

Take5

*Media Kit
2026*



A woman with long blonde hair is sitting on a blue sofa, smiling and reading a magazine. She is wearing a white long-sleeved top. In the foreground, there is a bowl of red grapes. The background shows a window with greenery outside.

Take5

Exciting **Aussie women** with *riveting real life reads, addictive puzzles* and the most ways to *win big*.

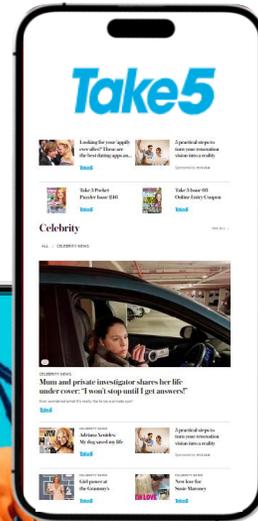
Take 5 is Australia's favourite brand for raw, real and unfiltered real life. It's an addictive rollercoaster ride of stories that make readers laugh, cry - and gasp!

With more new ways to win in-mag and online than any other magazine brand – including 50+ prize puzzles a week, plus clever ideas on how to eat, shop and live well for less, this value-packed offering guarantees to deliver fun, excitement and the perfect escape.

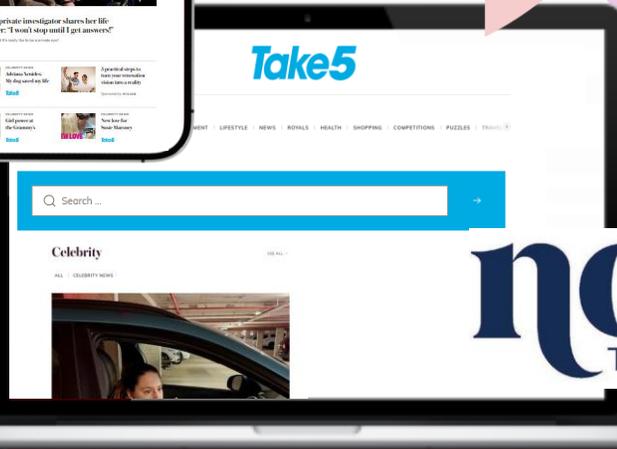
FROM a print-led brand...



