



THE AUSTRALIAN  
**Women's Weekly**

BRAND OVERVIEW 2021

# THE AUSTRALIAN Women's Weekly

As the trusted voice of Australian women, we deliver news and current affairs with a human touch, through a women's lens. With a focus on quality journalism, The Weekly delivers fashion, beauty, health & celebrity, craft, royals and of course world famous triple tested recipes.





“ The Australian Women’s Weekly is the country’s most loved and iconic magazine, shaping the lives of Australian women for over 80 years and earning a special place in the heart of the nation.

Combining agenda setting news stories with in-depth celebrity and real-life features, unparalleled royal coverage and a legendary lifestyle and food offering, integrity and quality are the heart of all The Australian Women’s Weekly does and is the key to its enduring success. ”

**NICOLE BYERS, EDITOR-IN-CHIEF**

# EDITORIAL PILLARS



## NEWS

The front 100 pages of the magazine are devoted to our trusted long-form features which readers count on each month. We interview the leading experts, the newsmakers, the politicians, the royals and the stars – plus discover the real people at the heart of the nation's most compelling stories.



## FOOD

With triple tested recipes created in our very own test kitchen, The Weekly's food pages remain a firm favourite among readers. The emphasis is on delicious meals and treats that don't cause stress – there are no complicated ingredients, and use only fresh, seasonal and delicious items you can find in every supermarket. Our pages also feature the nation's most-loved cook, Maggie Beer.



## BEAUTY

From skincare to sustainable beauty to what's new in the make-up world The Weekly uses leading experts from around the world to translate the trends for our readers.



## TRAVEL

In a time where our travel plans have been disrupted, who doesn't dream about getting on the road? We celebrate the best Australian tourism has to offer along with regular updates in international travel news.



## BOOKS

The Weekly has developed a following for book lovers with our extensive and well-respected book review section. In addition, we now include exclusive fiction extracts from some of the very best local and international authors.



## FASHION

We present inspirational but wearable and affordable fashion, using models of all ages and sizes. From stunning feature shoots shot all around the country in some of our most spectacular destinations to flat-lay wardrobe inspiration, The Weekly has our reader's fashion needs covered.



## HEALTH

Our readers demand credible, factual and up-to-date information on what matters most – our health. This is why we have recently expanded the health and wellness section to include 8-10 pages of the latest medical, fitness and mindfulness news and breakthroughs, utilising Australia's most trusted experts.



## HOMES & CRAFT

Our home is our castle, especially in an age we're spending more time there than ever. With inspiring ideas for home improvements, clever craft ideas, great buys for all budgets and gardening tips for all seasons this lifestyle hub covers all areas.



## FINANCE

They say that money makes the world go round – and our money pages ensure you can make the most of what you have. Enlisting leading experts in the finance world, all your questions about building wealth and financial health will be answered.

# SIGNATURE PROPERTIES



## WOMEN OF THE FUTURE

The Australian Women's Weekly, Women of the Future campaign celebrates young women determined to make a difference in Australia's future across a variety of industries. In its 5th year the prize bursary is open to women 18 - 34 years old and the prize pool totalled at \$100,000 shared amongst 3 winners. Our winners were judged by a high profile panel of Australia's most influential women including, Lisa Wilkinson (Co-host, Today Show), Lucy Turnbull (Businesswoman, lawyer and wife of Prime Minister Malcolm Turnbull), Julie Bishop (Foreign Minister) and Olivia Wirth (Qantas Group Executive). Australia's first female Governor-General is Patron of the Women of the Future Awards, the Hon. Dame Quentin Bryce, the awards is then celebrated with 100 other influential leaders, national legends and high profile stars attended the Women of the Future luncheon to recognise and acknowledge the finalists and their achievements.



## THE HIGH TEA PARTY

Australia's biggest magazine brand The Australian Women's Weekly will be partnering with Australia's biggest high tea event series, The High Tea Party. This series of sell-out events are scheduled to appear across 6 major cities with over 30,000 guests. Tickets will be available for guest's to enjoy a decadent ballroom high tea with complimentary experiences including beauty treatments, and fashion shows with each guest receiving a copy of The Australian Women's Weekly. There will be boutique market stalls for guest's to enjoy a day of shopping and leave with a gift bag with an abundance of samples.



## EASTER WITH THE WEEKLY

Easter with The Weekly brings the magic of the magazine to life on screen. From simple kids craft and Easter styling ideas to celebrity interviews - an opportunity to integrate product within TV segments hosted by Channel 10.



## CHRISTMAS WITH THE WEEKLY

Christmas with the Weekly is truly an integrated multi-platform sponsorship opportunity. We create a path to purchase by de-coding Christmas, talking directly to millions of main grocery buyers across TV, Print, Social and Digital channels, headlined and presented with the trusted brand advocacy of The Australian Women's Weekly. Christmas content matches consumer holiday needs and covers baking, entertaining, fashion, gifts, homes and decorating.

The Australian Women's Weekly is the voice of Australian women. Inspiring generations of women's hearts, minds and lives.



