesawards.com.au



The Houses Awards receives recognition through a range of media, including newspapers, lifestyle magazines, television segments, websites and social media platforms, in addition to coverage by Architecture Media's print and online titles.

2018 EXTERNAL COVERAGE RESULTS

53+ online pieces —

The 2018 Houses Awards were covered online across major platforms such as News.com.au, Realestate.com.au, Domain, The Daily Mail, Vogue Living, Nine Honey, Houzz, The Design Files and Yahoo7.

21+ social pieces —

Social media coverage was achieved across all major platforms including Facebook, Instagram and Twitter.

11+ print pieces —

The awards were covered in print across major metro and regional titles such as *Domain*, *the Age*, *Herald Sun*, *Courier Mail*, *Sunday Tasmania*, *the West Weekend*, *Geelong Advertiser* and *Moreland Leader*.

1 broadcast piece —

Broadcast coverage was achieved on Sunrise – Channel 7 and shared across the Yahoo 7 network (online and social media).

6+ electronic direct mail inclusions —

The 2018 Houses Awards were featured in a number of electronic direct mail publications (e-newsletters), including *Broadsheet*, *The Design Files* and *Lunchbox Architect*.

Total coverage achieved: 90 pieces+

CIRCULATION/AUDIENCE

153,200,000+ online circulation —

Online circulation was the largest audience in 2018.

13,000,000+ social media circulation —

Social media circulation was achieved across all major platforms, from key sites such as Domain, Vogue Living and Houzz.

2,800,000+ print circulation —

Print circulation was achieved across major metro and regional titles, in supplements, news and magazine sections.

509,000 broadcast circulation —

Broadcast was achieved on one of Australia's leading television networks (Channel 7) on the leading breakfast show.

Total accumulative audience: 169,000,000+

Audience figures calculated by the Houses Awards PR team, HotHouse Media & Events, using MediaNet and publicly available audience figures.

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SOME MEDIA HIGHLIGHTS

Sunrise

“House of the Year.”

– [Watch the segment](#)

Yahoo 7

“Inside Australia’s ‘House of the Year’”

– [Watch the segment](#)

News.com.au

“The Stunning 2018 Houses Awards finalists have been announced.”

– [Read the article](#)

– [See the Facebook post](#)

“Six Tassie architecture firms finalists at national awards.”

– [Read the article](#)

“Queensland renovation boom as spending hits just under \$1.5 billion.”

– [Read the article](#)

Vogue Living

“These are the shortlisted new homes from the 2018 Houses Awards.”

– [Read the article](#)

– [See the Instagram post](#)

– [See the Facebook post](#)

“These are the winners of the 2018 Houses Awards”

– [Read the article](#)

Domain

“Cave-like home nestled in rocky hillside named 2018 Australian House of the Year.”

– [Read the article](#)

– [See the Facebook post](#)

Realestate.com.au

“2018’s top homes revealed and Queensland reno projects are right up there among them.”

– [Read the article](#)

“Victoria’s quirkiest homes in the running for 2018 Houses Awards.”

– [Read the article](#)

“Wye River container house stacks up against bushfire.”

– [Read the article](#)

The Daily Mail Australia

“From a retreat in the forest with a luxury bath to an off-grid island hideaway: A look at the tiny houses voted BEST in Australia.”

– [Read the article](#)

“From a ‘sustainability masterpiece’ to a cave-like sanctuary: A look at the houses and gardens voted the BEST of 2018 so far.”

– [Read the article](#)

Lifestyle Channel Online

“Be inspired by these 5 award-winning renovations.”

– [Read the article](#)

Houzz

“Feast Your Eyes on the 2018 Houses Awards finalists.”

– [Read the article](#)

– [See the Facebook post](#)

Nine Honey – Homes

“These are Australia’s best sustainable homes.”

– [Read the article](#)

– [See the Instagram post](#)

The Design Files

“Highlights From The 2018 Houses Awards.”

– [Read the article](#)

– [See the Facebook post](#)

– [See the Instagram post](#)

Broadsheet (national)

“A Look Inside Australia’s Best Homes For 2018.”

– [Read the article](#)

Concrete Playground

“Check out on the luxe winners of the 2018 Houses Awards.”

– [Read the article](#)

Architecture Now

“Australia’s best houses announced.”

– [Read the article](#)