

THE AUSTRALIAN
Women's Weekly
Brand Overview
2024





THE AUSTRALIAN Women's Weekly

The Australian Women's Weekly is the country's most loved and iconic magazine, shaping the lives of Australian women for 90 years and earning a special place in the heart of the nation.

The Australian Women's Weekly is the trusted voice of Australian women, delivering news and current affairs with a human touch, through a women's lens. With a focus on quality journalism, The Weekly delivers fashion, beauty, health & celebrity, craft, royals and of course world famous triple tested recipes.

In the words of our experts

Editor of The Australian Women's Weekly, Sophie Tedmanson specialises in engaging female-led story-telling and lifestyle content with over three decades of experience in publishing, journalism and media. Sophie has worked as an editor and journalist in leading international media organisations where her experience and passion for women's issues, news content, coupled with her deep understanding of omni-channel publishing, drives the success of The Weekly.

SOPHIE TEDMANSON

Editor



Editorial Talent



FRAN ABDALLAOUI
Food Editor



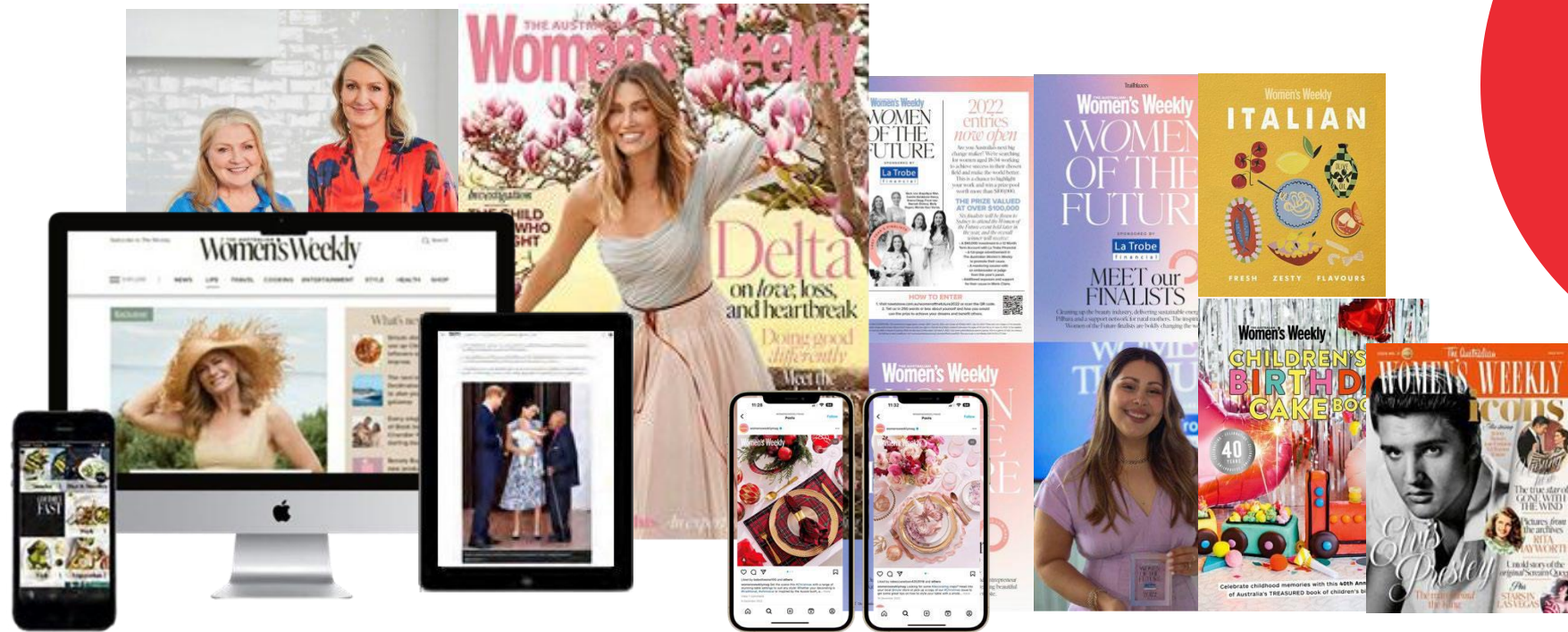
BERNARD OSHEA
Travel Editor



MATTIE CRONAN
Fashion Editor

Multiple touchpoints

The Australian Women's Weekly is the voice of Australian women.
Inspiring generations of women's hearts, minds and lives.



Solus Subscribers: **74,900**
Newsletter Subscribers: **69,300**

Masthead Readership: **1,299,000**
Cross-Platform Readership: **2,039,000**

Instagram Followers: **159,000**
Facebook Likes: **532,000**
Twitter: **15,077**

Page Views: **501,530**
Unique Audience: **302,387**
Total Touchpoints: **2,277,670**

Signature properties



Women of the future

The Australian Women's Weekly, Women of the Future campaign celebrates young women determined to make a difference in Australia's future across a variety of industries.



Her voice

The voice of Australian women. A comprehensive national survey on how women really feel about issues that matter to them – sex, body, relationships, politics and more.



Christmas with The Weekly

Christmas with the Weekly is truly an integrated multi-platform sponsorship opportunity. We create a path to purchase by de-coding Christmas, talking directly to millions of main grocery buyers across TV, Print, Social and Digital channels.

Editorial Pillars



Royals

The Royal Family



News

Entertainment
Books
Celebrity
TV
Film
Real Life



Lifestyle

Food
Beauty
Fashion
Home



Health

Wellness
Relationships
Nutrition
Fitness



Money

Money
Career
Retirement



Travel

Cruising
Destinations

Our Audience

Average Age: **48yrs**

Average Household Income: **\$122k**

Conscious

88% of readers believe helping others is a part of who they are

76% prefer to eat healthily

70% believe quality is more important than price

Motivated

66% of readers are ready to try new & different products

42% look for new experiences every day

84% love to cook & enjoy food from all over the world

Invested

64% of readers feel confident about managing their finances

55% watch the news on TV to stay updated

72% try to buy Australian made products as often as possible



Editorial Calendar

News. Lifestyle. Entertainment. Health. Travel. Money. Royal

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	XMAS
Best of Beauty, Swim & Resort, and Money Checklist	Best of Tasmania, kitchens and good health	Aussie trailblazers and Norfolk Island	Pets Guide, NZ travel and ANZAC day	Mother's day, dressing for winter, Hamptons homes look	Money Issue, Islands and Decluttering	Sustainability, Immersion holiday tax and time tips	Travel Guide and spotlight on laundries	Father's day, gardening	Halloween and Homes Issue	Birthday and rural issue	Party Issue and gift guide	
								The Australian Women's Weekly Health Summit			Christmas with the Weekly	



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