

AUSTRALIAN INTERIOR DESIGN AWARDS



2019 AWARDS COVERAGE

The Australian Interior Design Awards receive 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.

NEWS AND MEDIA*

Online — 68 pieces

The 2019 Houses Awards were covered online across major platforms such as Vogue Living, Broadsheet, The Design Files, The Weekend Magazine, The Urban List, Sydney Morning Herald and The Age.

Print — 17 pieces

The awards were covered in print across major metro and regional titles such as AFR Life & Leisure, Hobart Mercury, The West Australian and Queensland Homes.

Broadcast — 3 pieces

Broadcast coverage was achieved on Channel Nine News and Sky News Real Estate.

RESULTS

Media coverage achieved: 88+ media pieces

Total news circulation: 97 million

Total media audience: 97,469,793 (through online, print, television and video)

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

INSTAGRAM

Instagram — 182 mentions from unique accounts

Social media coverage was achieved across all major platforms including Facebook, Instagram and Twitter, from key sites such as The Design Files, Meanwhile in Melbourne and Instyle.

Instagram story impressions

Stories on the @auiinteriordesignawards Instagram account generated 32,213 impressions, with a 96.96 completion rate

RESULTS

Social media audience: 2,338,127+

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SOME MEDIA HIGHLIGHTS

VOGUE LIVING

“See the winners of the 2019 Australian Interior Design Awards” (online).

– [Read now](#)

HERALD SUN

“Impressive Victorian Properties Win Big at the Australian Interior Design Awards” (online).

– [Read now](#)

The DESIGN FILES

“Tour The Australian Interior Design Award-Winning Projects” (online).

– [Read now](#)

BROADSHEET

“Victorians Win Big at the 2019 Australian Interior Design Awards” (online).

– [Read now](#)

CONCRETE PLAYGROUND

“Check Out the Winners of 2019’s Australian Interior Design Awards” (online).

– [Read now](#)

DESIGN ADDICTS PLATFORM

“Australian Interior Design Awards – 2019 Winners” (online).

– [Read now](#)

INTERIORS ADDICT

“2019 Australian Interior Design Awards winners” (online).

– [Read now](#)

ARCHITECTURE AND DESIGN

“Reinvented hair salon design wins top honour at AIDA” (online).

– [Read now](#)

THE WEST AUSTRALIAN

“Two Perth projects recognised at Australian Interior Design Awards” (print).

– [Read now](#)

HOUZZ

“Winners of the 2019 Australian Interior Design Awards” (online).

– [Read now](#)

INSTAGRAM SNAPSHOT

