

A photograph of three women in a tropical setting, blowing colorful confetti. The woman on the left has short white hair and wears a pink blouse and sunglasses. The woman in the middle has long blonde hair and wears a tan top and sunglasses. The woman on the right has blonde hair and wears a blue blazer and sunglasses. They are all smiling and blowing confetti into the air. The background shows palm trees and a building under a bright sky.

# Take 5

BRAND  
OVERVIEW  
2021

# Take5

.....  
*Take5 is an addictive mix of exciting and emotional real-life stories, 50+ puzzles and prizes galore.*  
.....

**Each week, the magazine share fascinating stories of scandal, betrayal, love and loss written in intimate first-person style.**

Every section is engaging and interactive, from the pull out puzzle book offering the chance to win a life-changing prize, to the lifestyle section with its family-friendly meal ideas, expert health advice, fashion and beauty inspiration and psychic insights.





## A NOTE FROM THE EDITOR

“ *TAKE 5 is about everyday people, sharing their true stories with their fellow aussies.* ”

From incredible accounts of survival against the odds, to shocking crime stories and uplifting takes of love and friendship, it's a magazine that's got it all!

When coupled with more than 50 puzzles each week and life-changing prizes, from a brand new car to tens of thousands in cash, it's addictive on every level.

**KATE KIRSTEN – EDITOR**

# EDITORIAL PILLARS



## FOOD

Our recipe section is all about making reader's lives easier, from tasty weeknight meals to classic family favourites – all with clever short-cuts to save time and money.



## HEALTH

From heart disease and diabetes prevention to proactive ways to boost health and wellness, there is credible, expert and easy-to-understand health advice for every age.



## TRAVEL

Our travel section is the ultimate guide when looking for inspiration.. full of insider tips, advice on where to stay, and how to travel on a budget.



## FASHION & BEAUTY

Looking good on a budget is key to Take 5's fashion & beauty content, with this popular section helping readers turn back the clock with expert advice and tips.



## PUZZLES & PRIZES

Take 5 offers readers a puzzle offering that no other Australian magazine can match, having given away a remarkable \$66 million in prizes over the years.



## REAL LIFE

From gritty true crime and heartbreaking stories of loss, Take 5's real life articles take readers on a roller-coaster ride of emotions.

# SIGNATURE PROPERTIES



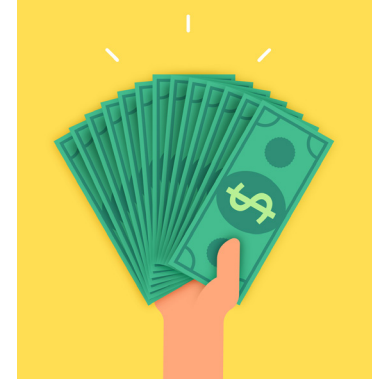
## ***BRAVE KIDS***

Take5's award-winning campaign has honoured more than 30 unsung young heroes from across Australia over the past 11 years. The magazine shares inspirational stories of courage, from kids who have saved someone's life to young carers who take on responsibilities well beyond their years. The campaign culminates in an awards ceremony featuring celebrity judges and guests, attracting nationwide prime time television.



## ***GRANDPARENT OF THE YEAR***

This heart-warming campaign recognises the wonderful and under-appreciated segments of the Australian population. Each year this competition attracts thousands of entries of readers who have gone above and beyond, and have generated countless wonderful stories for the magazine. The deserving winners have been rewarded with a range of fabulous prizes.



## ***WINNER TAKES ALL***

Winner Takes All gives one lucky reader the chance to take home Take 5's most fabulous prize pack, valued at minimum \$25,000. Prizes can include a holiday, a Toyota car, electronics, white goods and cash. And one lucky person walks away with it all! This marketing-led initiative runs annually, with a commercial partner able to capture an 'always on' logo association.

