

Cooking
with THE AUSTRALIAN Women's Weekly

**Brand overview
2021**





‘Food to inspire’ is our mantra when curating the content for *Cooking with The Australian Women’s Weekly* magazine. From beginner cooks to passionate foodies, our reader will delight in over 80 delicious and seasonal recipes each issue, all triple tested in The Australian Women’s Weekly Test Kitchen.

We’re conscious of the way Australians love to cook in their home kitchens, whether it’s ideas for weeknight dinners or feeding a crowd when entertaining friends. Our step-by-step master classes are designed to guide and teach new skills in the kitchen.

The recent surge of interest in health foods and diets can be daunting for consumers so we drill down on the basics. Each issue we share a common sense approach to the latest trends such as vegetarian and vegan, gut health, diabetes, gluten-free just to name a few, and offer simple tasty recipes to help you make better food choices for your family.

Baking is at our core and what our Test Kitchen is renowned for, from kid’s party cakes, country-style baking to indulgent showstopper desserts and everything in between. Our recipes are guaranteed to look and taste delicious and give you great results every time.

From the experts



Fran Abdallaoui

Editor, *Cooking with AWW*

In a food media career spanning over 25 years, Fran Abdallaoui has worked with *The Australian Women's Weekly* brand for over 20 years. With this vast experience and extensive food background as a trained professional cook, restaurant owner, food editor and cooking presenter, Fran really knows her stuff. Her natural warmth allows her to relate to *The Weekly's* audience and connect on all things recipes, food and entertaining from an authentic commercial viewpoint. Fran has been food director for *The Australian Women's Weekly* since 2010 and editor of *Cooking with The Australian Women's Weekly* magazine since 2018.



Amber Manto

Digital Director, womensweeklyfood.com.au

Women's Weekly Food Digital Director Amber Manto has worked in editorial for 14 years, both print and digital. It's this intimate knowledge of both mediums which allows her to spearhead an effective cross-platform strategy which ensures optimum brand reach and audience growth online. She works closely with social media and search companies to stay on top of changes and new innovations, to ensure *Women's Weekly Food* stays at the forefront of results and algorithms. She has worked on the brand since its inception.

Editorial pillars



Secrets from the Test Kitchen

The cooking and kitchen tips, hacks, appliances and gadget skills you need to produce expert results at home



Cook the cover

Re-creating our amazing cover recipe every month, with handy hacks & tips from the Test Kitchen



In season

A recipe collection to make the most out of this month's seasonal produce



Cooking class

Step by step masterclasses – whether it's nailing a classic recipe or tackling a new challenge.



Four ways with

How to cook with unusual or niche ingredients



Cake of the month/celebrate

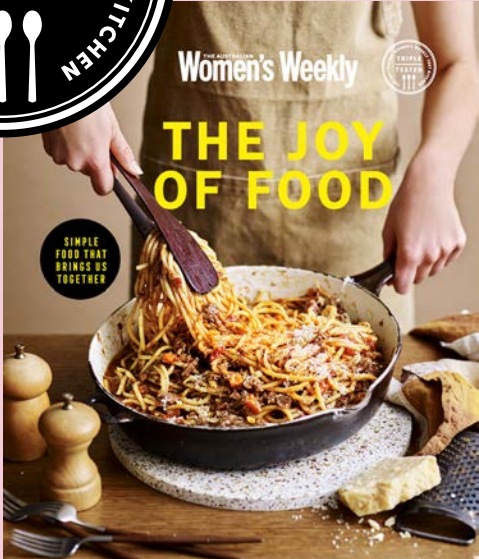
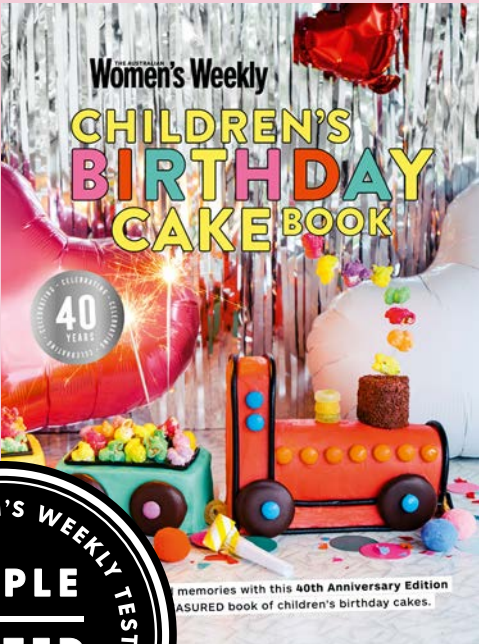
We celebrate cakes and party treats every month – and include options for vegan, sugar- or gluten-free too



