

**now**  
TO LOVE

**AUSTRALIA'S MOST LOVED  
BRAND NETWORK FOR  
ENTERTAINMENT AND  
LIFESTYLE CONTENT**

**MEDIA KIT**

*are*  
media



# WOMEN'S LIFESTYLE BRAND NETWORKS

Featuring content from popular magazine brands that have been loved for over 85 years, the **TO LOVE brand networks** deliver relevant content that speaks to the interests and passions of Australian women:

**THE LATEST IN LIFESTYLE &  
ENTERTAINMENT NEWS**

**now**  
TO LOVE

THE AUSTRALIAN  
**Women's Weekly**

**Woman's Day**

**TV  
WEEK**

**Take5**

**CREATIVE INSPIRATION &  
HOME IMPROVEMENT ADVICE**

**homes**  
TO LOVE

**belle** realiving

**HOUSE** INSIDE  
& GARDEN

**COUNTRYSTYLE**

**8.3**

**MILLION**

**PAGE VIEWS  
EACH MONTH**

**1.1**

**MILLION**

**DIGITAL AUDIENCE  
EACH MONTH**

# now TO LOVE

Now to Love is unashamedly Australian, leveraging the power of Australia's most read magazines to entertain, inform and inspire women every single day.

Since launching in 2017 Now to Love has fast become a household staple, providing women with a real-time dose of entertainment and celebrity news, female-and-family focused stories, must-read profiles on inspiring Australians and everything they need to know about reality TV.

Providing content we know our audience want covering Australian celebrities, TV shows, the royals as well as fashion, beauty, health and parenting, Now to Love provides engaging and must-read content women are compelled to share and tag with their friends and family.

THE AUSTRALIAN  
**Women's Weekly** **TV WEEK**  
**Woman's Day** **Take5**



**320**  
THOUSAND  
SOCIAL  
CONNECTIONS

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**1.1**  
MILLION  
DIGITAL AUDIENCE  
EACH MONTH

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**8.3**  
MILLION  
PAGE VIEWS  
EACH MONTH

## AUDIENCE PROFILE

The Now to Love audience is diverse, covering a broad range of incomes and circumstances; however these women are united by the value they place in family, fun and being in the know.

With an average age of 43 years, and a strong female profile (83% female), this women is highly social and is actively seeking to be entertained, informed and inspired.

She keeps her up-to-date with the latest news and views on everything from the royals, reality TV shows and Australian celebrities to parenting, health and lifestyle content.

While she is family centric and seeks value for money, she is also very much driven by the newest and latest in everything from beauty, fashion, food and travel.











Almost twice as likely as the average woman to agree she was 'born to shop', she thrives on the hunt of the shop, loves a competition and takes pride in her ability to be the first in the know amongst family and friends.

Source: Profile built from Roy Morgan Readership Survey, March 2019. Visited Now to Love in L4W.