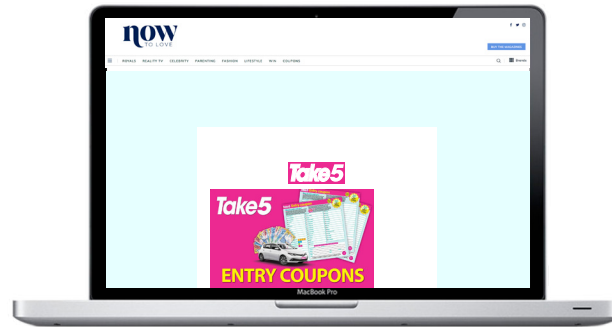


READERSHIP  
491,000

DISTRIBUTION  
WEEKLY

Source: Roy Morgan Readership June 2021

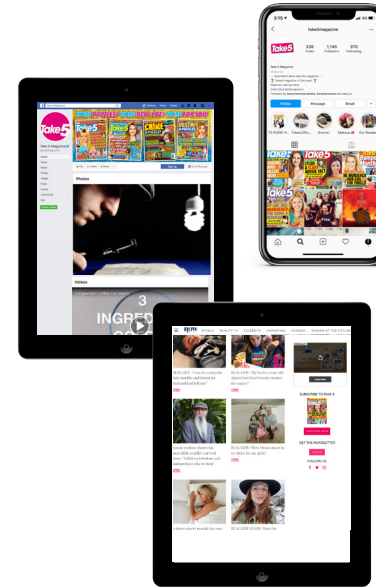
Take 5 is Australia's best real life magazine, with an addictive mix of exciting and emotional real-life stories, fashion, beauty, food, health, travel, stars including 50+ puzzles and prizes galore.



NOWTOLOVE.COM.AU

PAGE VIEWS  
18,927,545  
UNIQUE AUDIENCE (AUS)  
1,576,212

Source: Roy Morgan August 2021



INSTAGRAM  
1,321

FACEBOOK  
29,861

Social Landscape (as of August 2021)

NEWSLETTER SUBSCRIBERS  
69,829

SOLUS SUBSCRIBERS  
71,446

As of 03/09/21

Take 5



PRINT EXTENSIONS AND MONTHLY MAGAZINE

The Bumper's readership has a slightly higher proportion of male readers (28%), leaving female at 72%. The average age is younger than the weekly at 43 years old.

The Take 5 main mag readership is comprised of 76% female, 24% male readers who have an average age of 50 years old.

Source: Roy Morgan Single Source Australia, Jun 21 - Print and digital readership, AP 14+

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.

# Take5 CALENDAR 2021



**PRINT**

NEW YEAR  
ASTRO GUIDE,  
DIET SPECIALS,  
SCHOOL  
HOLIDAYS  
ACTIVITY GUIDE,  
AUSTRALIA DAY,  
BACK TO SCHOOL



**PRINT**

AUTUMN  
FASHION,  
AUSTRALIA'S  
CUTEST PET



**PRINT**

CRAFT AND  
KNITTING SPECIAL,  
MOTHER'S DAY



**PRINT**

WINTER HEALTH  
SPECIAL,  
CHRISTMAS  
IN JULY



**PRINT**

FATHER'S DAY,  
SPRING DIET  
SPECIAL



**PRINT**

MELBOURNE CUP  
SPECIAL

**JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC**

**DIGITAL**  
NEW YEAR  
RESOLUTIONS,  
FINANCE, CAREER,  
CELEBS,  
NEW YEAR STARS/  
ASTROLOGY,  
SEASONAL  
SUMMER,  
BACK TO SCHOOL,  
RED CARPET



**DIGITAL**  
BACK TO SCHOOL,  
VALENTINES DAY,  
RED CARPET,  
MARRIED AT  
FIRST SIGHT,  
SEX &  
RELATIONSHIPS

**DIGITAL**  
AUTUMN FOOD,  
FASHION &  
BEAUTY,  
EASTER LONG  
WEEKEND,  
HOLIDAY  
DESTINATIONS,  
REALITY TV RUN  
DOWN



**DIGITAL**  
EASTER,  
REALITY TV RUN  
DOWN

**DIGITAL**  
MOTHER'S DAY

**DIGITAL**  
WINTER  
LONG WEEKEND  
GETAWAY



**DIGITAL**  
WINTER  
WARMERS  
FOOD

**DIGITAL**  
WINTER ESCAPES



**DIGITAL**  
FATHER'S DAY

**DIGITAL**  
SPECIAL REBOOT,  
LONG WEEKEND  
GETAWAYS



**DIGITAL**  
SUMMER  
FASHION  
HEALTH &  
BEAUTY

**DIGITAL**  
CHRISTMAS  
GIFTING  
PARTY  
SEASON



\*Subjected to editorial change



# AUDIENCE

## AUDIENCE STATS:

- The Take 5 audience have an average HHI of \$89k
- 84% of Take 5 readers are the main grocery buyers in their household
- Over 1 in 5 (22%) Take 5 readers have kids in the home

## ATTITUDES:

- Take 5 readers have spent an impressive +90% above average on music/ movies/shows in the past 4 weeks!
- Almost half of Take 5 readers are heavy TV viewers (3+ hours per day) at 48%
- Almost 8 in 10 Take 5 readers bought from a shopping centre the past 4 weeks
- 86% of Take 5 readers agree that helping others is an important part of who they are
- 64% of Take 5 readers have shopped at a discount store in the past 4 weeks
- 41% of Take 5 readers agree that they often enter competitions run by newspapers, magazines or radio stations



# CONTACTS

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