



TV WEEK
Media Kit
2026

THE S

AWARDS 2024

THE IC
GOT YOU I

LOGGERS
AWARDS 2024



64th TV WEEK LOGGERS

feel new s



Celebrating the **best in entertainment** with *unparalleled access* to local and international stars and the **official home** of the *TV Week Logie Awards*.

Comprehensive and exclusive, TV WEEK offers the ultimate TV guide alongside unparalleled access to local and international stars.

Australia's go-to source for all things television, it delivers the latest shows, behind-the-scenes insights, and exclusive interviews that entertainment fans won't find anywhere else.

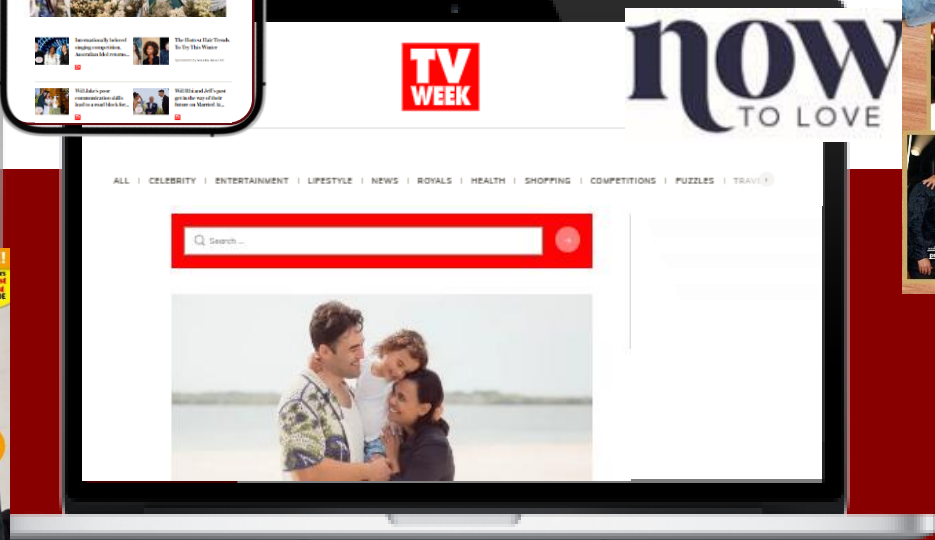
FROM a print-led brand...



SOCIALS



DEDICATED DIGITAL DESTINATION



TO an omnichannel brand

REACHING **488k** AUSTRALIANS EACH WEEK

HOME OF
THE TV WEEK
LOGIE
AWARDS

2.36M PVs
1.3M UAs

327K
SOCIAL
CONNECTIONS

23.9K
NEWSLETTER
SUBSCRIBERS



Celebrating the best in entertainment with unparalleled access to local and international stars and the official home of the TV Week Logie Awards.



TV GUIDE | INDUSTRY NEWS | STAR INTERVIEWS | REVIEWS | PLOT REVEALS



DIGITAL

Unique Audience: 1,323,335
Page Views: 2,363,142
Average Dwell Time: 3.09 minutes

are media x People Inc.

People inc. DIGITAL EXTENSION*

VIA People Inc. Partnership



8.807M MONTHLY UAs

People

People EN ESPAÑOL

Entertainment WEEKLY

Cross-Platform Reach: 488,000

TV WEEK
858K
TOUCHPOINTS
**Ex-People Inc.*



PRINT

Weekly Reach: 346,000

EDMS

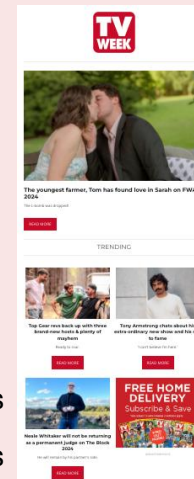
Newsletter: 23,900 subscribers

Solus: 19,200 subscribers



SOCIAL

Facebook: 225,200 likes
Instagram: 102,400 followers



Roy Morgan Single Source Australia, JUN25 - print readership, cross-platform audience (L7D)
Ipsos Iris Online Audience, October25
Dash Hudson, Are Media socials followers/ likes, as of Jan26
Are Media Internal Solus & Newsletter subscribers as of Jan26

SUPPORTED BY A NETWORK OF OVER
15M touchpoints



Woman's Day



**New
Idea**



Take5



Who



**TV
WEEK**



that's life!

