



Woman's Day

*Media Kit
2025*

A circular photograph showing two women embracing warmly. The woman on the left is wearing a brown straw hat with a dark band, glasses, and a blue denim jacket. The woman on the right has blonde hair and is wearing a brown knit sweater. They are outdoors, with a blurred background of green hills and a building's roofline.

Woman's Day

Inspiring and guiding **Australia's heartland** with stories that matter and *trusted health and home advice*.

Woman's Day is an iconic brand that has been celebrating and connecting Australian women for decades.

With a focus on news and entertainment, the brand also shares practical and affordable advice on all things lifestyle, helping women stay in the know about food, fashion, homes, beauty, health and wellness.

FROM a print-led
entertainment brand...

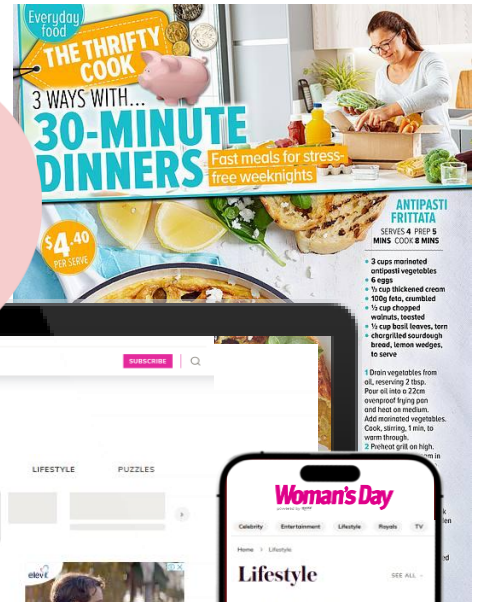
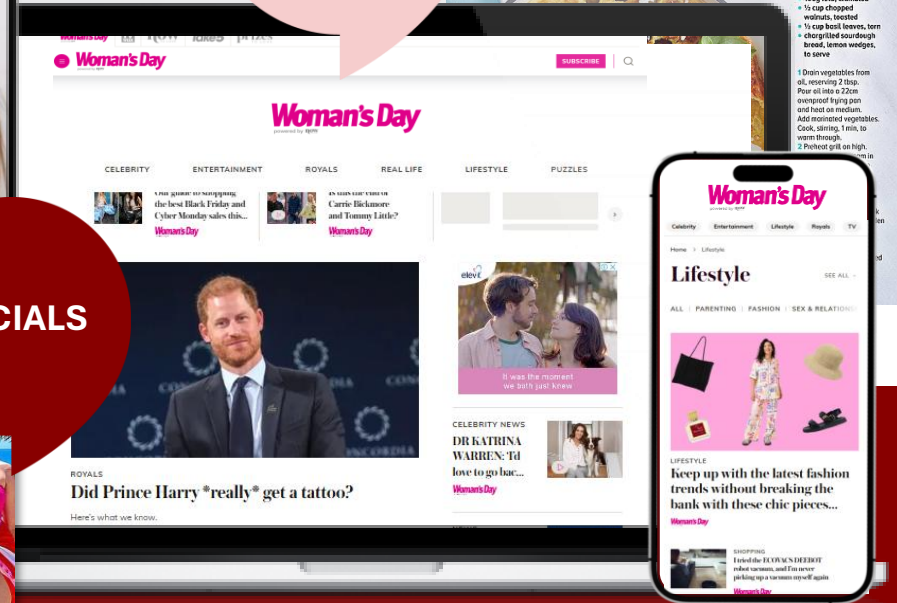


EVENTS



SOCIALS

DEDICATED
DIGITAL
DESTINATION



TO an omnichannel lifestyle brand

DRIVING INFLUENCE IN ENTERTAINMENT AT SCALE
Via our Dotdash Meredith Partnership



2.9M

ADDITIONAL
ENTERTAINMENT
AUDIENCE

People

People EN ESPAÑOL

Entertainment WEEKLY

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Australia's *highest selling* *weekly* *omnichannel* magazine brand

