

THE AUSTRALIAN  
**Women's Weekly**

# FOOD

BRAND OVERVIEW  
2021





## 'Food to inspire'

is our mantra when curating the content for The Australian Women's Weekly FOOD magazine. From beginner cooks to passionate foodies, our reader will delight in over 80 delicious and seasonal recipes each issue all triple-tested in The Australian Women's Weekly Test Kitchen.

We're conscious of the way Australians love to cook in their home kitchens whether it's ideas for weeknight dinners or feeding a crowd when entertaining friends. Our step-by-step master classes are designed to guide and teach new skills in the kitchen.

The recent surge of interest in health foods and diets can be daunting for consumers so we drill down on the basics. Each issue we share a common sense approach to the latest trends such as vegetarian and vegan, gut health, diabetes, gluten-free just to name a few and offer simple tasty recipes to help you make better food choices for your family.

Baking is at our core and what our Test Kitchen is renowned for, from kid's party cakes, country-style baking to indulgent showstopper desserts and everything in between. Our recipes are guaranteed to look and taste delicious and give you great results every time.

# From the experts



## **Fran Abdallaoui, Editor**

In a food media career spanning over 25 years, Fran Abdallaoui has worked with The Australian Women's Weekly brand for over 20 years. With this vast experience and extensive food background as a trained professional cook, restaurant owner, food editor and cooking presenter, Fran really knows her stuff. Her natural warmth allows her to relate to The Weekly's audience and connect on all things recipes, food and entertaining from an authentic commercial viewpoint. Fran has been food director for The Australian Women's Weekly since 2010 and editor of Australian Women's Weekly Food magazine since 2018.



## **Amber Manto, Digital Director**

Women's Weekly Food's Digital Director has worked in editorial for 12 years, both print and digital. It's this intimate knowledge of both mediums which allows her to spearhead an effective cross-platform strategy which ensures optimum brand reach and audience growth online. She works closely with social media and search companies to stay on top of changes and new innovations, to ensure Women's Weekly Food stays at the forefront of results and algorithms. She has worked on the brand since its inception.

# Editorial pillars



## Secrets from the Test Kitchen

The cooking and kitchen tips, hacks, appliances and gadget skills you need to produce expert results at home



## Cook The Cover

Re-creating our amazing cover recipe every month



## In Season

A recipe collection to make the most out of this month's seasonal produce



## Cooking School

Step by step masterclasses – whether it's nailing a classic recipe or tackling a new challenge.



## Four Ways With

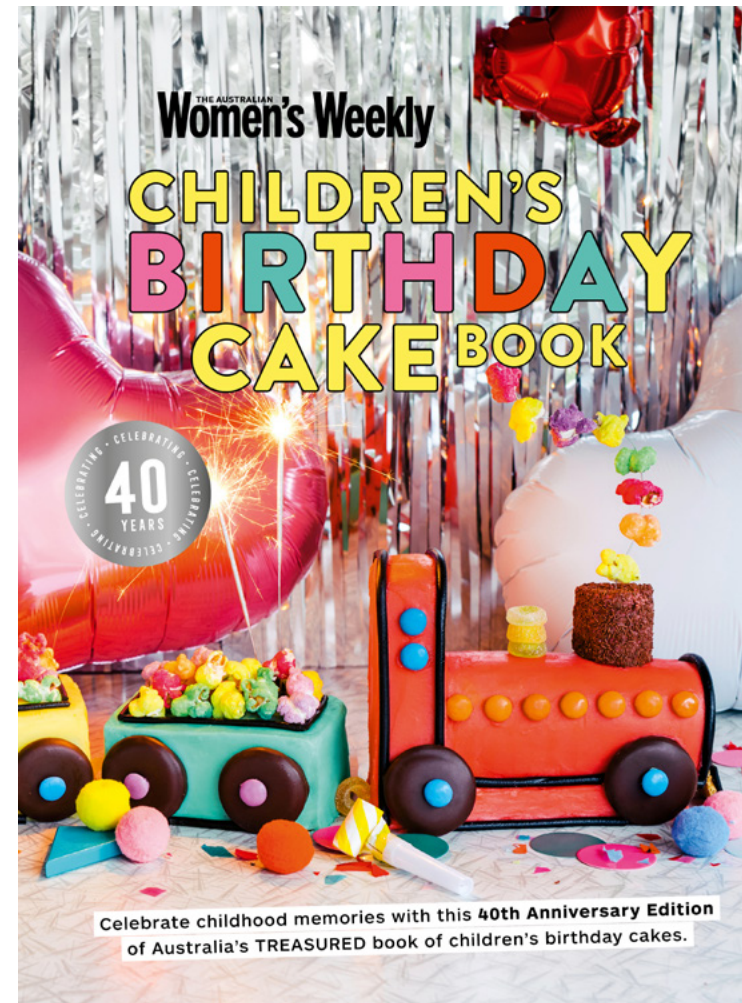
How to cook with unusual or niche ingredients



## Cake of the Month/ Celebrate

We celebrate cakes and party treats every month – and include options for vegan, sugar- or gluten-free too

# The Women's Weekly Test Kitchen



The Australian Women's Weekly Test Kitchen & Food Studios have been producing Australia's favourite recipes and food shoots for more than 50 years.