Editorial and Content *Pillars*



TV Guide



Watch to Watch



Lifestyle Lounge



Interviews



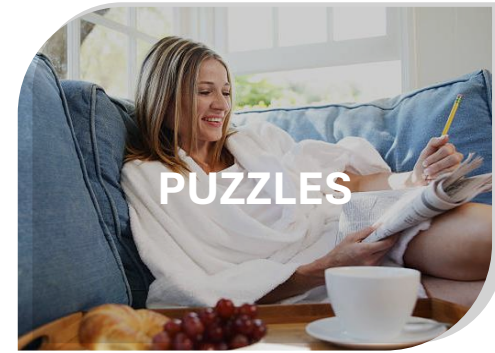
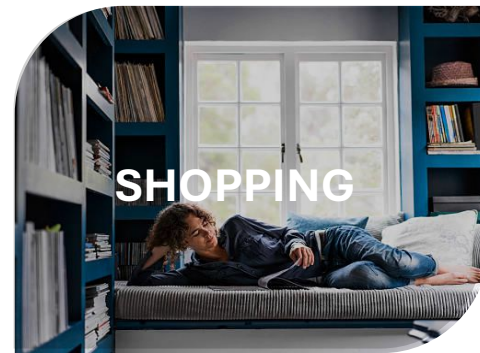
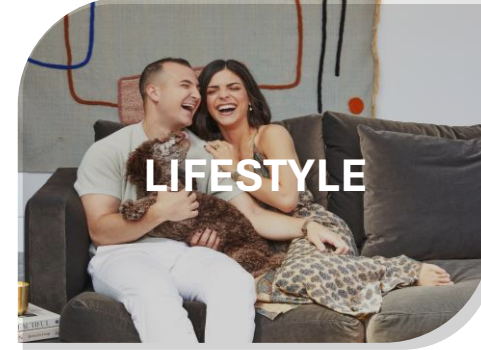
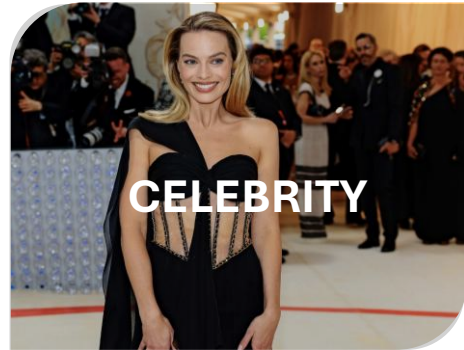
Streaming



Out Now

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

Content Calendar 2026

JAN

*Box Office
Blockbusters
What to Watch
Red Carpet Season*

FEB

*Back to School
Sun Safe Special
Magazine Millionaire
(digital extension
available)*

MAR

*3 Ways to Wear
School Holiday
Guide
Easter
Entertaining*

APR

*Reality TV Season
Celebrity Hot Spots*

MAY

***Mother's Day**
Beauty Tried &
Tested
Beauty Dupes*

JUNE

*Winter Wellness
School Holiday
Guide
Winter Style*

JULY

***TV WEEK Logie
Awards**
Box Office
Blockbusters*

AUG

*Post-Logies
Coverage
Best Reads Travel
Tips*

SEPT

***Father's Day**
Beauty Dupes
Steal Her Style*

OCT

*Super Savers'
Special Winter
Health Check*

NOV

*Summer of
streaming
Christmas Gift
Guides*

DEC

*Beach Bag
Essentials
Beach Reads
Summer Style*

Our Audience Spent

\$18M

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





She's....

INFORMED

76% of readers get information from the internet.

EXPERIENCED

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

TV FANATICS

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

“My favourite thing about TV Week is getting the behind the scenes look into soaps, shows and characters and the actors who play them.”

TV WEEK READER

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.

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

From *inspiration*

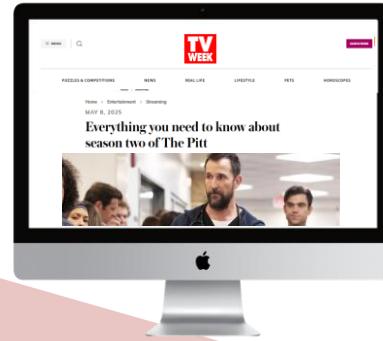
are media
x
People Inc.



High Impact Display



Native Articles



Competitions



EDMs

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY

are media
x
People Inc.

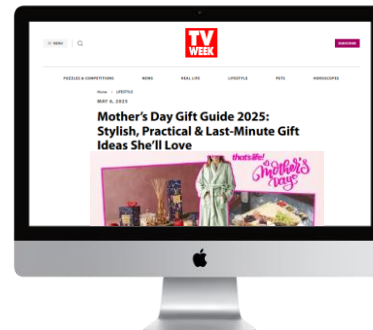
Brand Ads



Social



Affiliate Links



Shop



Editorial Integration



To making it happen

DRIVING INFLUENCE IN ENTERTAINMENT AT SCALE
Via our People Inc. Partnership



are
media
x
People Inc.

2.9M

ADDITIONAL
ENTERTAINMENT
AUDIENCE

People

People
EN ESPAÑOL

Entertainment
WEEKLY

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS



Where connection ignites intention

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