1.9M
TOUCH-
POINTS

1.4M
UAs EVERY
MONTH

1M
SOCIAL
FOLLOWERS



Woman's Day
powered by RGM

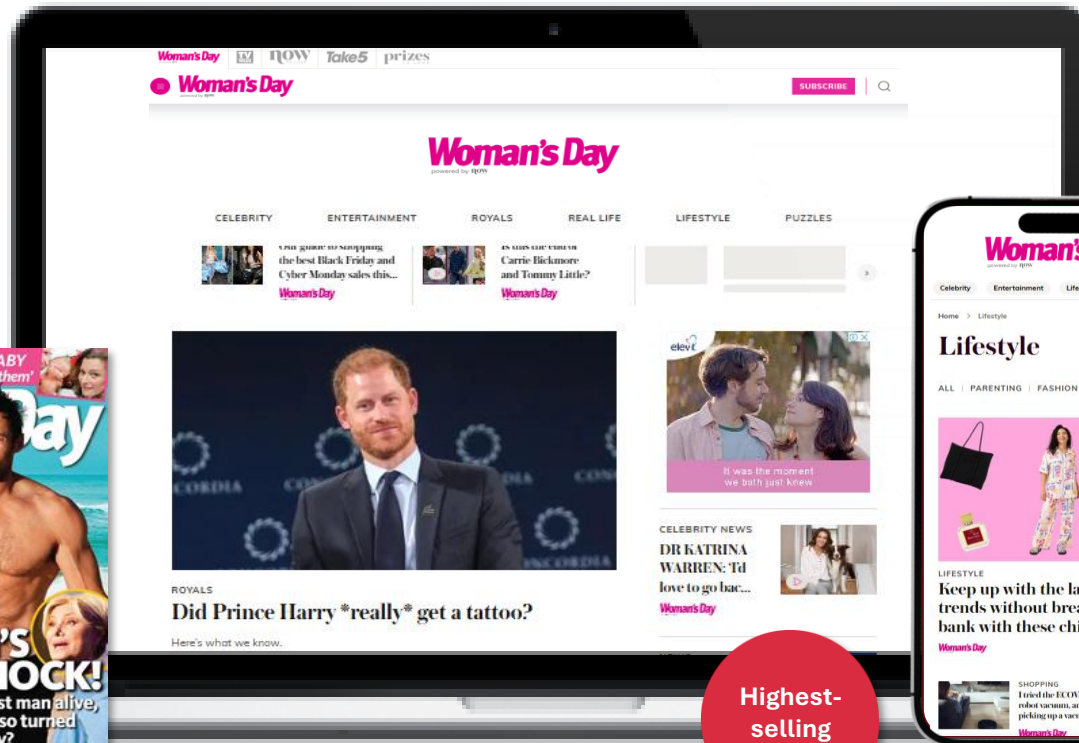
***ROY MORGAN Dec24**
Ipsos Iris March25
Dash Hudson Jan25

REACHING **833k** AUSTRALIANS EACH WEEK

1.97M
TOUCHPOINTS



1M
SOCIAL
CONNECTIONS



Highest-selling
weekly

2.6M PVs
1.4M UAs



24K
NEWSLETTER
SUBSCRIBERS

Inspiring and guiding Australia's heartland with stories that matter and trusted health and home advice.

RECIPES | ROYALS | REAL LIFE STORIES | HEALTH & HOME ADVICE | PUZZLES | CELEBRITY NEWS





She's....

A SHARER

79% will always share about the things they try

ADVENTUROUS

78% look to seize the day and live a full life (83% like to take holidays within Australia)

FAMILY FIRST

89% think meals are an important way to connect with family

Woman's Day

*ROY MORGAN SEPT 2024

SUPPORTED BY A NETWORK OF OVER
15M touchpoints



Woman's Day



**New
Idea**



Take5



Who



**TV
WEEK**



that's life!

Our Audience Spent

\$56M

in the last 4 weeks on beauty,
fashion, health,
entertainment, lifestyle and
travel



Editorial and Content *Pillars*



FASHION



ENTERTAINMENT



HEALTH & WELLNESS



FOOD



BEAUTY



TRAVEL

“I just love to grab a cup of tea, a magazine, and like, that’s my time to just have a little read and relax’

WOMANS DAY READER

Making the Australian Woman’s Day

As women are increasingly feeling the pressure around time, family and home, Woman’s Day maintains its role in *making her feel relaxed, reconnected and informed.*

