



# WWho

BRAND  
OVERVIEW  
2021

# Who

is Australia's **MOST TRUSTED** celebrity news and entertainment brand. WHO has unique credibility, access to the A-list and an engaged, loyal and highly affluent audience.

Famous for its beautiful photographic galleries and intriguing interviews, WHO celebrates celebrity and shares the news stories impacting the contemporary woman and her world.

WHO offers their audience and advertisers the highest quality and most engaging content across a weekly magazine, dedicated website ([who.com.au](http://who.com.au)) and daily **@WHOMagazine** on Facebook and Instagram.





## A NOTE FROM THE EDITOR

“With exclusive access to the A-list, WHO has a truly unique position as the celebrity weekly that readers trust, reaching more than 205,000 Australians every week. Sharing breaking news, the hottest gossip from Hollywood as well as the latest beauty, health and travel trends, WHO informs, inspires and, most of all, entertains.”

**Shari Nementzik**, Editor

# EDITORIAL PILLARS



## RED CARPET, NEWS, ENTERTAINMENT

A mix of celebrity news,  
A-list red-carpet events  
and human interest



## GLOBAL FASHION & STYLE

Fashion news, hot trends,  
must-haves and celebrity  
get-the-looks



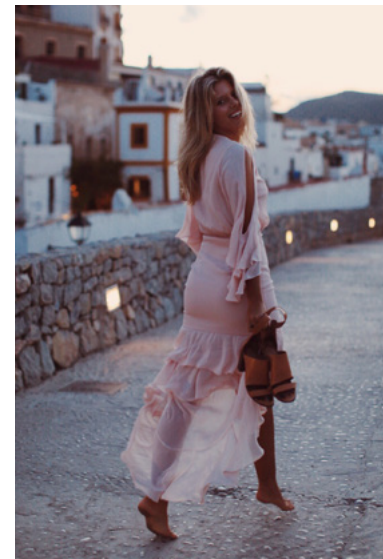
## BEAUTY

Guide to daily glamour.  
Hair & make up  
professionals share their  
advice and tips to get that  
Hollywood glow plus the  
hottest new products



## WELLNESS

The latest health and  
wellbeing secrets direct  
from the stars — and the  
professionals who make  
them look amazing



## TRAVEL

The ultimate guide to all  
things travel and  
adventure tried, tested  
and reviewed by team

# SIGNATURE PROPERTIES



## WHO SEXIEST PEOPLE

Print, digital, social and A-list event showcasing the hottest celebrities through high-end photography and candid interviews



## THE EDIT

A lifestyle category takeover providing inspiration and must-haves each season



## WOMEN WHO

Celebrating women who have challenged the status quo and influenced the world through their achievements



## MOST BEAUTIFUL PEOPLE

A multiplatform gallery showcasing and profiling the world's Most Beautiful celebrities



## WHO TRAVEL

The ultimate one-shot guide to all things travel, as experienced and chosen by the trusted team at WHO

