

Cooking
with THE AUSTRALIAN Women's Weekly

**Brand overview
2022**





‘Food to inspire’ is our mantra when curating the content for *Cooking with The Australian Women’s Weekly* magazine. From beginner cooks to passionate foodies, our reader will delight in over 80 delicious and seasonal recipes each issue, all triple tested in The Australian Women’s Weekly Test Kitchen.

We’re conscious of the way Australians love to cook in their home kitchens, whether it’s ideas for weeknight dinners or feeding a crowd when entertaining friends. Our step-by-step master classes are designed to guide and teach new skills in the kitchen.

The recent surge of interest in health foods and diets can be daunting for consumers so we drill down on the basics. Each issue we share a common sense approach to the latest trends such as vegetarian and vegan, gut health, diabetes, gluten-free just to name a few, and offer simple tasty recipes to help you make better food choices for your family.

Baking is at our core and what our Test Kitchen is renowned for, from kid’s party cakes, country-style baking to indulgent showstopper desserts and everything in between. Our recipes are guaranteed to look and taste delicious and give you great results every time.

From the experts



Fran Abdallaoui

Editor, *Cooking with AWW*

In a food media career spanning over 25 years, Fran Abdallaoui has worked with *The Australian Women's Weekly* brand for over 20 years. With this vast experience and extensive food background as a trained professional cook, restaurant owner, food editor and cooking presenter, Fran really knows her stuff. Her natural warmth allows her to relate to *The Weekly's* audience and connect on all things recipes, food and entertaining from an authentic commercial viewpoint. Fran has been food director for *The Australian Women's Weekly* since 2010 and editor of *Cooking with The Australian Women's Weekly* magazine since 2018.



Amber Manto

Digital Director, womensweeklyfood.com.au

Women's Weekly Food Digital Director Amber Manto has worked in editorial for 14 years, both print and digital. It's this intimate knowledge of both mediums which allows her to spearhead an effective cross-platform strategy which ensures optimum brand reach and audience growth online. She works closely with social media and search companies to stay on top of changes and new innovations, to ensure *Women's Weekly Food* stays at the forefront of results and algorithms. She has worked on the brand since its inception.

Editorial pillars



Secrets from the Test Kitchen

The cooking and kitchen tips, hacks, appliances and gadget skills you need to produce expert results at home



Cook the cover

Re-creating our amazing cover recipe every month, with handy hacks & tips from the Test Kitchen



In season

A recipe collection to make the most out of this month's seasonal produce



Cooking class

Step by step masterclasses – whether it's nailing a classic recipe or tackling a new challenge.



Four ways with

How to cook with unusual or niche ingredients



Cake of the month/celebrate

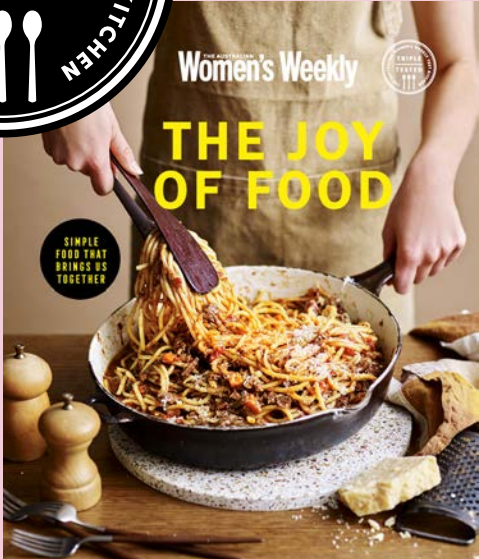
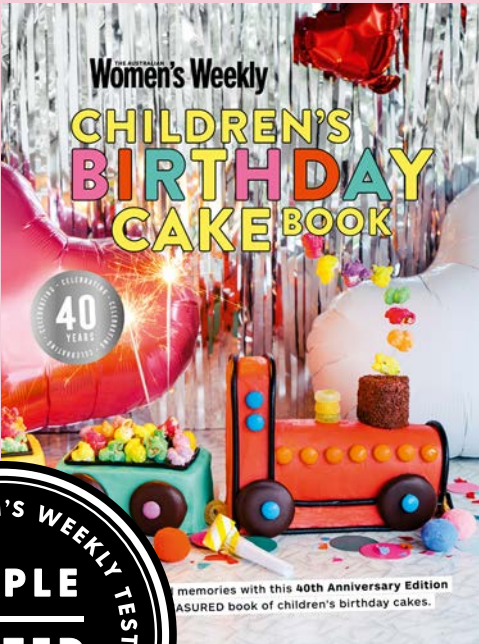
We celebrate cakes and party treats every month – and include options for vegan, sugar- or gluten-free too