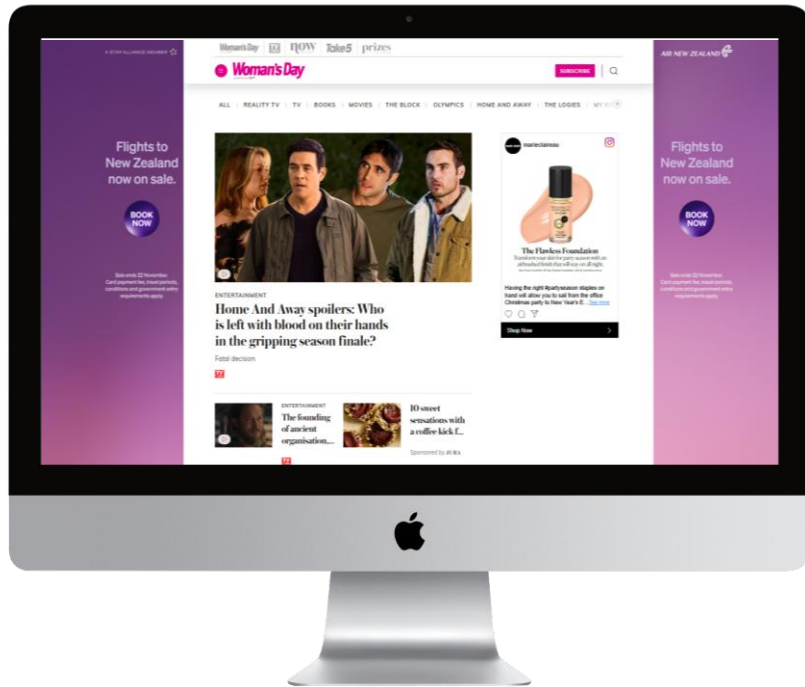
There is no one size fits all response for the enduring success of Woman’s Day, *no matter who she is or what her passions and interests are* – we are there in her home and heart every week.



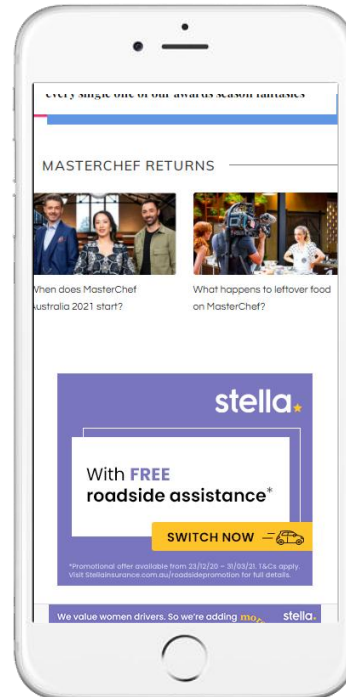
advertising
OPPORTUNITIES

driving intention through connection

DRIVING AWARENESS | *Examples*



SPONSORSHIP



ROADBLOCK

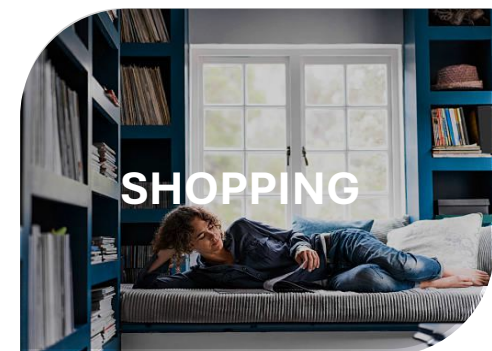
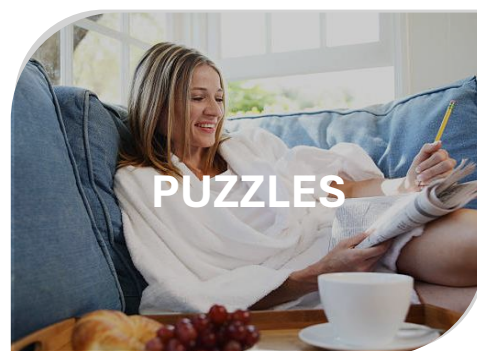
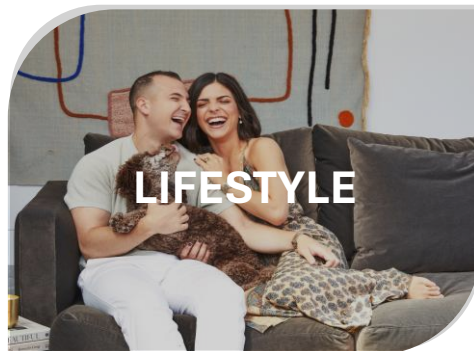


