



Bunnings: Magazine

Bunnings is Australia's leading hardware chain. Its publication Bunnings Magazine is packed with ideas, inspiration, and D.I.Y Advice for customers, providing step-by-step guidance for detailed projects.

Objective:

Bunnings objective is the creation of a magazine that engages and inspires customers through the understanding of their DIY needs, and as a result be able to compete with newsstand publications, drive sales of Bunnings products, deliver ROI through media revenue, and drive sales in-store. >>



Bunnings magazine is the **fourth** most read magazine in Australia



