

Australian Interior Design Awards 2024

australianinteriordesignawards.com
info@australianinteriordesignawards.com
+61 3 8699 1000

2024 Awards Coverage

The Australian Interior Design Awards receive recognition through a range of media, including newspapers, lifestyle magazines, websites and social media platforms, in addition to coverage by Architecture Media's print and online titles.

News and Media*

Online — 54 pieces

The 2024 Australian Interior Design Awards were covered online across major platforms such as Vogue Living, Broadsheet, Concrete Playground, Yellowtrace, The Age, Domain, Architecture and Design, The Design Files, Sydney Morning Herald, The Australian and Interiors Addict.

Print — 21 pieces

The awards were covered in print across major metro and regional titles such as The Australian, Sydney Morning Herald, The Age, Courier Mail, Australian Financial Review, The Advertiser and more.

Social media — 88 pieces

Social media coverage was achieved across all major platforms including Facebook and Instagram, from key sites such as Concrete Playground, Vogue Living, Broadsheet, Yellowtrace, Interiors Addict, The Design Files and the Australian Institute of Architects.

RESULTS

Media coverage achieved: 163 media pieces
Total media audience: 90.7 million (through online, social and print).

Instagram

Instagram mentions

The @auiinteriordesignawards Instagram account received mentions from 250+ unique accounts, including Vogue living, Yellowtrace and numerous leading practices and studios in the interior design space.

Instagram impressions

Stories and posts on the @auiinteriordesignawards Instagram account generated:
178,000+ impressions
12,400+ likes
3,000+ saves

RESULTS

Unique accounts reached: 4.64 million

* Media coverage and audience figures calculated by Papermill Media. Does not include coverage by publications owned by Architecture Media, the event organiser.

Australian Interior Design Awards 2024

australianinteriordesignawards.com
info@australianinteriordesignawards.com
+61 3 8699 1000

Some Media Highlights

Broadsheet

"222 Aussie Venues, Shops and Homes Make the 2024 Australian Interior Design Awards Shortlist" (online).
– Read now

"Home Visit: A Sunny Suburban Sanctuary (With a Cacti Rooftop Garden) in Bondi" (online).
– Read now

Vogue Living

"These are the winners of the 2024 Australian Interior Design Awards" (online).
– Read now

Concrete Playground

"Chic Digs Alert: The Australian Interior Design Awards Have Unveiled 2024's Shortlisted Bars, Restaurants and Homes" (online).
– Read now

Sydney Morning Herald

"Upscale Brisbane projects shortlisted for Australia's prestigious design awards" (online).
– Read now

The Interiors Addict

"2024 Australian Interior Design Awards shortlist announced" (online).
– Read now

Yellowtrace

"Design innovation shines at 2024 Australian Interior Design Awards" (online).
– Read now

The Design Files

"The 2024 Australian Interior Design Awards Winners!" (online).
– Read now

Australian Financial Review

"Building a dream home? These Melbourne beauties are an ode to concrete" (online).
– Read now

Instagram Snapshot