The Women's Weekly Test Kitchen

The Australian Women's Weekly Test Kitchen & Food Studios have been producing Australia's favourite recipes and food shoots for more than 50 years.

- Triple testing of recipes has always been a hallmark of the Test Kitchen and each year the Test Kitchen creates about 1,500 triple-tested recipes.
- The first cookbook published by the Test Kitchen was released just before Christmas in 1970.
- 2020 marked the 40th anniversary of the launch of the most famous cookbook in Australian history, The Women's Weekly Children's Birthday Cake Book which was released in 1980
- The Test Kitchen Food Studios create over 2,000 images annually for The Australian Women's Weekly print, digital and social platforms



Source: Bauer insiders 2019

Who doesn't remember pouring over the pages of the iconic The Women's Weekly Children's Birthday Cake Book? From old favourites to new classics, The Australian Women's Weekly is famous for its recipes - each one is triple-tested in the AWW Test Kitchen - your guarantee of success, even if you're a novice cook.

‘Food to inspire generations of Australian cooks’



Print reach: **79,000**

Cross-platform: **583,000**

Source: Roy Morgan Single Source Australia, March 2022 – Print and digital readership, AP 14 +



womensweeklyfood.com.au

Newsletter Subscribers: **37,400**

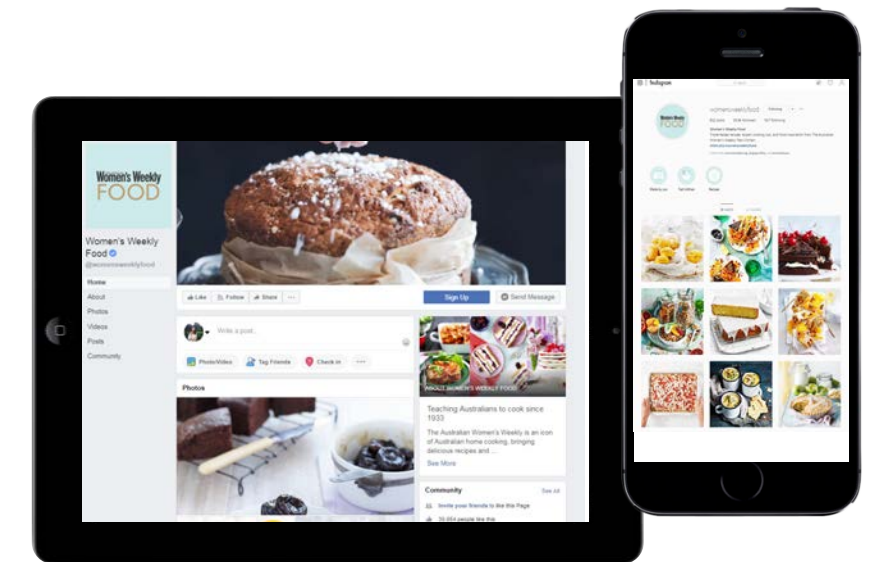
Solus Subscribers: **38,800**

Subscribers updated 25 March 2022

Page views: **5,438,472**

Unique audience: **440,941**

Source: Roy Morgan Australia, February 2022



womensweeklyfood.com.au

Instagram: **103,000**

Facebook: **40,000**

Pinterest: **39,800**

Social Landscape as of July 2022

Our readers ...