VIDEO AMPLIFICATION

AWARENESS

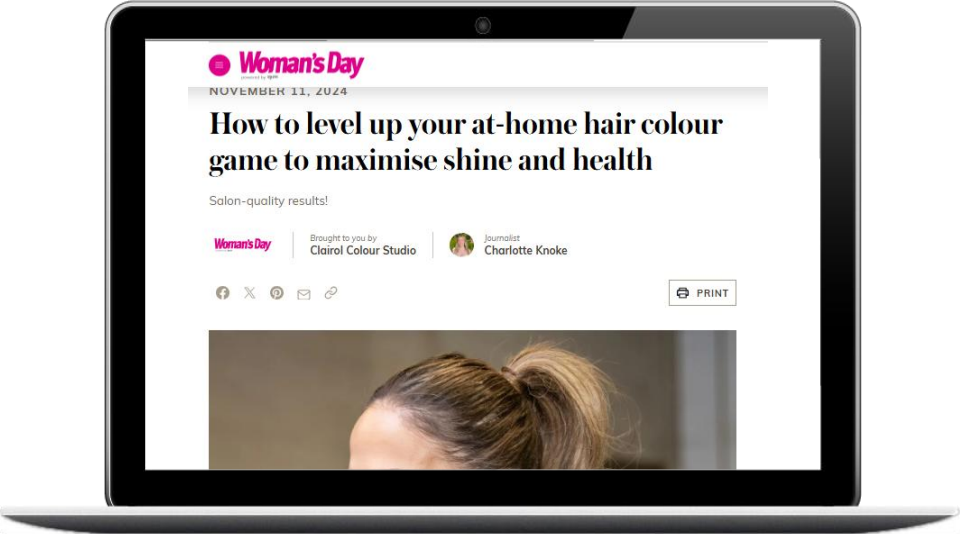
WEBSITE VERTICALS

CENTRED AROUND OUR MOST POPULAR CONTENT CATEGORIES – AVAILABLE FOR SPONSORSHIP AND AUDIENCE TARGETING



If the environment doesn't exist, we can create it

UNDERSTANDING & BUY-IN | *Examples*



EDITORIAL, ADVERTORIAL & NATIVE ARTICLES



SOLUS EDM

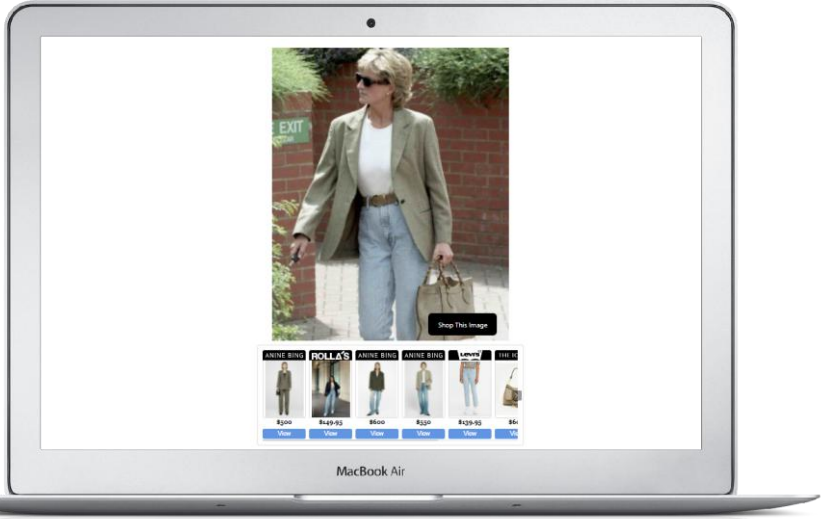


INSTAZINE

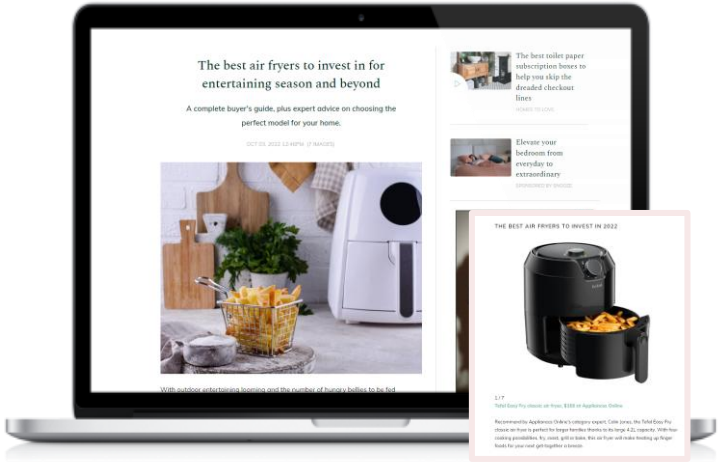
UNDERSTANDING AND BUY-IN

DOWN THE FUNNEL | *Examples*

AFFILIATE LINKS



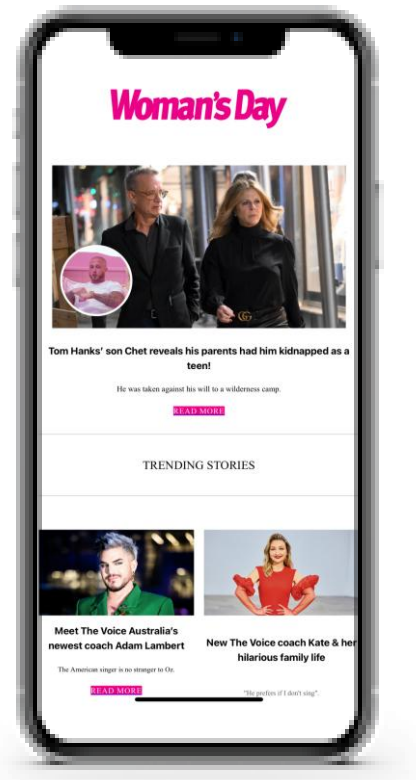
SHOP THE LOOK



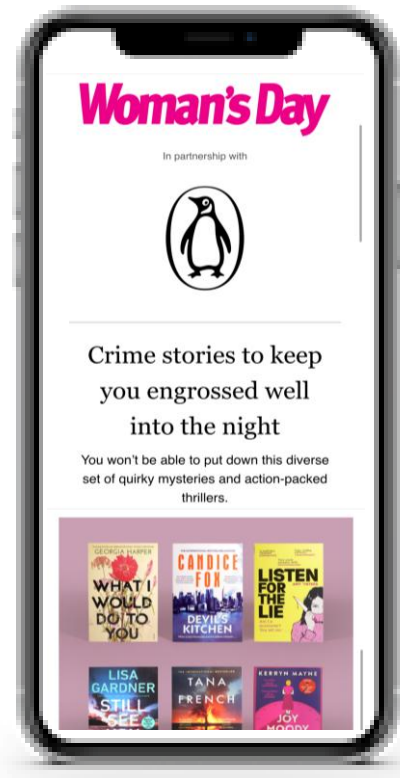
SHOPPABLE SOCIAL

SHOPPABLE FORMATS

DOWN THE FUNNEL | *Examples*



MREC & DRIVERS IN ENEWSLETTER



SOLUS



CUSTOM EDM'S

EMAIL OPPORTUNITIES

PRINT CONTENT CREATION | Examples

ADVERTISEMENT

4 MINUTES COULD SAVE YOUR LIFE

FREE HEART CHECK
TAKES JUST 4 MINUTES AT PRICELINE!

A new free national heart health awareness screening program at Priceline is giving every Australian the opportunity to test themselves.

The passing of Shane Warne sparked both an outpouring of grief for a sporting legend and greater public interest in heart disease and heart attacks.

In a fantastic new national health initiative, the Shane Warne Legacy Heart Test is a free national heart health awareness and screening program available at Priceline SSIU Health Stations. The initiative seeks to reduce the risk of cardiovascular disease in Australia over the next 10 years and save hundreds of thousands of lives through increased heart health awareness, blood pressure measurement at store and effective signposting to GPs.

Why test?
High blood pressure is the leading global preventable risk factor for cardiovascular disease. Hypertension is the diagnosed

condition of someone with high blood pressure. In Australia cardiovascular disease is responsible for one in four deaths.*

How to test
The free four-minute self-serve medical-grade health test, with a specific focus on cardiovascular health awareness and risk, is available in over

500 Pricelines nationally, on Priceline SSIU Health Stations.

Why does knowing your numbers matter?
Taking a proactive approach to understanding your heart health is the best way to manage your risk of cardiovascular disease, especially when there's a free, quick test at your fingertips.

