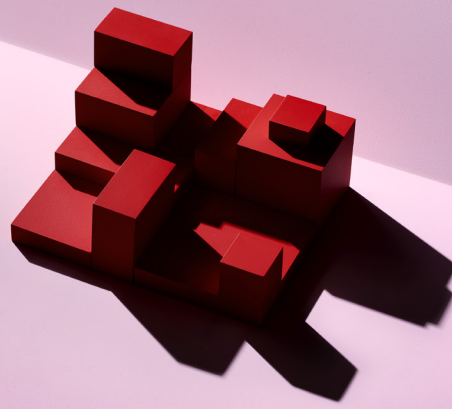


HOUSES AWARDS

Awards coverage 2021

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.

2020 EXTERNAL COVERAGE RESULTS

49 online pieces —

The 2021 Houses Awards were covered online across major platforms such as The Australian, Australian Financial Review, News.com.au, The Age, Herald Sun, Vogue, Broadsheet, Realestate.com.au and Domain.

15 social pieces —

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

7 print pieces —

The awards were covered in print across major metropolitan titles, including *The Weekend Australian Magazine*, *Australian Financial Review*, *Herald Sun* and *The West Australian*.

19 broadcast pieces —

Channel Nine News' television segment was broadcast nationally, syndicated to 19 regions across the country.

Total coverage achieved: 90 pieces

CIRCULATION/AUDIENCE

154,253,000+ online circulation —

Online circulation was the largest audience in 2021.

5,216,000+ social media circulation —

Social media circulation was achieved across major platforms, from key sites such as Broadsheet, Vogue Living, Nine News and Urban List.

36,300,000+ print circulation —

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

311,000+ broadcast circulation —

Broadcast was achieved on one of Australia's leading television networks (Channel Nine).

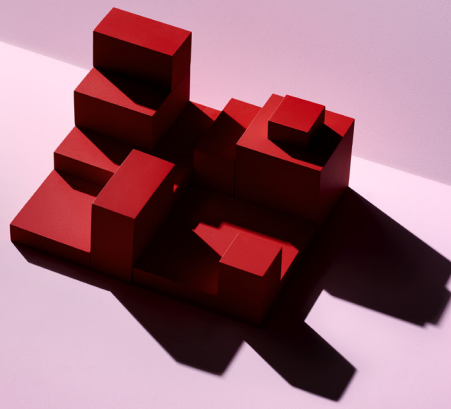
Total accumulative audience: 196,080,000+

Audience figures calculated by the Houses Awards PR team, HotHouse Media & Events and Adam Valentine PR, using Roy Morgan and Meltwater 2021 data and publicly available audience figures. This report was completed on 25 August 2021.

HOUSES AWARDS

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SOME MEDIA HIGHLIGHTS

Broadsheet

“Take a Stickybeak Into Beautiful Homes Shortlisted for This Year’s Houses Awards”

(online)

[– Read the article](#)

“Australia’s Most Exceptional Architectural Homes Have Been Crowned in This Year’s Houses Awards”

(online)

[– Read the article](#)

The Urban List

“Peep 8 Of The Most Stunning Sydney Homes On The 2021 Houses Awards Shortlist”

(online)

[– Read the article](#)

Adelaide Advertiser

“Inside the SA homes shortlisted in the 2021 Houses Awards”

(online)

[– Read the article](#)

News.com.au

“Houses Awards 2021: Victoria’s incredible shortlisted properties”

(online)

[– Read the article](#)

Vogue Living

“The 23 best new apartments and small homes in Australia to drool over”

(online, Facebook, Instagram)

[– Read the article](#)

“The 13 best houses in Australia for 2021 have been revealed”

(online)

[– Read the article](#)

Australian Financial Review

“How the pandemic has turned the home into a self-contained universe”

(online)

[– Read the article](#)

The Design Files

“An LA-Inspired ‘Floating’ Home In The Byron Hinterland”

(online)

[– Read the article](#)

Domain

“Good things in small packages”

(online)

[– Read the article](#)

“Houses Awards 2021: Smart architecture for living in bushfire-prone zones”

(online)

[– Read the article](#)

The Daily Telegraph

“NSW’s greatest eco-friendly homes revealed”

(online)

[– Read the article](#)

“Amazing home with a black concrete, subterranean pool”

(online)

[– Read the article](#)

The West Australian

“A look inside WA’s dreamiest homes”

(online)

[– Read the article](#)

The Australian

“‘Eight Yard House’: a sweet marriage of architecture and landscaping”

(online)

[– Read the article](#)

Nine News

“This year’s architecture award winners have been named, with nine new homes claiming prizes around the country.”

(online)

[– Watch the segment](#)