SOCIALS



DEDICATED DIGITAL DESTINATION



now TO LOVE

TO an omnichannel brand

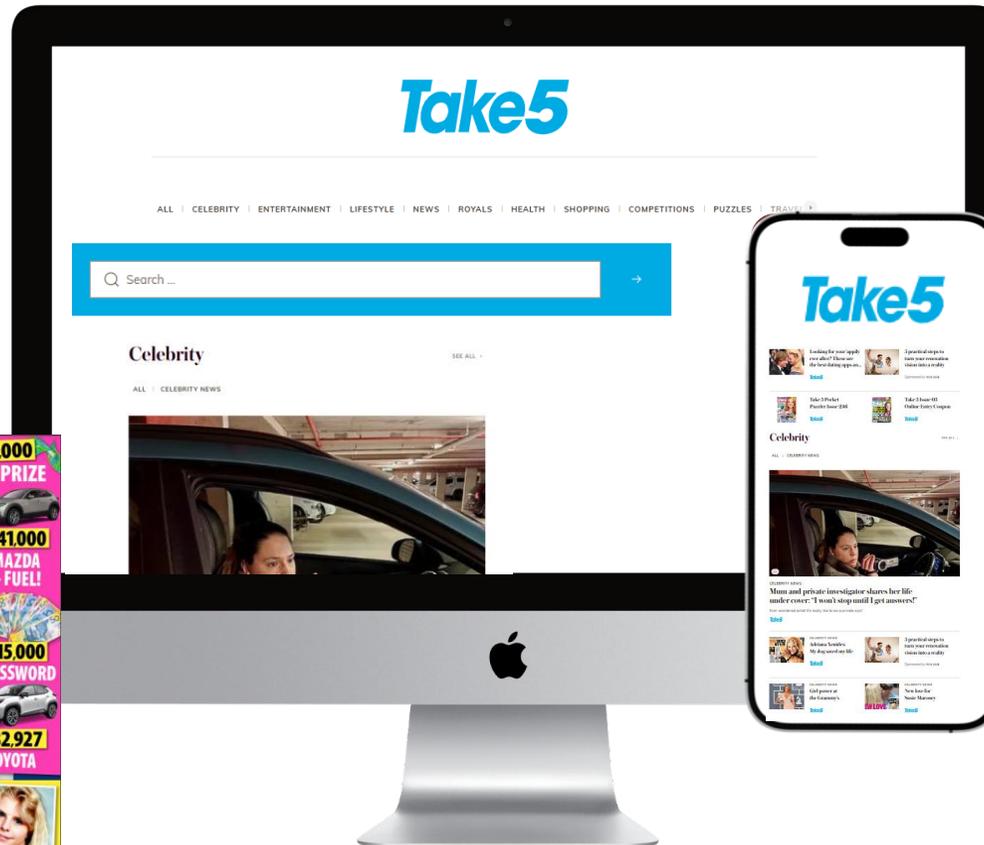
REACHING 570k AUSTRALIANS EACH WEEK

67K
NEWSLETTER
SUBSCRIBERS

2.3M PVs
1.3M UAs

734K
TOUCHPOINTS

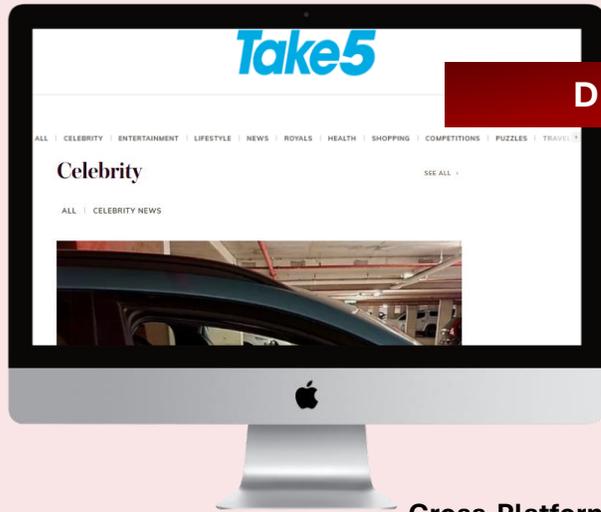
32K SOCIAL
CONNECTIONS



*Exciting Aussie women with riveting real-life reads,
addictive puzzles and the most ways to win big.*

TRUE STORIES | SHOCKING CRIME | LOVE AND FRIENDSHIP | PUZZLES | PRIZES

Take5



DIGITAL

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

Cross-Platform Reach:
Take 5: 570,000
Take 5 Bumper Monthly: 998,000



PRINT

Weekly Reach: 440,000



Weekly Reach: 481,000

are media × People Inc.