THE SHANE WARNE LEGACY HEART TEST

The test measures blood pressure, heart rate, height, weight, body mass index (BMI) and body composition. Measurements from the test can be viewed on the Health Station screen during the test and immediately afterwards on the SSIU Health mobile app. You will receive a Heart Age estimate and a recommendation to speak to your GP if your measurements are high.



*Key Statistics: Cardiovascular Disease, Heart Foundation.



Share your journey with the mindset health team.

Remember those new muscles will make you more efficient at burning energy in the long run. Instead of worrying about the scales, focus on how your clothes fit instead.

Starting a food journal could set you on the right track.

DOUBLE ACTION

When pain strikes, it can help to know relief is at hand. Luckily Chemists' Own Ibuprofen + Paracetamol Duo is formulated to provide temporary relief for acute pain and inflammation. For more information, ask your pharmacist about this product. Always read the label and follow the directions for use. Incorrect use could be harmful.

STAY HOME
Remember the days when we tried to power our way through coughs and colds, leaving a smudge of germs at work, school and public transport? These days the advice is clear: If you can, stay at home, or if you have to go out in public, wear a mask until your symptoms have disappeared.

COVER YOUR MOUTH & NOSE
The best way to avoid a cough or sneeze is to use a tissue or paper towel and dispose of it in the rubbish. If there's no tissue available, avoid sneezing into your hand and use the crook of your elbow instead.

BOOK YOUR FLU SHOT
If you haven't done it yet, now's the time to book your appointment. The annual flu vaccine is recommended for everyone over six months and is available free of charge to people with eligible health conditions, along with pregnant women, children under five, adults over 65 and

ASK THE EXPERTS
Don't struggle to do a busy early complication. If there are any signs that you're concerned about, consult your doctor, or call Healthdirect on 1800 022 222 to speak to a registered nurse. Always call 000 if there's an emergency.

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Wellness

Be well with **Woman's Day**

YOUR ULTIMATE GUIDE TO BEING THE BEST YOU

STAY WELL THIS WINTER

A few healthy habits can help keep sickness at bay

STAY HOME
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WASH YOUR HANDS!

It might seem simple, but here are some pointers people often forget

Get the whole family in the habit of frequent hand washing.

BE THOROUGH
Areas people often miss include the backs of their hands, wrists, under their nails and between their fingers. For a more thorough scrub, remove your watch and any rings to target lingering bacteria.

LASTING
Liquid soap is better than bar soap (but that's still much better than no soap at all). Don't worry about using antibacterial soap as health experts say those aren't any better than the regular kind.

LASTING
Hand sanitizer isn't as effective as soap and water, but it's a good alternative when you have no other choice. Opt for an alcohol-based sanitizer with at least 60 per cent alcohol.

LASTING
It takes 20 seconds to wash your hands effectively. This is around the same time it takes to sing Happy Birthday to the chorus to Dolly Parton's 'Jolene'.

WHAT IS RSV?

RSV is more common during the winter months, and is spread in a similar way to the common cold. Symptoms can include a runny nose, cough, sneezing, fever, sore throat and hoarse. In some cases, it can also cause lower respiratory tract infections such as pneumonia or bronchitis. While most people will recover on their own, some babies and children under two may need hospital treatment.

CARE TIPS
The good news is that symptoms are usually self-limiting and can be managed at home. However, if you notice any of the following symptoms, it could be a sign of a more serious infection that could be life-threatening. Contact your GP or health professional if you notice any of the following symptoms: difficulty breathing, wheezing, coughing, fever, sore throat and hoarse. In some cases, it can also cause lower respiratory tract infections such as pneumonia or bronchitis. While most people will recover on their own, some babies and children under two may need hospital treatment.

SOOTHE SYMPTOMS

While most of us try to avoid coughs and colds, they can still happen when you least expect them. Chemists' Own Cold & Flu Relief PE is formulated to provide temporary relief for symptoms like the most common, headache and body aches and pains. Ask your pharmacist about this product.

