



# Woman's Day

*Media Kit  
2026*

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 both smiling and looking towards each other. The background is a soft-focus outdoor setting with greenery and a building 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...

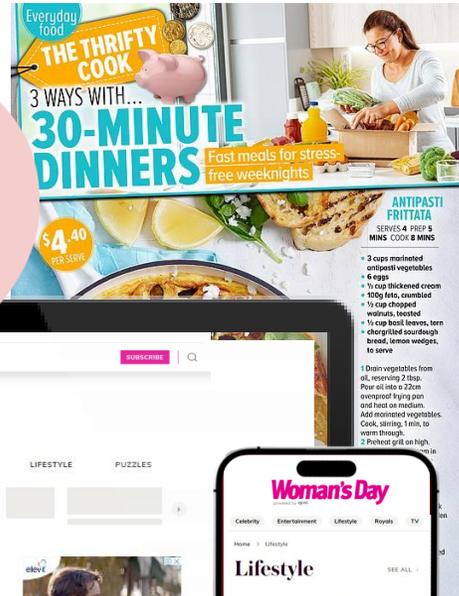
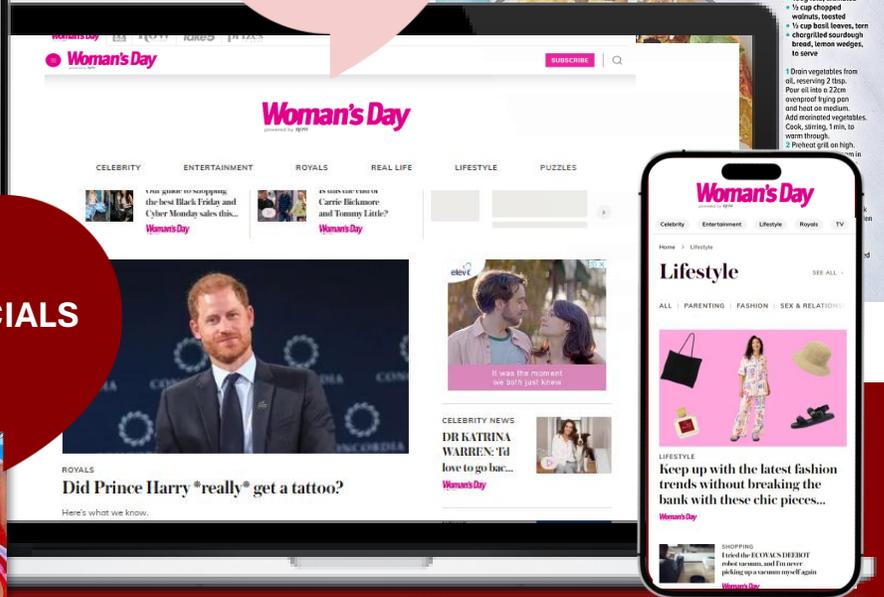


