

Take5

Brand Overview





Take5

Take 5 is an addictive mix of exciting and emotional real-life stories, 50+ puzzles and prizes galore. Each week, the magazine share fascinating stories of scandal, betrayal, love and loss written in intimate first-person style. Every section is engaging and interactive, from the pull-out puzzle book offering the chance to win a life-changing prize, to the lifestyle section with its family-friendly meal ideas, expert health advice, fashion and beauty inspiration and psychic insights.

In the words of our experts

TAKE 5 is about everyday people, sharing their true stories with their fellow Aussies. From incredible accounts of survival against the odds, to shocking crime stories and uplifting takes of love and friendship, it's a magazine that's got it all! When coupled with more than 50 puzzles each week and life-changing prizes, from a brand-new car to tens of thousands in cash, it's addictive on every level.

RACHEL WILLIAMS
Editor



Multiple Touchpoints

TAKE 5 is about everyday people, sharing their true stories with their fellow Aussies with several touchpoint across their print and digital platform Now to Love



Solus Subscribers: **66,300**
 Newsletter Subscribers: **24,800**

Masthead Readership: **486,000**
 Cross-Platform Readership: **610,000**
 Total Touchpoints: **1,666,433**

Instagram Followers: **1,835**
 Facebook: **31,298**
 Combined Social Following: **33,133**

Now to Love
 Page Views: **907,227**
 Unique Audience: **830,724**

Print
 Digital
 Social
 Puzzle Books
 PR & Marketing
 Brand Extension

Key Opportunity



Magazine Millionaire

This marketing initiative gives magazine readers the chance to win ONE MILLION DOLLARS by simply doing what they love - reading our magazines. The campaign will be run over a 6 month period, in which time we will use the reach of our brands to encourage readers to buy multiple magazines to collect (20) tokens to win the chance to win the big prize. The more tokens they collect, the better the chance they have to win!

Brand Extension



Take 5 Bumper Monthly

Take 5's 84-page Bumper Monthly is packed with everything readers love in their weekly - and more! There are gripping true stories and prize puzzles galore, with giveaways including a \$35,000 car and huge cash wins – all in an easy-to-read large format. There's also lifestyle advice to help make readers' month easier, from relationship and wellbeing tips, to fashion and beauty ideas, the latest health news, home and gardening, travel inspiration, psychic specials and relaxing short stories.

Editorial Pillars



Food



Health



Real Life



Fashion & Beauty



Travel



Puzzles

Our Audience

Shoppers

86% of readers are main grocery buyers

60% of readers bought from a shopping center in the last 4 weeks

68% shopped at a discount store in the last 4 weeks

Caring

87% of readers say helping others is a part of who they are

85% are very proud of their family

60% of readers live a full and busy life

Engaged

38% enter competitions run by newspapers, magazines or radio stations

39% enjoy buying magazines

60% of readers are ready to try new & different products



Editorial Calendar

Family. Food. Real Life. Fashion & Beauty. Health. Puzzles

JANUARY Summer Reads Summer Saver recipe collections	FEBRUARY Back to School Sun Safe health special Skin care	MARCH Easter feasting School Holiday Guide Easter Craft	APRIL Real Life transformations NT Travel	MAY Mother's Day Gift Guide Beauty Dupes	JUNE Winter Wellness School Holiday Guide Winter Style
2024					
JULY Box office Blockbusters Spotlight on Carers	AUGUST Travel Tips for the ultimate family getaway Winter eats	SEPTEMBER Beauty Dupes Father's Day Craft Central	OCTOBER Super Savers Special Winter Health Check	NOVEMBER Best Beach reads Ultimate family gifting	DECEMBER Beach Bag essentials Beach reads Summer Style



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