

Woman's Day

Brand Overview





Woman's Day

Woman's Day is Australia's highest selling weekly magazine and the authority when it comes to all things royal and celebrity – both Hollywood and Aussie stars alike. Reaching close to one million women around the country each week,

it is a household name and has become the go-to not only for celebrity gossip, but for all things fashion, food, health and beauty, too. While our everyday recipes, lifestyles tips and real-life stories are inspirational and accessible for our readers, our ability to bring Aussie women closer to the stars they love provides them with the perfect escape from everyday life

In the words of our experts

For over 70 years, *Woman's Day* has been a staple in the homes of women around the country, providing the perfect mix of royals, gossip, food, fashion and lifestyle. With something for everyone, it's become part of a very special weekly ritual for so many Aussies, passed on and shared between mothers, grandmothers, daughters, neighbours and friends. With stories to inspire, entertain and inform, it's perfect paired with a cup of tea and a biscuit for that much needed 'me' time we all crave.

ERIN HOLOHAN

Editorial Director



Editorial Team



ELISE WILSON
Beauty Editor



AIMEE BRUCE
Fashion Editor



JOSHUA JOYNES
Editor



JAYDE MALIFA
Digital Managing Editor -
Lifestyle



TINA BURKE
Digital Managing Editor -
Entertainment

Multiple touchpoints

Woman's Day is the absolute authority on Australian and international celebrities. From cover to cover, we show readers all the latest star trends, from fashion and beauty to homes and travel.



Solus Subscribers: **24,600**
Newsletter Subscribers: **19,900**

Masthead Readership: **783,000**
Cross-Platform Readership: **960,000**

Instagram Followers: **65,400**
Facebook Likes: **1,000,000**
Twitter Followers: **12,100**

Now to Love

Page Views: **1,106,055**
Unique Audience: **1,080,839**



Editorial Pillars



Fashion



Health



Food



Travel



Beauty



Real Life

Our Audience

Money Conscious

77% of readers have recently cut down on spending

61% think about the rise in interest rates

69% feel confident managing their finances

Homebodies

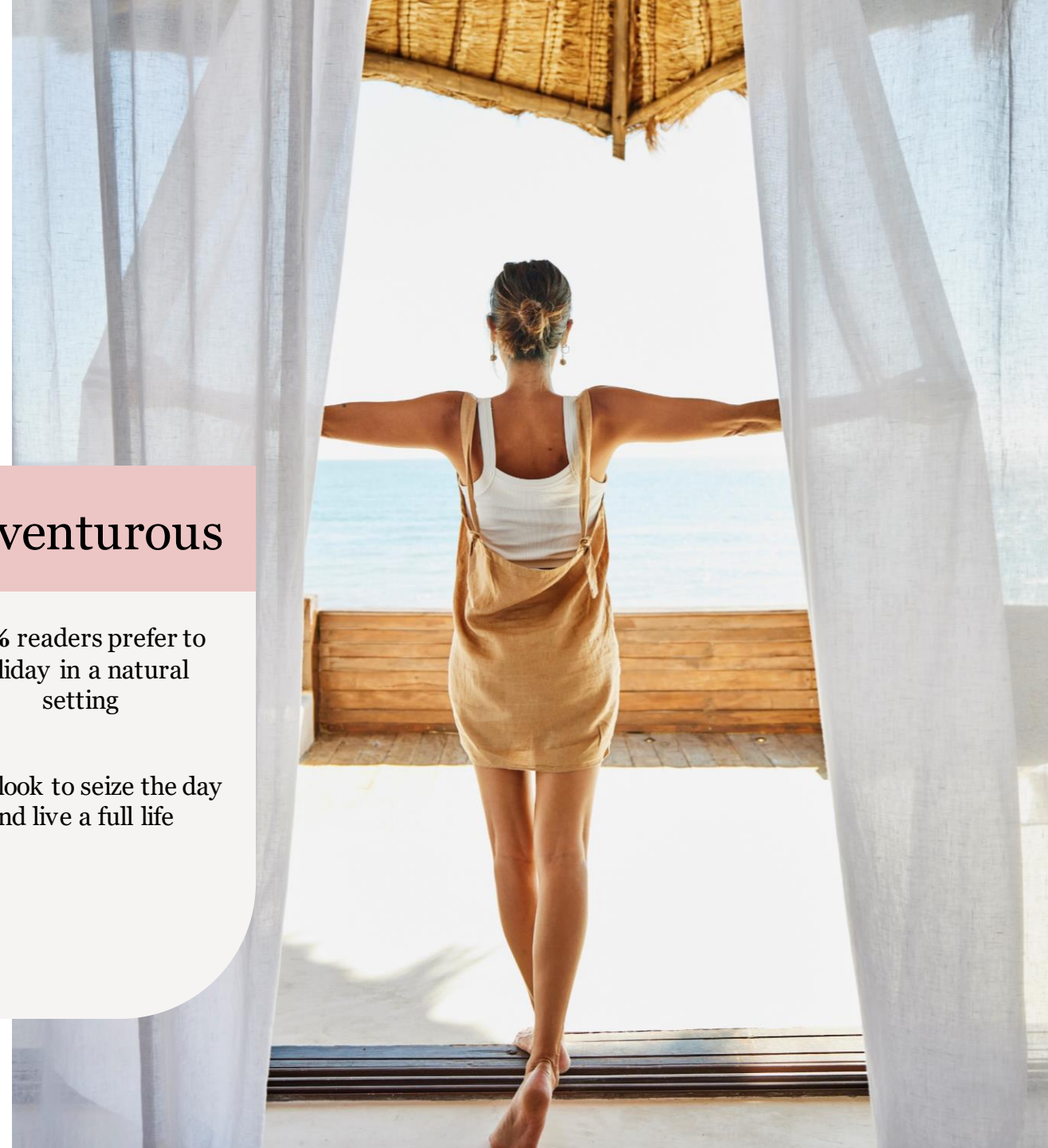
72% of readers prefer to have meals at home

57% like to shut themselves off from the rest of the world whilst at home

Adventurous

78% readers prefer to holiday in a natural setting

78% look to seize the day and live a full life



Editorial Calendar

Fashion. Health. Food. Travel. Beauty. Real Life

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Box Office Blockbusters What to Watch Red Carpet Season	Back to School Sun Safe Special Magazine Millionaire (digital extension available)	3 Ways to Wear School Holiday Guide Easter Entertaining	Reality TV Season Celebrity Hot Spots	Mothers Day Beauty Tried & Tested Beauty Dupes	Winter Wellness School Holiday Guide Winter Style
2024					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
TV WEEK Logie Awards Box Office Blockbusters	Post-Logies coverage Best Reads Travel Tips	Beauty Dupes Fathers Day Steal her Style	Super Savers Special Winter Health Check	Summer of Streaming Christmas Gift Guides	Beach Bag essentials Beach reads Summer Style



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