The Women's Weekly Test Kitchen

The Australian Women's Weekly Test Kitchen & Food Studios have been producing Australia's favourite recipes and food shoots for more than 50 years.

- Triple testing of recipes has always been a hallmark of the Test Kitchen and each year the Test Kitchen creates about 1,500 triple-tested recipes.
- The first cookbook published by the Test Kitchen was released just before Christmas in 1970.
- 2020 marked the 40th anniversary of the launch of the most famous cookbook in Australian history, The Women's Weekly Children's Birthday Cake Book which was released in 1980
- The Test Kitchen Food Studios create over 2,000 images annually for The Australian Women's Weekly print, digital and social platforms



Source: Bauer insiders 2019

Who doesn't remember pouring over the pages of the iconic The Women's Weekly Children's Birthday Cake Book? From old favourites to new classics, The Australian Women's Weekly is famous for its recipes - each one is triple-tested in the AWW Test Kitchen - your guarantee of success, even if you're a novice cook.

'Food to inspire generations of Australian cooks'



Print reach: **148,000**
 Cross-platform: **704,000**

Source: Roy Morgan Single Source Australia, June 2021 – Print and digital readership, AP 14+

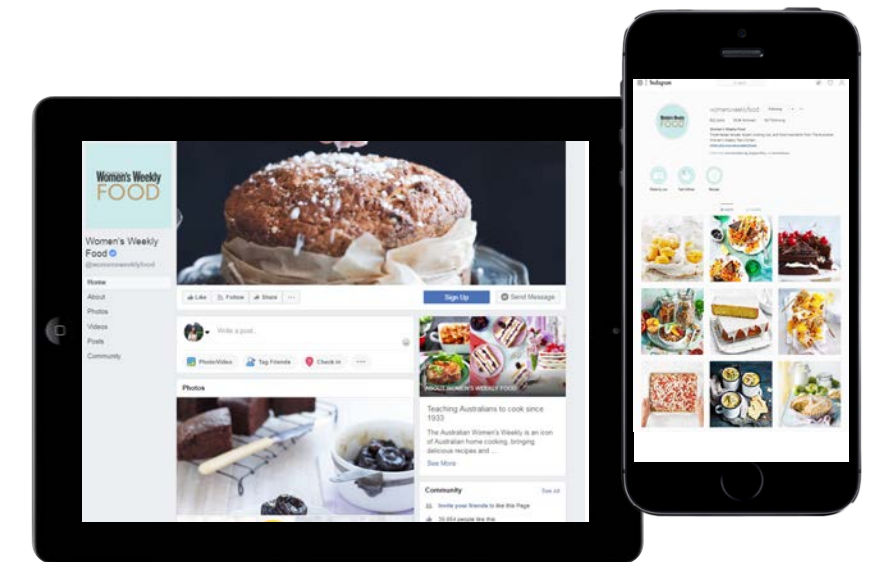


womensweeklyfood.com.au

Newsletter Subscribers: **34,400** Page views: **6,020,992**
 Solus Subscribers: **35,900** Unique audience: **586,953**

Subscribers updated 3 September 2021

Source: Roy Morgan Australia, July 2021



womensweeklyfood.com.au

Instagram: **63.2k**
 Facebook: **40,236**
 Pinterest: **27k followers**
(4.3 monthly views)

Social Landscape as of August 2021



Source: Roy Morgan Single Source Australia, June 2021 – Print and digital readership, AP 14+; Are Media Research, Food survey 2020

Our readers ...