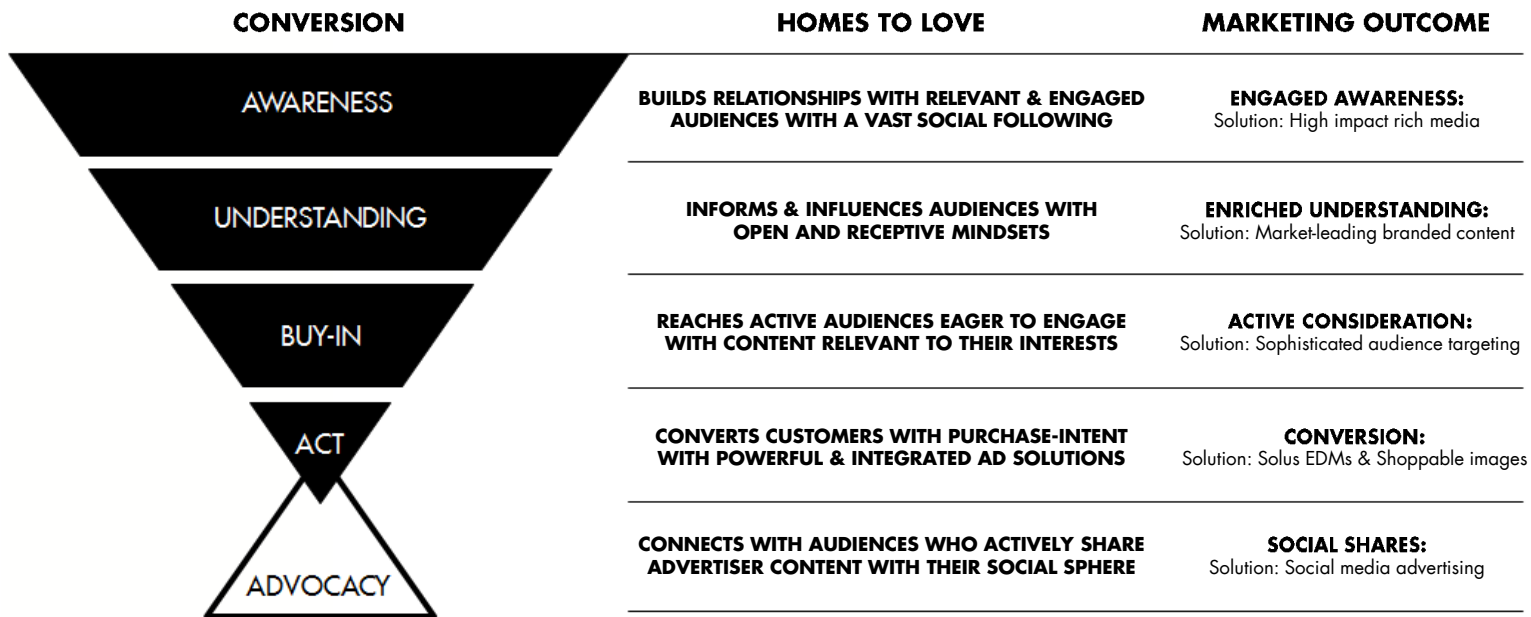
# EDITORIAL CALENDAR

**now**  
TO LOVE

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Back to School	Healthy Kids Special	International Women's Day	TV WEEK Logie Awards 	Mother's Day Gift Guide	Money month	Sleep Awareness Week	Natural Fertility Awareness Week	Father's Day Gift Guide	Mental health month	Summer Kids Skin Special	Christmas Gift Guides
'Married at First Sight' Coverage			ROYAL FLUSHI Royal baby fever	Stress Less Month	Trooping the Colour			Take 5's Single Dad of the Year		Domestic Violence Awareness Initiative	Christmas with The Weekly
Australia Day		Craft month	Queen Elizabeth turns 93 Prince Louis 1 <sup>st</sup> Birthday		Listen to Your Gut	The Bachelor Australia exit chats			Breast Cancer Awareness month	ARIAS	Take 5 spreading Christmas cheer
Red Carpet Season		The 90th Academy Awards		Stress Less Month	The Australian Women's Weekly's Women of The Future Awards			Best Foot Forward (Emmys & Dally M's)			Christmas Done Deliciously Healthy
			BountyBaby Awards								Celebrity + Royals: Year in Review

