

now
TO LOVE

Brand Overview

are
media

are
media





Your Guide in Entertainment

Now to Love is unashamedly Australian, leveraging the power of Australia's most read magazines to entertain, inform and inspire women every single day.

Since launching in 2017 Now to Love has fast become a household staple, providing women with a real-time dose of entertainment and celebrity news, female-and-family focused stories, must-read profiles on inspiring Australians and everything they need to know about reality TV.

Providing content, we know our audience want covering Australian celebrities, TV shows, the royals as well as fashion, beauty, health and parenting, Now to Love provides engaging and must-read content women are compelled to share and tag with their friends and family.



2.4
million Social
Connections

830k
Unique
Audience

907K
Monthly Page
Views

Are Media combined social following as at
January 2024
Ipsos Iris, January 2024



In the words of our **expert**

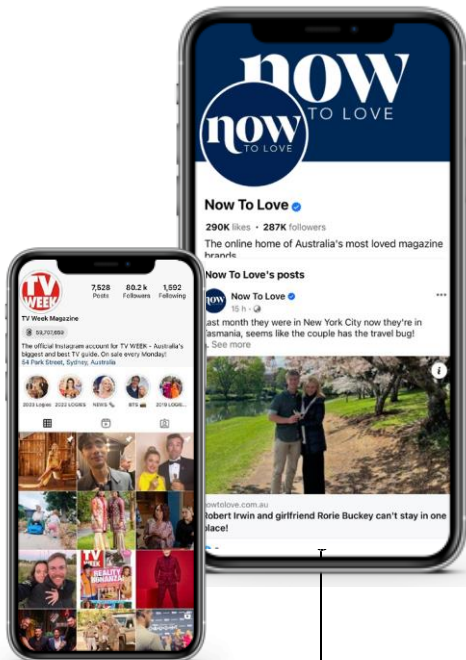


"From Hollywood stars, to regal Royals, to local Aussie favourites, we've got our audience covered with exclusive access and breaking news updates across site, social and email. Not to mention, all the latest to love in streaming, reality television, movies, books and more"

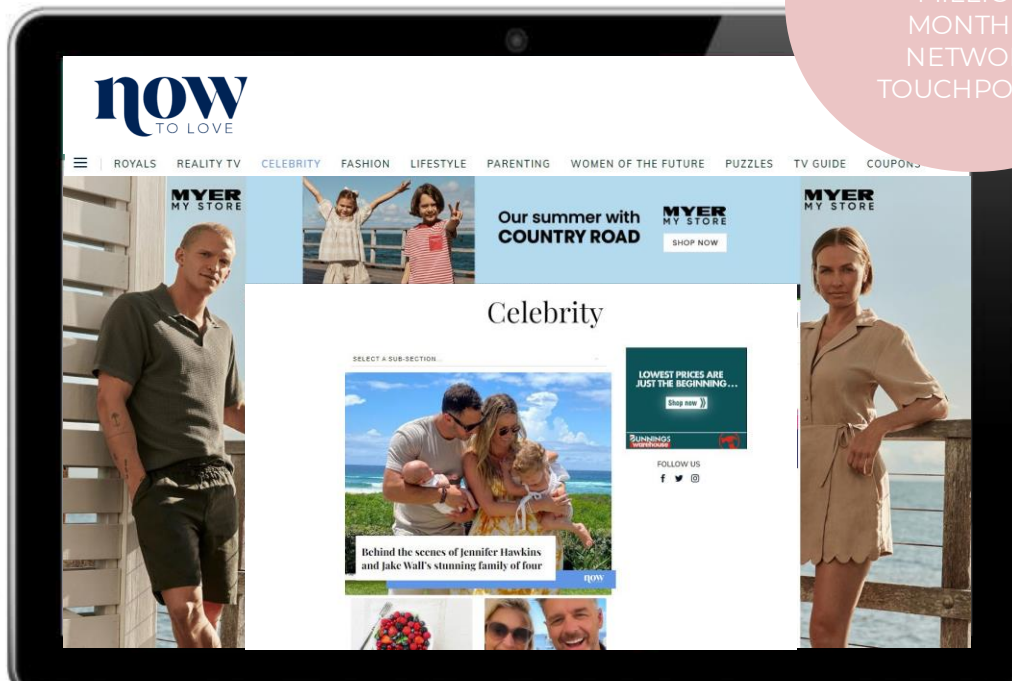
Tina Burke is the Digital Managing Editor of Entertainment at Are Media, working across Now To Love, Woman's Day, TV WEEK, New Idea and Who

