



Brand Overview





TV WEEK is Australia's biggest and best TV guide. Launched in 1957 it is an Australian Icon and is home to Australia's iconic TV WEEK Logie Awards. TV WEEK is a one-stop shop for TV information, industry news, plot sneak peeks, star interviews and respected reviewers. With more channels, more shows, more platforms - TV WEEK has trusted advice on the best shows to watch and how to find them.

In the words of our experts

At TV WEEK, we are obsessed with TV. There's nothing that inspires us more than discovering and celebrating the very best in the television industry and passing on our expertise to our loyal and passionate readers.

Our readers come back to TV WEEK because we are the most trusted and reliable source of information, have the absolute best access to TV's biggest stars, and have our finger on the TV pulse. From championing the brightest stars on screen to cutting through all the noise surrounding what you absolutely have to watch, we are the loyal companion to your TV viewing, and we're proud to sit with you on the couch every night.

Amber Giles
Editorial Director



Editorial Team



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Beauty Editor



AIMEE BRUCE
Fashion Editor



STEPHEN DOWNIE
Editor



JAYDE MALIFA
Digital Managing Editor -
Lifestyle



TINA BURKE
Digital Managing Editor -
Entertainment

Multiple touchpoints

WHO has several touchpoints bringing loyal readers celebrity, royal and entertainment content across an array of key categories including health, beauty & fashion.



Solus Subscribers: **20,700**
Newsletter Subscribers: **24,800**

Masthead Readership: **383,000**
Cross-Platform Readership: **509,000**
Total Touchpoints: **1,839,089**

Instagram Followers: **80,416**
Facebook Likes: **185,973**
Twitter Followers: **59,600**
Combined Social Followings: **325,989**

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

Editorial Pillars



TV Guide



Watch to Watch



Lifestyle Lounge



Interviews



Streaming



Out Now

Signature property



The TV WEEK Logie Awards

Now in it's 63rd Year, the TV WEEK Logie Awards is an annual awards show celebrating the best in Australian television and entertainment.

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

Our Audience

100
YEARS OF RADIO

CRA

aim.
all in media

RA insights



Informed

76% of readers get information from the internet

65% of readers are always ready to try new and different products

59% Always watch the news on TV to keep me up to date

Experienced

47% of readers look for news experienced everyday

75% say if they try something new and really like it they will tell people about it

29% intend to buy entertainment items in the next 12 months

TV fanatics

31% often enter competitions run by newspapers, magazines or radio stations

41% of readers say TV advertising gives them something to talk about

38% of readers record their TV programs if they are unable to watch them

Editorial Calendar

TV Guide. What to Watch. Lifestyle Lounge. Interviews. Streaming. Out Now

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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