# BRAND OVERVIEW



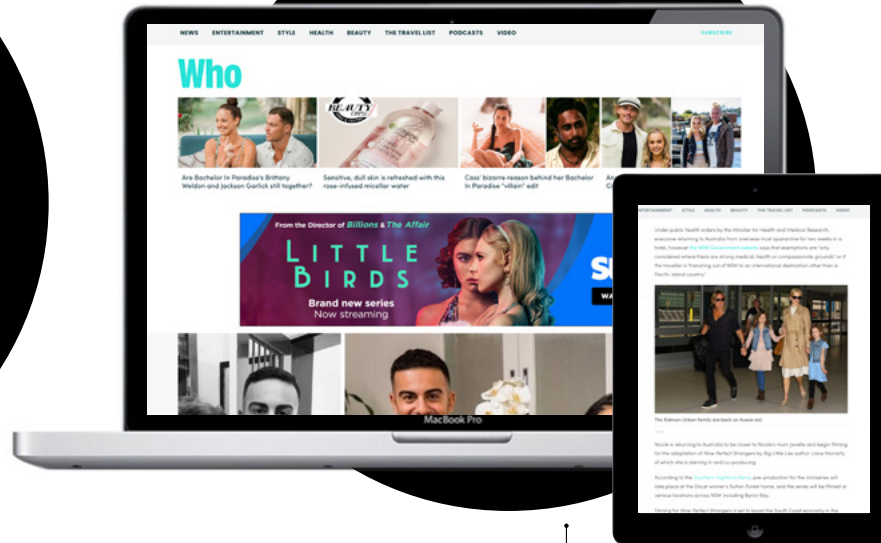
## READERSHIP

149,000

## DISTRIBUTION

WEEKLY\*

\*Via Coles, Woolworths and newsagents nationally  
Source: Roy Morgan June 2021



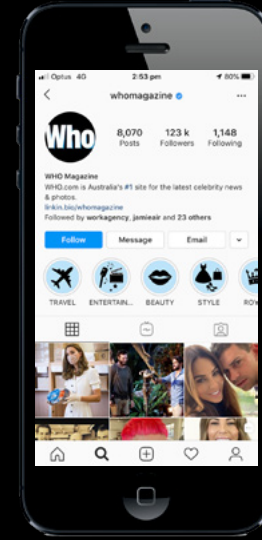
## PAGE VIEWS

2,089,326

## UNIQUE AUDIENCE

852,790

Source: Roy Morgan August 2021



## FACEBOOK

274,057

## INSTAGRAM

127,926

## TWITTER

56,547

Updated as at May 2021

# CALENDAR 2021



## JAN print

- Golden Globes Red Carpet
- Diet and Weightloss

## JAN digital

- Golden Globes Awards
- Sexy for Summer Beauty



## FEB print

- Grammys
- Paris, New York and London Fashion Week

## FEB digital

- Grammys
- New York Fashion Week
- Ultimate Body Issue



## MAR print

- Oscars Red Carpet
- Autumn Reading Guide
- Hair Special

## MAR digital

- Oscars Red Carpet
- Hollywood Hair Inspo



## APR print

- Most Beautiful People
- Anti Ageing
- Beauty Special

## APR digital

- Most Beautiful People
- Positive Ageing Beauty



## MAY print

- Met Gala
- Cannes Film Festival
- Celebrating Italy
- Mothers Day Gifting

## MAY digital

- Met Gala
- Mothers Day Gifting



## JUN print

- Winter Reading
- Winter Beauty
- Celebrating health & wellness trends

## JUN digital

- Ultimate Reading Guide
- Winter Remedies



## JUL print

- A-List Local Travel
- Stars without makeup
- Fitness Special

## JUL digital

- A-List Local Travel
- Career Change Guide



## AUG print

- Celebrity Homes

## AUG digital

- Celebrity Homes
- Winter Health



## SEP print

- Fathers Day
- Celebrity Dads
- Spring Beauty

## SEP digital

- Spring Beauty
- Celebrity Dads



## OCT print

- Spring Racing
- Sexiest People Signature Issue

## OCT digital

- Spring Racing
- Sexiest People



## NOV print

- Swimsuit Issue

## NOV digital

- Your Best Skin Special
- Swimwear Special



## DEC print

- Best & Worst
- Party Looks
- Xmas Gifting

## DEC digital

- Christmas Party Season Hacks



# AUDIENCE

## AUDIENCE

- Average HH income is \$128.83k which is **6% above the average Australian**
- Over 4 in 5 (82%) of the Who audience are the main grocery buyer
- Almost 1 in 4 Who audience are **socio AB** (24%)
- Over 1 in 3 Who audience have kids in the home (37%)
- Over 2 in 5 of the Who audience have a diploma or degree (42%)
- Almost 3 in 4 Who readers are in employment (74%)
- **Over a third** (38%) are Big Spenders
- **Over a third** (37%) still buy luxuries