Source: Roy Morgan Single Source Australia, June 2021 – Print and digital readership, AP 14+; Are Media Research, Food survey 2020

71%
like to eat healthily,
but don't want to compromise on taste

80%
like to avoid wasting food by more carefully planning family food requirements

83%
intend to continue avoiding wasting food post-pandemic

90%
prefer to buy their food Australian-made whenever possible

Visitors to the Women's Weekly Food website spend an average of **\$212** every grocery shop (7% above the average Australian)

Visitors to the Women's Weekly Food website are **29% more likely** than the average Australian **to try new brands** available in the **supermarket**

Editorial calendar 2022



New Year, Fresh Start

Australia Day

Back-to-School
Lunchbox Ideas

Fast & Fabulous

Valentine's Day

Autumn Fare

Best of Italy

Autumn Fare

Best of Italy

Mother's Day

DIGITAL

Queen's
Birthday
(11th)

Winter Fare

World Chocolate
Day (7th)

Christmas in
July

Retro Food

Father's Day

Spring Fare

International Coffee Day
(1st)
Vegetarian Day (1st)
World Egg Day (11th)
World Pasta Day (25th)
Halloween (31st)

Party Season World
Vegan Day Drinks
Menu Best of
Summer Christmas
& Boxing Day
Baking

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

SEPT

OCT

NOV/DEC

**The Grill issue
Grills & BBQ
Special**

Barbecue 101

Summer fruits

Australia Day

Diet
special

**Back to school &
Budget issue**

Celebrating
summer fruit

Meal prep hacks

Summer
entertaining

Healthy
lunch boxes

**The Dinner issue
Family Favourites**

Everyday vegetarian

Simple meals

Kid's
cooking

Lunch box
slices

**The Chocolate
issue**

Easter
entertaining

Easy camp
cooking

Best-ever
Chocolate cakes

Retro baking ---

Eating Together

Mother's Day
entertaining

Vegetarian one-
pot meals

Jams and pickles

Celebration cakes

**Slow cooker
Special**

Braises & stews

Slow-cooked roasts

Tagines & curries

Hearty
main course soups

**Comfort Food
Cooking**

Chutneys
& relishes

Soups, curries,
casseroles, pies &
pasta bakes ---
The Sausage Roll
Maker

**AWW
Cooking School Be
a Better Baker**

Pastry
secrets

Cakes biscuits
& slices

Cooking
with yeast

**The Wellness
issue**

Good mood
food

Easy vegan
ideas

Healthy baking

Diabetes
special

**The Mediterranean
issue**

Pasta, gnocchi
& ravioli

French/Greek/
Moroccan/Middle
Eastern, Italian
& Spanish-inspired
cooking

**The Christmas
issue**

Christmas classics
with a twist

Summer
entertaining

Easy alfresco
dinners

Show-stopper
desserts

PRINT



Audience

A favourite with the whole household

- Female skew but significant male readership
- (66% female/ 34% male)
- Average age: 42 years
- The very young skewing food brand with 17% of readers being under 24 – Cooking with The Australian Women’s Weekly seems to be a brand that is read by multiple people within the same household
- The median household size of Cooking with The Australian Women’s Weekly readers is 3.

Dining out: 34% would eat out every night if they could afford to

They like a challenge in the kitchen: Almost half (46%) of audiences have searched for a recipe online in the last 4 weeks (25% more likely than average).

Adventurous: 65% say they are always willing to try new & different products (14% more likely than average).

Shopping: 40% would consider themselves big spenders, and 59% say they enjoy grocery shopping.

Health: 17% say their diet is entirely, or almost entirely gluten-free (39% more likely than average) & 34% are concerned about their cholesterol levels (10% more likely than average).

Contacts

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