**READERSHIP 1,475,000**  
**DISTRIBUTION 13 Issues Per Year**  
 VIA COLES, WOOLWORTHS AND NEWSAGENTS

Source: Roy Morgan Readership June 2021



**NOW TO LOVE PAGE VIEWS 25,871,274**  
**UNIQUE AUDIENCE (AUS) 1,779,764**

Source: Roy Morgan July 2021



**FACEBOOK 553,114**  
**INSTAGRAM 61,795**  
**TWITTER 15,365**

Updated as at August 2021

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**TARGET AUDIENCE**

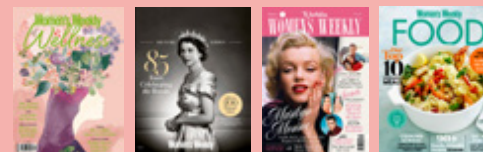
- Aged 25-65 core readership 35-50
- Over 80% are grocery buyers majority are tertiary educated
- Average Household income \$108k+

THE AUSTRALIAN  
**Women's Weekly**  
*women of the future*



**CHRISTMAS WITH THE**  
**THE AUSTRALIAN Women's Weekly**

**SPECIAL ISSUES / EVENT**



**PRINT EXTENSIONS AND MONTHLY MAGAZINE**

**now**  
 TO LOVE

The Now To Love website provides quality rolling news and commentary, with a strong focus on careers, relationships, fashion, beauty and royals. The site is updated with new content 10 times a day, and breaking news is covered around the clock.

# EDITORIAL CALENDAR 2021

## JANUARY

The new beginnings issue: your future for 2021



## FEBRUARY

The body issue: bumper health and wellness special



## MARCH

The money issue: how to get financially fit



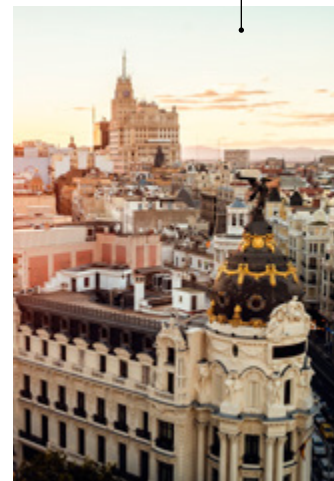
## APRIL

Easter With The Weekly: bumper recipes, craft and entertaining special



## MAY

Mother's Day issue: gift guides, recipes, portfolios of inspiration mums around the country and more



## JUNE

The travel issue: bumper travel special taking in the best of where to head in the next 12 months



## JULY

The Green/sustainable issue

## AUGUST

The at home issue: celebrities at home, bumper home decoration/makeover special

## SEPTEMBER

The rural issue: celebrating the best Australia has to offer, plus Father's Day

## OCTOBER

Women Of The Future issue

## NOVEMBER

The Good Health issue: an investigation into the health of our nation

## DECEMBER

The party issue: the best in fashion, beauty and entertaining

## CHRISTMAS

Festive features, recipes, craft and seasonal inspiration for the Yuletide



- Female skew
- Quintessential Australian - quite traditional in her views, but big MGBs & shoppers who are early adopters when it comes to food & new brands

# AUDIENCE

## KEY DEMOGRAPHICS

Gender	83% female / 17% male
Average age	50 years
Age detail	14-24: 13.86%
	25-34: 13.86%
	35-49: 20.79%
	50-64: 23.76%
	65+: 35.64%
HHI	\$108K (-10% below average)
Discretionary income	Even: Big spenders (36%), medium (34%), low (30%)
Household	Skewing 1-2 person households
Relationship	59% married/de-facto
	41% single (7% divorced, 6% widowed)
Working life	58% employed, 42% unemployed (1 in 4 are retired)
MGBs	84% are main grocery buyers
Children	6% are empty nesters, but 23% still have children
	in the home and 32% are grandparents





# AUDIENCE

## KEY ATTITUDES

### ABOUT HER

- Almost 9 in 10 agree that helping others is an important part of who they are
- Living her best life: 2 in 3 live a full & busy life & 8 in 10 are optimistic about the future
- Traditional: 1 in 2 don't enjoy taking risks and 1 in 2 think there is too much change going on these days. 1 in 5 regularly go to church or a place of worship
- Big shoppers: 1 in 4 agree with the statement 'I was born to shop', over 50% agree 'I enjoy clothes shopping'
- Influential on core 'homes' products: 22% more likely to have friends & family actively seek their advice on buying large kitchen and/or laundry appliances
- Early adopters (one of the first to buy) new brands available in the supermarket (30%), buying new books (29%) and trying new food products (29%)

### BEAUTY

- Top 3 factors when buying cosmetics: Value for Money, Natural Look & SPF
- Top 3 factors when buying skincare: Moisturising Benefits, Value for Money & SPF

### FASHION

- Almost 6 in 10 try to look stylish
- 2 in 5 think it's important to look fashionable

### TRAVEL

- 83% agree that they like to take holidays within Australia
- 2 in 5 enjoy holidays where everything is organised for you

### FOOD

- She skews highest against 'Old-Fashioned Cook' - people who are traditional with their food choices and are quite brand loyal
- More than 1 in 2 say that people often compliment them on their cooking

# CONTACTS

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