**People inc. DIGITAL
EXTENSION***

VIA People Inc.
Partnership

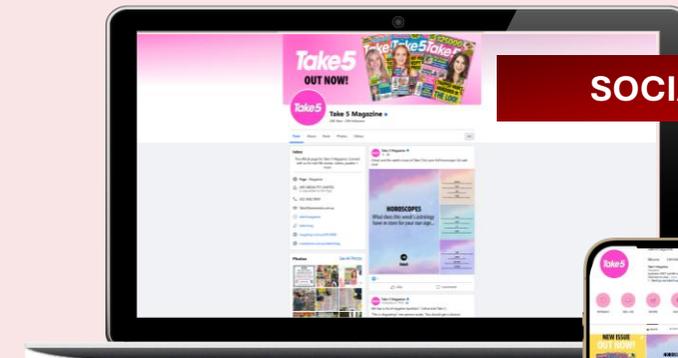


**8.807M
MONTHLY
UAs**

People

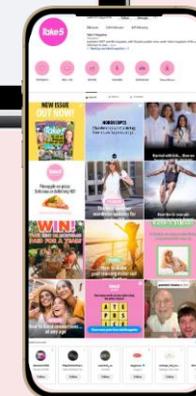
People EN ESPAÑOL

Entertainment WEEKLY



SOCIAL

Facebook: 29,600 likes
Instagram: 2,500 followers



EDMS

Newsletter: 66,600 subscribers

Solus: 65,300 subscribers

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*



Food



Health



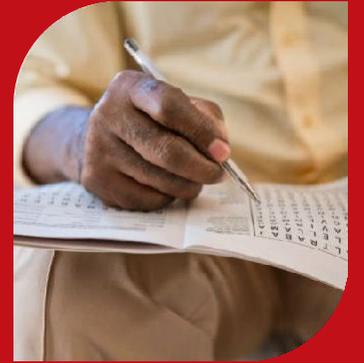
Real Life



Fashion & Beauty



Travel



Puzzles

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

Take 5 is an addictive mix of exciting and emotional real-life stories, 50+ puzzles and prizes galore.

734K
TOUCH-POINTS

1.3M
UAs

32K
SOCIAL FOLLOWERS



Our Audience Spent

\$31M

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





She's....

A SHOPPER

86% of readers are main grocery buyers.

CARING

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

ENGAGED

60% of readers are ready to try new and different products.

“I do the grocery shopping and then love to sit down with a coffee and a biscuit while I scan my way through the issues. Stopping for an interesting story, then coming back to read the whole thing and complete the puzzles during the next several days.”

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.

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

From inspiration

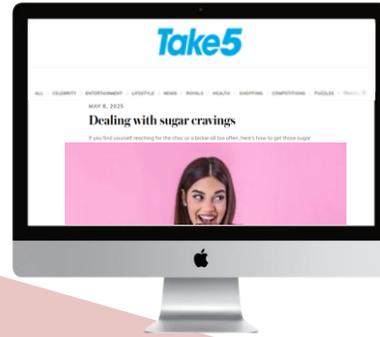
are media
x
People Inc.



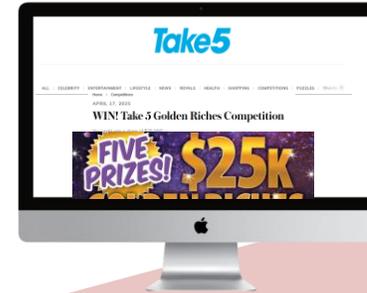
High Impact Display



Native Articles



Competitions



EDMs

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY

are media
x
People Inc.

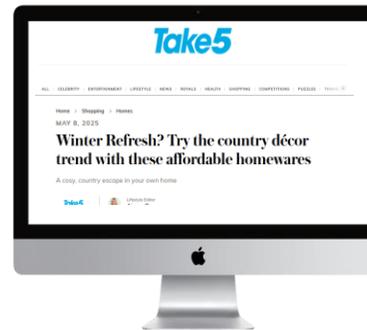
Brand Ads



Social



Affiliate Links



Shop



Editorial Integration

To making it happen

Content Calendar 2026

JAN

*Summer Reads
Summer Saver
Recipe
Collections*

FEB

*Back to School Sun
Safe
Health Special
Skin Care*

MAR

*Easter Feasting
School Holiday
Guide
Easter Craft*

APR

*Real Life
Transformations
NT Travel*

MAY

Mother's Day
*Gift Guide
Beauty Dupes*

JUNE

*Winter Wellness
School Holiday
Guide
Winter Style*

JULY

*Box Office
Blockbusters
Spotlight on Carers*

AUG

*Travel Tips for the
Ultimate Family
Getaway
Winter Eats*

SEPT

Halloween
Father's Day
Craft Central

OCT

*Super Savers'
Special
Winter Health
Check*

NOV

*Best Beach Reads
Ultimate Family
Gifting*

DEC

*Beach Bag
Essentials
Beach Reads
Summer Style*

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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