



TV WEEK

BRAND OVERVIEW

TV's Now New Next

are
media

BRAND STATEMENT

TV WEEK is Australia's biggest and best TV guide. Launched in 1957 it is an Australian Icon and is home to Australia's iconic TV WEEK Logie Awards.

TV WEEK is a one-stop shop for TV information, industry news, plot sneak peeks, star interviews and respected reviewers.

With more channels, more shows, more platforms - TV WEEK has trusted advice on the best shows to watch and how to find them.

**TV
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NOTE FROM EDITORIAL

At TV WEEK, we are obsessed with TV. There's nothing that inspires us more than discovering and celebrating the very best in the television industry, and passing on our expertise to our loyal and passionate readers.

Our readers come back to TV WEEK because we are the most trusted and reliable source of information, have the absolute best access to TV's biggest stars, and have our finger on the TV pulse.

From championing the brightest stars on screen to cutting through all the noise surrounding what you absolutely have to watch, we are the loyal companion to your TV viewing, and we're proud to sit with you on the couch every night.

AMBER GILES, TV WEEK EDITOR

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EDITORIAL PILLARS



TV GUIDE

We have the most comprehensive TV Guide on the market, with six pages of free-to-air and subscription TV listings per day, covering 10 different regions in Australia. We also offer film, sport and soap planners.



WHAT TO WATCH

Our team of trusted reviewers advise readers about the newest must-see TV shows across various genres.



LIFESTYLE LOUNGE

An entertaining TV based lifestyle section profiling your favorite on screen stars.



INTERVIEWS

No other weekly magazine has better access to the stars, both locally and in Hollywood. When TV WEEK calls, the stars say "yes".



PUZZLES

An addictive mix of crosswords, puzzles and brain teasers, readers love the opportunity to win cash and prizes.



OUT NOW

Not just a TV Guide, TV WEEK also covers cinema, DVDs, music and everything digital too.





SIGNATURE PROPERTIES

The TV WEEK Logie Awards are Australia's premier television awards presented for excellence in television, and Bauer's most glamorous red carpet event.

TV WEEK founded the awards in 1958 and have been an integral part of the TV WEEK brand ever since. For the previous two years, the glitz and glamour of the TV WEEK Logie Awards has taken place at The Star on The Gold Coast in Queensland.

All the action from the red-carpet arrivals and awards-show celebrations are telecast on the Nine and shared across the Bauer network.

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READERSHIP: 376,000

DISTRIBUTION: Weekly

Source: Roy Morgan June 2021



NOW TO LOVE PAGE VIEWS: 18,927,545

UNIQUE AUDIENCE (AUS) 1,576,212

Source: Roy Morgan August 2021



FACEBOOK 181,353



INSTAGRAM 73,460



TWITTER 62,666

Updated as at August 2021

55% of TV Week readers are female and 45% are male

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



MONTHLY BRAND EXTENSION | TV WEEK CLOSE UP

Our aim is to guide readers through the maze that is the ever-changing face of TV.

More channels, more shows, more platforms - TV WEEK has trusted advice on the best shows to watch and how to find them.

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.

TV WEEK CALENDAR 2021

THEME:

- Back to School
- New Year
- Australia Day
- Golden Globes

SPECIAL FEATURE:

- Body Blitz

SPECIAL FEATURE:

- Retro TV on DVD and Blu Ray special

THEME:

- Mother's Day

SPECIAL FEATURE:

- Streaming special

JAN

FEB

MAR

APR

MAY

JUN

THEME:

- Valentines Day

SPECIAL FEATURE:

- Entertainment Technology

THEME:

- Easter
- ANZAC

SPECIAL FEATURE:

- School holiday guide

THEME:

- EOFY
- Winter Cooking
- Cannes Film Festival

SPECIAL FEATURE:

- Winter entertainment guide



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AUDIENCE

- The TV Week audience have an average HHI of \$100K
- 80% of TV Week readers are the main grocery buyers in their household
- Almost a third of TV Week readers have kids at home

ATTITUDES

- TV Week readers skew an impressive 1.75x more likely to be heavy TV viewers (3+ hours per day)
- 70% of our readers have used SVOD services in the past 4 weeks
- TV Week readers often watch the news on TV to keep them up to date (63%)
- 75% of TV Week readers bought from a shopping centre in the past 4 weeks
- 41% of TV Week readers say they often enter competitions run by magazines, radio stations or newspapers
- 71% of TV Week readers are optimistic about the future.

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

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