



2025 Brand Overview





TV WEEK is Australia's biggest and best TV guide. Launched in 1957, it is an Australian icon. *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



Elizabeth Barry
Digital Managing Editor –
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STEPHEN DOWNIE
Editor

Multiple Touchpoints

TV WEEK brings you exciting information and insight on the latest shows, our greatest stars and everything you need to know about what's happening on your TV.



Print
Digital
Social
Events
PR & Marketing
Brand Extension

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

Masthead Readership: **342,000**
Cross-Platform Readership: **429,000**
Total Touchpoints: **1,839,089**

Instagram Followers: **80,416**
Facebook Followers: **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 its 64th 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

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 experiences every day.

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	Mother's Day Beauty Tried & Tested Beauty Dupes	Winter Wellness School Holiday Guide Winter Style
2025					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
TV WEEK Logie Awards Box Office Blockbusters	Post-Logies Coverage Best Reads Travel Tips	Beauty Dupes Father's 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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Where connection ignites intention