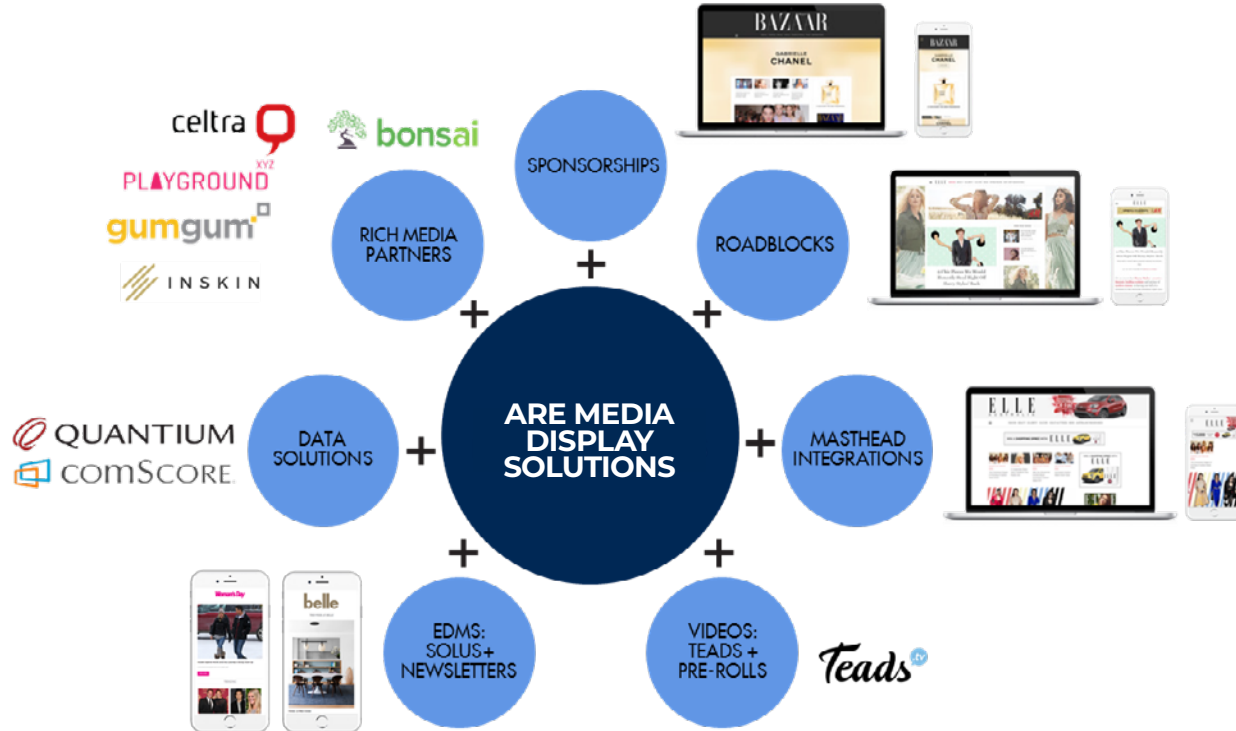
# CONVERSION FUNNEL

Homes to Love delivers marketing outcomes across all stages of the customer purchase funnel



# DISPLAY SOLUTIONS

Are Media connects and engages customers with a wide range of digital solutions from classic display and high impact rich media formats across desktop and mobile, to masthead integrations and EDMs.



# AUDIENCE TARGETING

Are Media's audience segments engage relevant audiences to drive consideration. Created by profiling 1<sup>st</sup> party online and offline audience data with the behavioural patterns of digital audiences, Are Media's audience segments allow advertisers to target customers by their interests or life stage.

## PASSION SEGMENTS



| Holistic  
Healthies



| Next Gen  
Beauties



| Positive  
Parenting



| Influential  
Escapists



| Style  
Hunters



| Taste  
Makers



| Celebrity  
Enthusiasts



| Happy  
at Home



| Luxurians

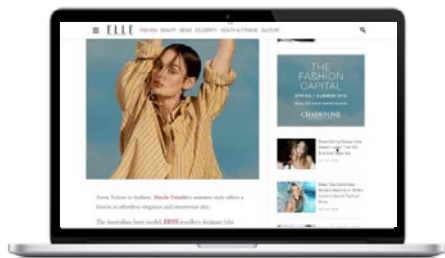


| Royalty  
Revels

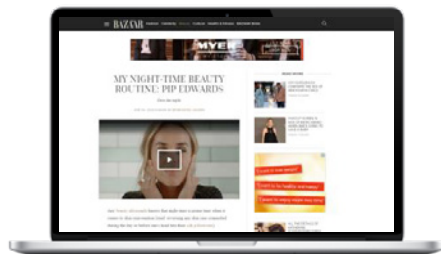


# BRANDED CONTENT

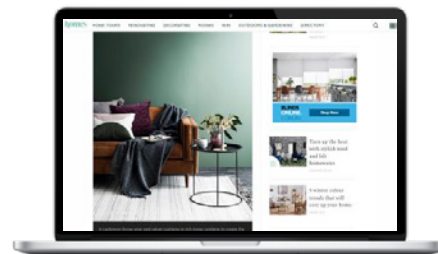
Are Media's native content is produced in-house by commercial editorial team and is tailored to meet your marketing objectives. Seamlessly integrated, our native solutions drive maximum reach and engagement, by positioning your brand in a highly relevant and contextual environment.