EVENTS



SOCIALS

DEDICATED  
DIGITAL  
DESTINATION



TO an omnichannel lifestyle brand

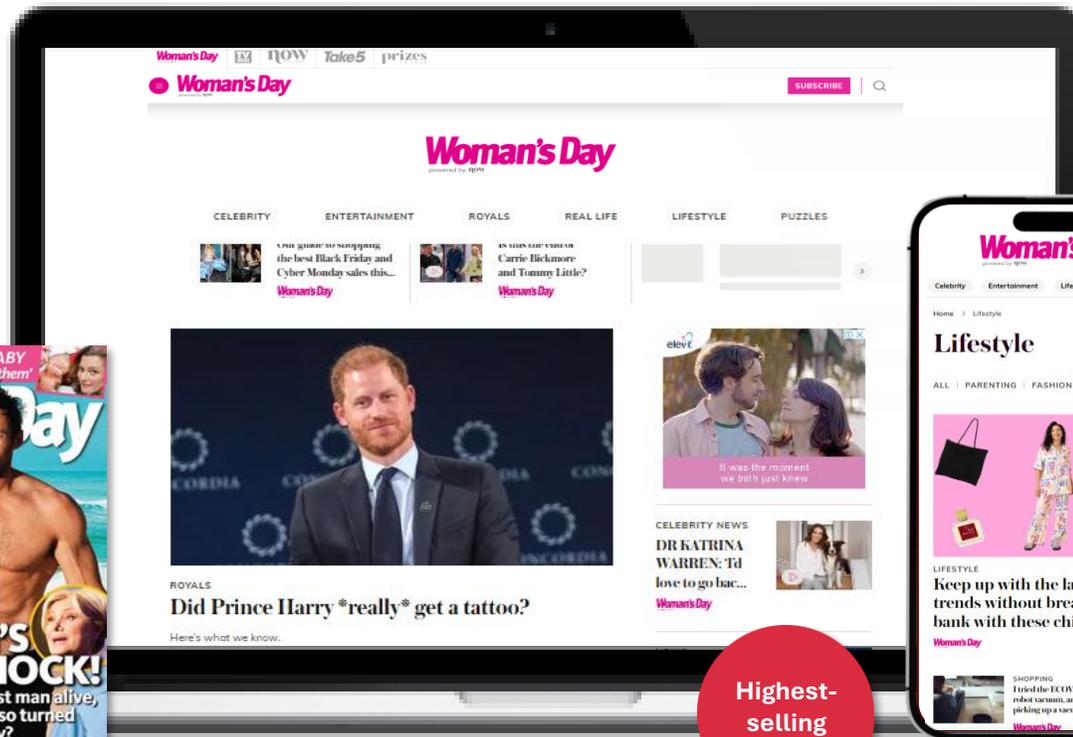
# REACHING 816k AUSTRALIANS EACH WEEK

2M  
TOUCHPOINTS

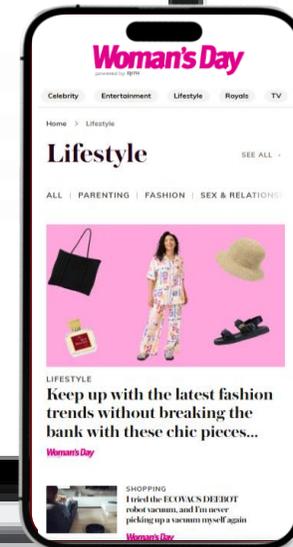
2.3M PVs  
1.4M UAs



1M  
SOCIAL  
CONNECTIONS



Highest-selling weekly



18K  
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

**Woman's Day**  
powered by RQW



## DIGITAL

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

are media × People Inc.

People inc. DIGITAL  
EXTENSION\*

VIA People Inc.  
Partnership

8.807M  
MONTHLY  
UAs



People

People  
EN ESPAÑOL

Entertainment  
WEEKLY



## PRINT



Masthead Readership: 634,000

## EVENTS & ACTIVATIONS



# Woman's Day

## 2M

### TOUCHPOINTS

*\*Ex-People Inc.*

Australian's #1 weekly  
Omnichannel magazine  
brand

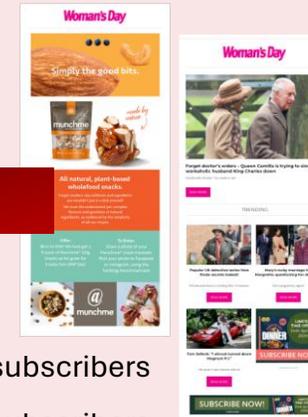
Cross-Platform Reach:  
816,000

## SOCIAL



Facebook: 1,084,725 likes  
Instagram: 93,700 followers

## EDMS



Newsletter: 18,500 subscribers

Solus: 29,400 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*



**FASHION**



**ENTERTAINMENT**



**HEALTH & WELLNESS**



**FOOD**



**BEAUTY**



**TRAVEL**

# Content Calendar 2026

## 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*



*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

Our Audience Spent

**\$56M**

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

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

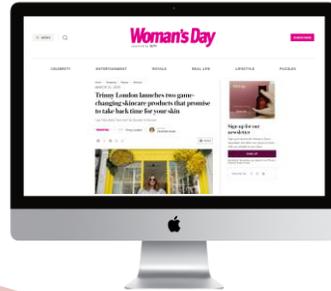
From inspiration



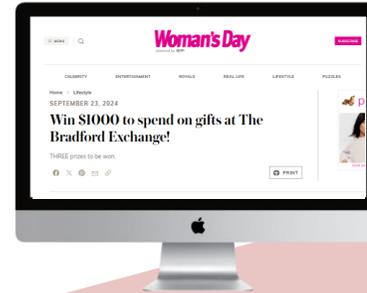
High Impact Display



Native Articles



Competitions



EDMs

are media  
x  
People Inc.

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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