Chemists' Own Cold & Flu Relief PE

Chemists' Own Cold & Flu Relief PE Tablets

8 x 10

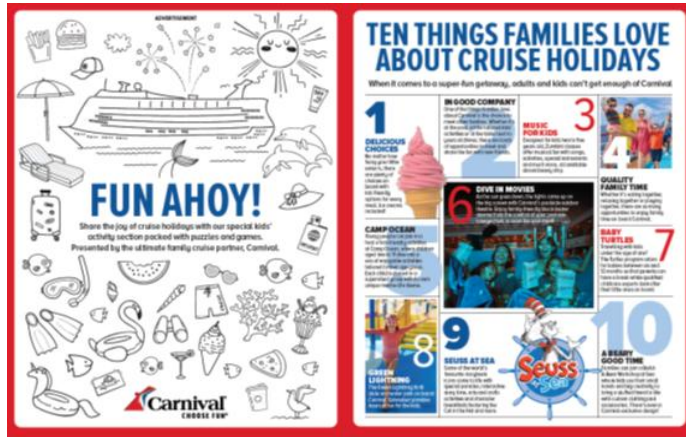
ADVERTORIAL

FEATURE INTEGRATION

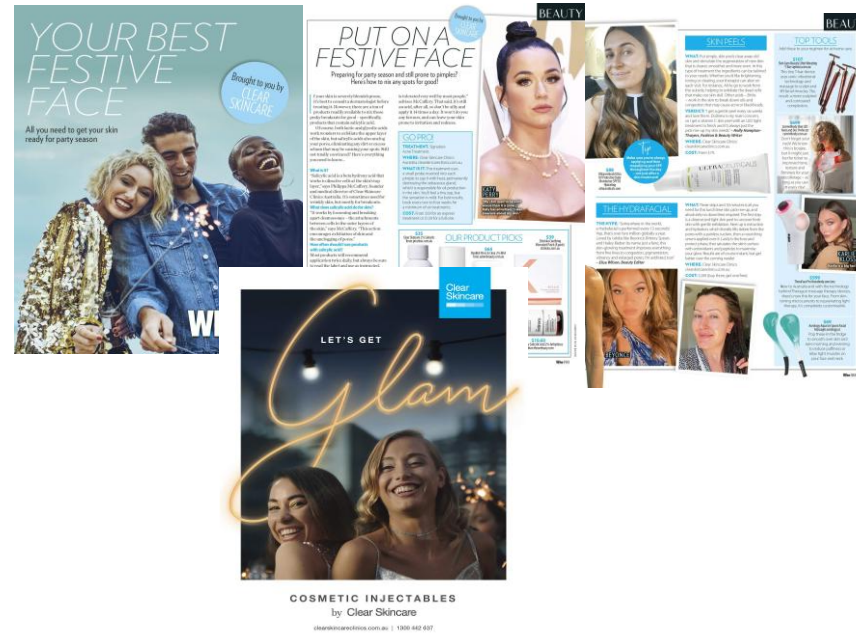
BESPOKE BRANDED SPONSORED CONTENT

CUSTOM CONTENT

PRINT CONTENT CREATION | *Examples*



CUSTOM PUZZLES



FLIPBOOK



CUSTOM EDITORIAL MINI-MAG

CUSTOM CONTENT

Content Calendar 2025

JAN

*Box Office Blockbusters
Red Carpet Season
Summer fashion
Finance special
Home décor special*

FEB

*Back to School
Sun Safe Special
Magazine Millionaire
3 Ways with (fashion)
Island Escapes*

MAR

*3 Ways to Wear
School Holiday Guide
Easter Entertaining
Beauty Dupes
Corporate wear
Holiday Parks Guide*

APR

*Reality TV Season
Celebrity Hot Spots
Dinner under \$20
Healthy swaps
Spotlight On Vitamin C
Easter Craft*

MAY

*Mother's Day
Beauty Tried & Tested
Beauty Dupes
Desserts Special
Bali Spotlight*

JUNE

*Winter Wellness
School Holiday Guide
Winter Style
Cosy Casseroles
Winter fragrance
guide
Pride Month*

JULY

*Winter Health Guide
Box Office Blockbusters
Skin hydration special
Shimmer in silver
Super Foods
Holiday at home*

AUG

*Post-Logies coverage
Best Reads
Individual desserts
Winter style
Leather must-haves
Fathers Day Gift Guide*

SEPT

*Beauty Dupes
Father's Day Lifestyle
special
Double denim
Fashion Flip book –
Ultimate 'How to'
Sleek hair hacks*