**NATIVE ARTICLES**



**NATIVE VIDEOS**



**NATIVE GALLERY**



**INFOGRAPHICS**



**IMAGE SLIDERS**



**CUSTOM INTEGRATIONS**

# SOCIAL MEDIA AMPLIFICATION

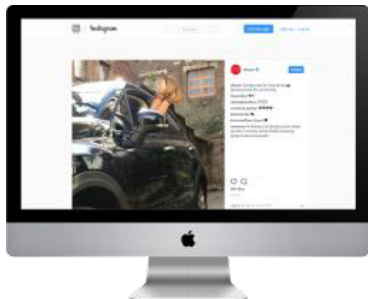
Are Media's established social media audiences and content expertise can create customers for your brand. With unparalleled connections to millions of Australians every month, Are Media's social amplification solutions delivers engaged audiences to your branded content.



**FACEBOOK POSTS**



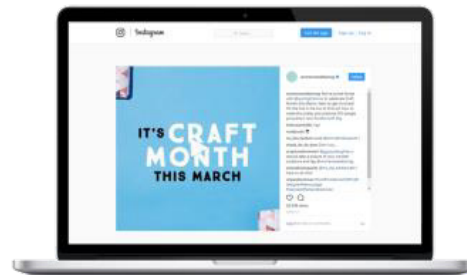
**FACEBOOK VIDEOS**



**INSTAGRAM POST**



**INSTAGRAM STORIES**



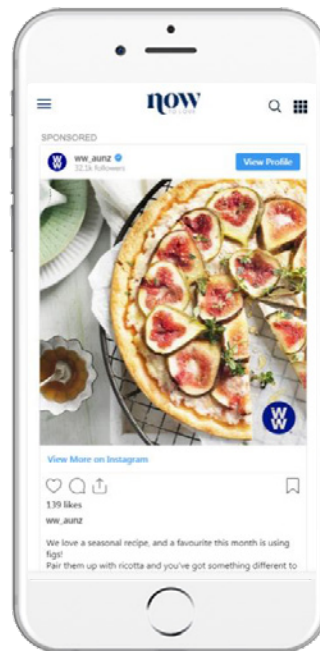
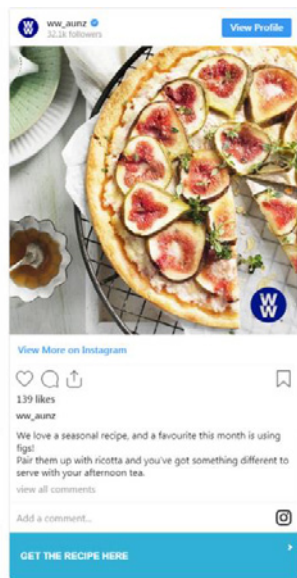
**INSTAGRAM GIFS & VIDEOS**

# SOCIAL DISPLAY

New ad format for brands to run Facebook, Instagram, Twitter social posts as display ads in mobile MRECs positions across Bauer Media sites as ROS, RON or data targeted.

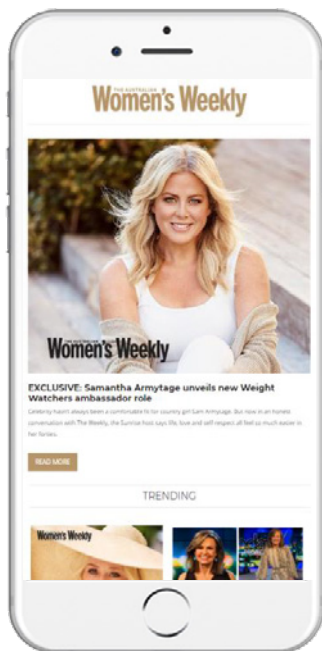
**0.30%**  
CTR Benchmark

**+71%**  
Lift In Brand  
Awareness



# EDM SOLUTIONS

Advertisers can partner with Are Media's premium brands to reach active email audiences with Newsletters and Solus EDMs.



## NEWSLETTERS

Advertisers can sponsor ad units within newsletters.

## SOLUS EDMS

Advertisers can send targeted offers, coupons, and discounts with brand-led Solus EDMs.



# CONTACT US

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