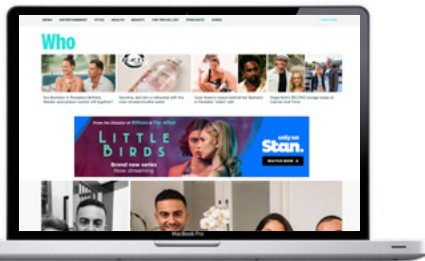
## ATTITUDES

- **20%** of the Audience have bought a skincare product in the last 4 weeks
- **72%** believe that quality is more important than price
- **78%** of the Who audience bought from a shopping centre in the past 4 weeks, with over 1 in 4 agreeing that they were 'born to shop' and more than half agreeing that they enjoy clothes shopping
- Almost **2 in 3** (64%) like to go away on weekends
- Who audience are more likely than average to be **trusted advisors across buying skin care and beauty products**
- The Who audience love international cuisines, with **82%** agreeing that they enjoy food from all over the world



# FAST FACTS

	WHO PRINT	WHO DIGITAL*
GENDER SPLIT	69% female/31% male	87% female/13% male
EMPLOYMENT	Employed 74% (FT & PT)	Employed 68% (FT & PT)
HOUSEHOLDS	Skewing young parents / Mid-life families & households	Skewing young parents & singles
MAIN GROCERY BUYER	81%	79%
CHILDREN U16 IN HH	37%	26%
TRY TO LOOK STYLISH	59% agree	59% agree
QUALITY OVER PRICE	72% agree	72% agree



**CORE TARGET**  
W30+  
**PRINT REACH**  
149,000

**MONTHLY DIGITAL REACH (UA'S)<sup>2</sup>**  
852,790  
**WEEKLY CROSS PLATFORM REACH**  
998,000

**ENGAGEMENT METRICS DIGITAL<sup>2</sup>**  
2.45 page views  
per unique audience

Source: Roy Morgan Single Source Australia, Jun 21 - Print and digital readership, AP 14+  
\*Crossover based on total magazine and digital audience base, incremental reach based on 1x month print vs 1x month print & online

# SOCIAL ENGAGEMENT



## SOCIAL REACH

458,530

Source: Are Media Facebook, Instagram & Twitter as of August 2021

# WHO ONLINE



## MONTHLY DIGITAL REACH (UA'S)<sup>2</sup>

852,790

## ENGAGEMENT METRICS

2.45 page views  
per unique audience

Source: Nielsen DCR, June 2021, Digital UAs (C/M), text, AP2+

## TOP 3 CONTENT PILLARS ACROSS WHO.COM.AU:

**ENTERTAINMENT - PAGE VIEWS**

467,483

**NEWS - PAGE VIEWS**

161,906

**BEAUTY - PAGE VIEWS**

135,442

Source: Google Analytics, Mar21, digital website events, Australian audience

# AUDIENCE INSIGHTS

## THE WHO AUDIENCE AND READING

### PRINT

More than **1 in 2** WHO readers have read a novel or non-fiction book in the last 3 months  
– 1.3x higher than average

### ONLINE

**50%** of the Who online audience have read a novel or non-fiction book in the last 3 months

## THE WHO AUDIENCE AND SKINCARE

### PRINT

In the last 4 weeks, 1 in 5 Who readers have purchased a skincare product, with almost a quarter being a trusted adviser on skincare and beauty products

### ONLINE

**23%** of the Who online audience have bought a skincare product in the last 4 weeks, which is 1.55x higher than average

## THE WHO AUDIENCE AND THE INTERNET

### PRINT

77% agree that the internet is far more an information tool than an entertainment tool, with 55% of readers considering to do some of their grocery shopping online in the next 12 months

### ONLINE

67% agree that the internet is for ore an information tool than an entertainment tool, with most agreeing that they are interested in being able to access the internet wherever they are

## THE WHO AUDIENCE AND HOLIDAYS

### PRINT

Almost a third of the Who audience have travelled for a holiday in the last 12 months, with 82% agreeing they like to take holidays in Australia

### ONLINE

Over half of the Who audience have taken a holiday in the last 12 months, with 81% agreeing they like to take holidays in Australia

# CONTACTS

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