OCT

*Declutter Special
Spotlight On Blush
(fashion)
Halloween treats
Streaming special
Mental health
awareness*

NOV

*Summer of Streaming
Christmas Gift Guides
Easy makeup looks
Fast dinners
Spotlight On
Queensland*

DEC

*Beach Bag essentials
Beach reads
Party dresses
Pop of colour
Boxing Day
Blockbuster
Sun safe special*

Driving connection and intention through the **purchase funnel**

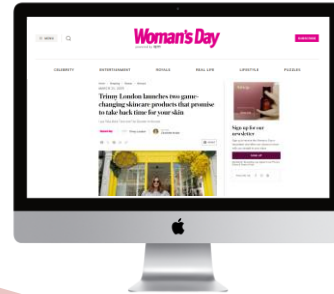
From inspiration



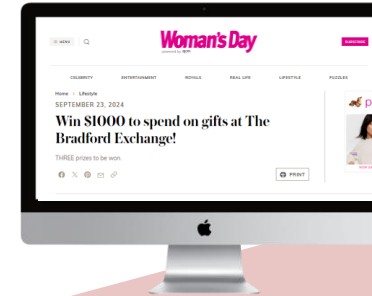
High Impact Display



Native Articles



Competitions



EDMs

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY

Brand Ads



Social



Affiliate Links



Shop



Editorial Integration



To making it happen





DIGITAL

Unique Audience: 1,446, 451
Page Views: 2,703,788
Average Dwell Time: 3.22 minutes



DDM DIGITAL EXTENSION*

VIA Dotdash Meredith Partnership



8.807M MONTHLY UAs

People

People EN ESPAÑOL

Entertainment WEEKLY



PRINT

Masthead Readership: 694,000



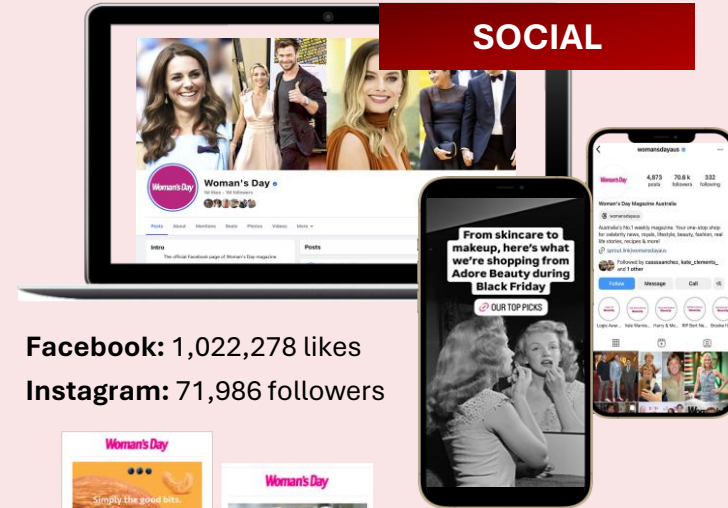
EVENTS & ACTIVATIONS



Woman's Day
1.97M
 TOUCHPOINTS
**Ex-Dotdash Meredith*
 Australian's #1 weekly
 Omnichannel magazine
 brand

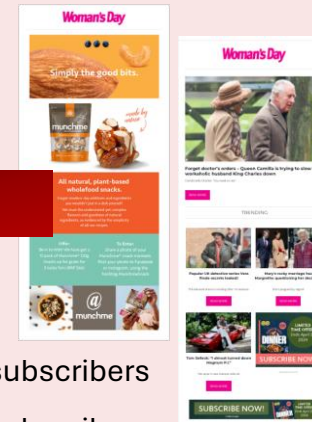
Cross-Platform Reach:
833,000

SOCIAL



Facebook: 1,022,278 likes
Instagram: 71,986 followers

EDMS



Newsletter: 19,900 subscribers

Solus: 24,000 subscribers

Roy Morgan Single Source Australia, DEC24 - print readership, cross-platform audience (L7D)
Ipsos Iris Online Audience, March25
Dash Hudson, Are Media socials followers/ likes, as of Jan25
Are Media Internal Solus & Newsletter subscribers as of Feb25
Source: Ipsos iris Online Audience Measurement Service, March 2024 - February 2025, Age 14+



Where connection ignites intention

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