now TO LOVE

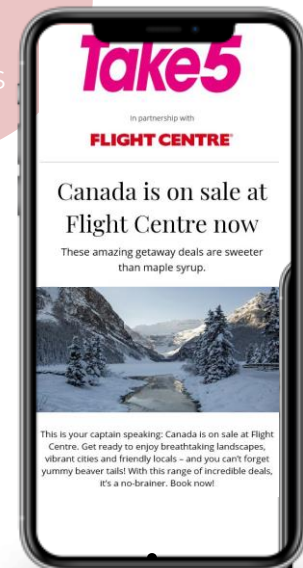
1.7
MILLION
MONTHLY
NETWORK
TOUCHPOINTS



Instagram: 2,525
Facebook: 294,659
NTL Royals Facebook: 19,984
Combined Social Following: 317,168



Monthly Unique Audience: 830,724
Monthly Page Views: 907,227
Total Touchpoints: 1,147,892



eDM Newsletter
Subscribers:
17,100



Solus eDM
Subscribers:
17,100

Editorial Pillars



Royals

International Royals
British Royal Family



Celebrity

Movies
TV
Celeb News



Fashion

Fashion News
Fashion Trends
Red Carpet



Lifestyle

Food & Drinks
Books
Daily Life
Weddings
Pets



Reality TV

Lego Masters
Big Brother
Farmer Wants a Wife
MAFS

Powered by Australia's most iconic weekly brands



Cross Platform readership: 450,000
Solus Database: 24,600
Facebook Followers: 1,043,669
Instagram Followers: 69,764



Cross Platform readership: 509,000
Solus Database: 20,700
Facebook Followers: 185,973
Instagram Followers: 80,416



Cross Platform readership: 610,000
Solus Database: 66,300
Facebook Followers: 31,298
Instagram Followers: 1,835



Signature property

The TV WEEK Logie Awards

Now in it's 63rd Year, the TV WEEK Logie Awards showcase the best in Australian Entertainment with an event broadcast to millions.

TV WEEK is the official Media partner to The Logies with commercial opportunities available



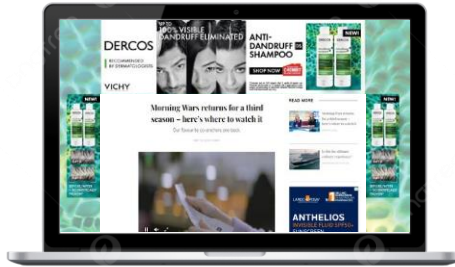
Advertising Options



Display

Home page and section sponsorships, roadblocks, ROS display, audience targeting, video/pre-roll, mobile rich media.

Available across desktop and mobile



Audience Targeting

Created by profiling 1st party online and offline audience data with the behavioural patterns of digital audiences, Are Media's audience segments allow advertisers to target customers by their interests or life stage.



Social Media

Are Media's social amplification solutions deliver engaged audiences to your branded content.



Branded Content

Produced in-house by our commercial content team and is tailored to meet the marketing objectives of our advertising partners. Options include Native articles, competitions, smart video, advertorials, SEO articles



Newsletter & Solus eDM

Advertisers can partner with Are Media's premium brands to reach active email audiences with Newsletters and Solus EDMs