70% like to eat healthily, but don't want to compromise on taste

80% like to avoid wasting food by more carefully planning family food requirements

83% intend to continue avoiding wasting food post-pandemic

90% prefer to buy their food Australian-made whenever possible

Visitors to the Women's Weekly Food website spend an average of **\$196** every grocery shop (4% above the average Australian)

Visitors to the Women's Weekly Food website are **1.3 times (ix 132) more likely** than the average Australian **to try new brands** available in the **supermarket**

Editorial calendar 2021



JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV/DEC

Aussie BBQ Special	Fast-cook & Diet issue	The Baking issue	The Autumn issue	The Appliance issue	The Cozy issue	The Freezer-friendly issue	The No-waste issue	The Health issue	The Kitchen Garden issue	The Christmas issue
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No-cook meals	Speedy meals	Best-ever hacks & hints	The Shared Table	Cookers, Thermos, Pie-Maker, Stand Mixers	Best-ever slow cooker recipes	Pulled meats	Budget cooking	Nourishing wholefood recipes	Kids cooking	Wow-factor desserts
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Camping	Back-to-school	---	Easter cooking	---	Weeknight wonders	Hearty vegetarian	---	---	Air fryer snacks	Stress-free entertaining
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Salads	---	---	Chocolate	---	Spotlight on diabetes	---	---	---	Cooking with flowers	Cooking class ham
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*Subject to change at Editorial discretion

Editorial calendar 2022



JAN **FEB** **MAR** **APR** **MAY** **JUNE** **JULY** **AUG** **SEPT** **OCT** **NOV/DEC**

The Grill issue Grills & BBQ Special	Back to school & Budget issue	The Dinner issue Family Favourites	The Chocolate issue	Eating Together	Slow cooker Special	Comfort Food Cooking	AWW Cooking School Be a Better Baker	The Wellness issue	The Mediterranean issue	The Christmas issue
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Barbecue 101	Celebrating summer fruit	Everyday vegetarian	Easter entertaining	Mother's Day entertaining	Braises & stews	Chutneys & relishes	Pastry secrets	Good mood food	Pasta, gnocchi & ravioli	Christmas classics with a twist
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Summer fruits	Meal prep hacks	Simple meals	Easy camp cooking	Vegetarian one-pot meals	Slow-cooked roasts	Soups, curries, casseroles, pies & pasta bakes	Cakes biscuits & slices	Easy vegan ideas	French/Greek/ Moroccan/Middle Eastern, Italian & Spanish-inspired cooking	Summer entertaining
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Australia Day	Summer entertaining	Kid's cooking	Best-ever Chocolate cakes	Jams and pickles	Tagines & curries	The Sausage Roll Maker	Cooking with yeast	Healthy baking	---	Easy alfresco dinners
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Diet special	Healthy lunch boxes	Lunch box slices	Retro baking	Celebration cakes	Hearty main course soups	---	---	Diabetes special	---	Show-stopper desserts
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Audience

A favourite with the whole household

- Female skew but significant male readership (69% female / 31% male)
- Average age: 43 years
- The youngest skewing food brand due to almost a quarter (24%) of readers being under 24 – *Cooking with The Australian Women's Weekly* seems to be a brand that is read by multiple people within the same household
- The household size of *Cooking with The Australian Women's Weekly* readers is 4+ people in HH
- Adventurous cooks & entertainers but on an average HH budget

Dining out: Would eat out every night if they could afford to

They like a challenge in the kitchen: Pastries and bakery, plus international foods are a part of their regular repertoire

Adventurous: They are looking for all things new & different

Shopping: Big shoppers, who enjoy grocery shopping but they are looking for a value proposition

Health: They skew more likely to have a significant gluten-free audiences & those concerned about cholesterol. Also a significant portion are interested in plant-based recipes

Contacts

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