The Audience

Demo

Average Age
46

Household
Income
\$113k

7 out of 10 are
Main GB's

Behaviours

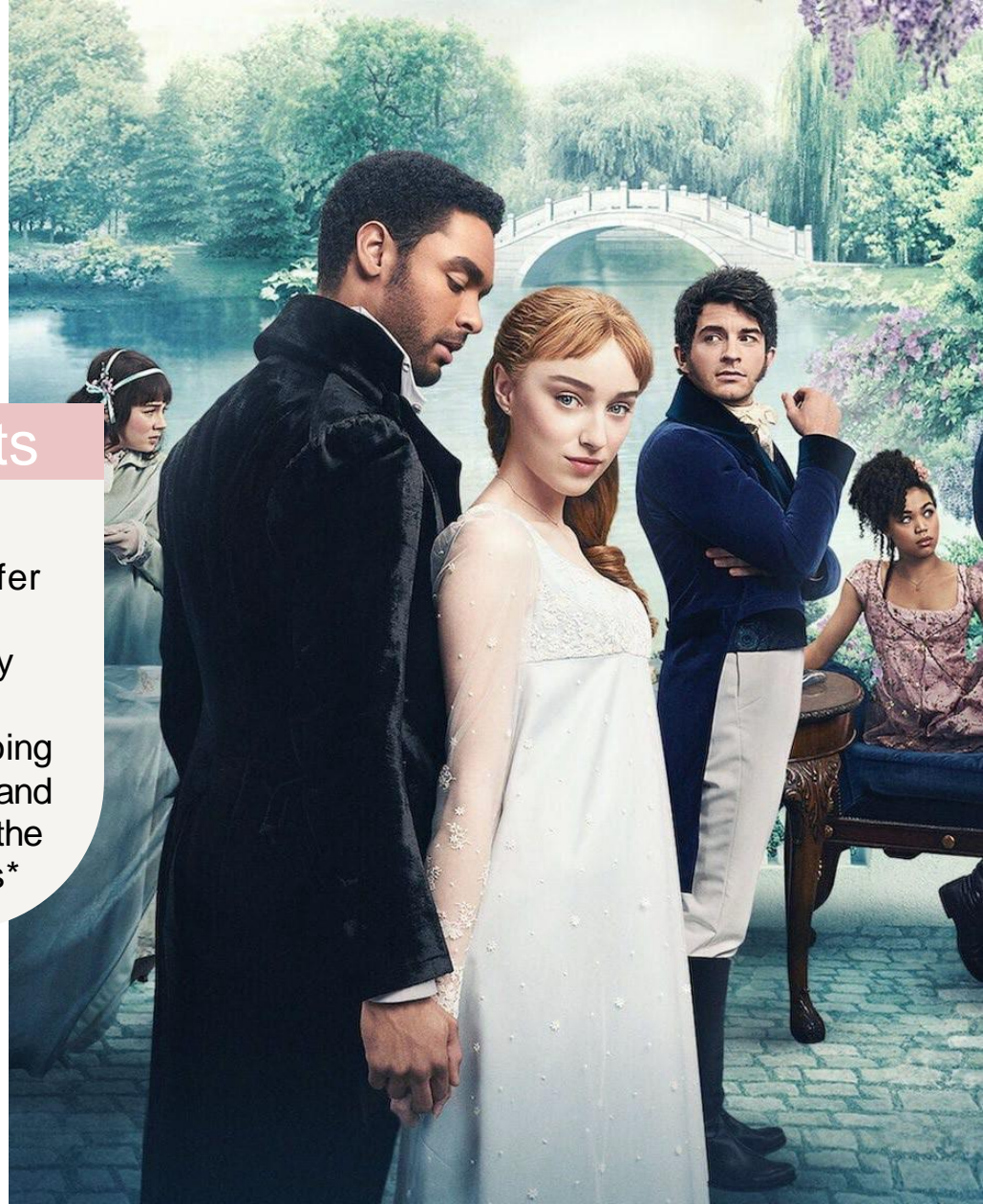
3 in 4 are early
adopters of new
health products

1 in 2 are
conscious about
sustainability and
prefer to buy
Australian made

Interests

75% of the
audience prefer
to travel
domestically

1 in 2 enjoy going
to the movies and
have been in the
last 4 weeks*



Editorial Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Box Office Blockbusters What to Watch Red Carpet Season	Back to School Sun Safe Special Puzzle Sponsorship Magazine Millionaire (digital extension)	3 Ways to Wear School Holiday Guide Easter Craft	Reality TV Season I'm a Celebrity / Travel Guides	Mothers Day Beauty Tried & Tested Beauty Dupes	Winter Wellness School Holiday Guide Winter Sty
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 Craft Central	Super Savers Special Winter Health Check	Summer of Streaming Christmas Gift Guides	Beach Bag essentials Beach reads Summer Style



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