- Triple testing of recipes has always been a hallmark of the Test Kitchen and each year the Test Kitchen creates about 1,500 triple-tested recipes.
- The first cookbook published by the Test Kitchen was released just before Christmas in 1970.
- 2020 marks the 40th anniversary of the launch of the most famous cookbook in Australian history, The Women's Weekly Children's Birthday Cake Book which was released in 1980
- The Test Kitchen Food Studios create over 2,000 images annually for The Australian Women's Weekly print, digital and social platforms, cookbooks and content for our partners.

Source: Bauer insiders 2019

# 'Food to inspire generations of Australian Cooks'



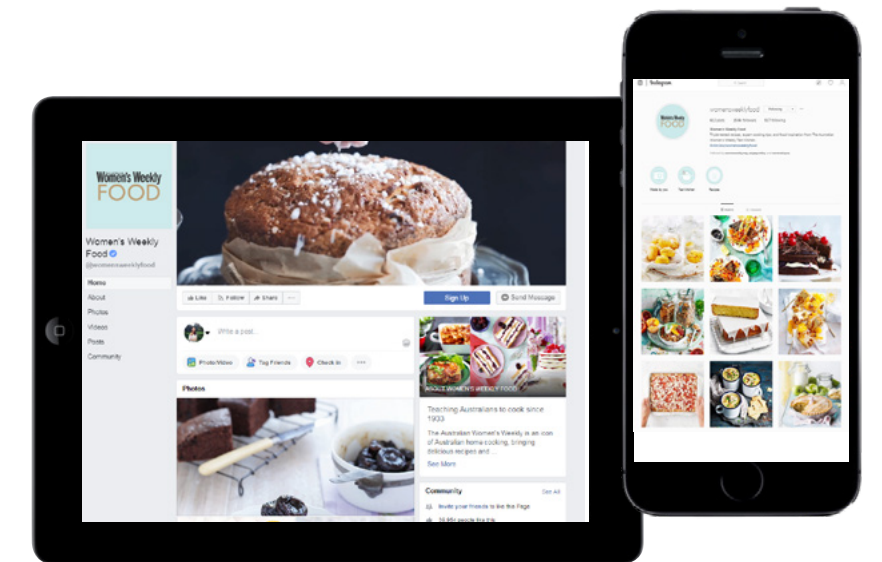
Print reach: **280,000**  
Distribution: **Monthly**

Source: Roy Morgan June 2020



Page views: **2,773,592**  
Unique audience: **483,036**

Source: Nielsen DCR Sept 2020



Instagram: **50,100**  
Facebook: **50,086**  
Pinterest: **1.4m monthly unique views**

Social Landscape as of November 2020

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Source: Print - Roy Morgan Single Source, June 2019 - Print readership, Australian general population 14+ \*When compared to the general population. Digital - Quantcast Q Measure, Digital Audience, August 2019 (L30D). \*When compared to the general population of Internet users.

**Facts**



ALMOST 9 IN 10 (86%) READERS LIKE TO EAT HEALTHILY, BUT DON'T WANT TO COMPROMISE ON TASTE

Visitors to the Women's Weekly Food website are 7.7 times more likely\* (ix. 765) to have visited other dessert and baking websites for more information.

Since January 2019, womensweeklyfood.com.au has experienced a 126% increase in users, including a 16% MOM increase from June 2019 to July 2019.

With an average grocery spend of \$177.25, this audience spends around \$35M+ at the supermarket.

Visitors to the Women's Weekly Food website are 1.9 times more likely\* (ix. 193) to spend above average on new grocery products

# Editorial calendar 2021



**Aussie BBQ**  
No cook/camping/salads



**The Baking issue**  
Best ever hacks



**The appliance issue**  
cookers, thermos, pie maker, stand mixers etc

**Cook n freeze**  
winter warmers

**Health issue**  
Nourishing wholefood recipes



**Christmas/Entertaining**



**Fast/Diet**  
**Back to school**



**The shared table**  
**Easter/chocolate**

**Slow cooking**



**Budget**  
No waste issue

**The Italian Issue**

**Christmas/Entertaining**





# Audience

## A favourite with the whole household

- Female skew but significant male readership (64% female / 36% male)
- Average age: 43 years
- The youngest skewing food brand due to almost a quarter (24%) of readers being under 24 – AWW FOOD seems to be a brand that is read by multiple people within the same household
- Significant portion of singles, but also over-indexes for households with 5+ people
- Adventurous cooks & entertainers but on an average HH budget

**DINING OUT:** Would eat out every night if they could afford to

**THEY LIKE A CHALLENGE IN THE KITCHEN:** Pastries and bakery, plus international foods are a part of their regular repertoire

**ADVENTUROUS:** They are looking for all things new & different

**SHOPPING:** Big shoppers, who enjoy grocery shopping but they are looking for a value proposition

**HEALTH:** They skew more likely to have a significant gluten free audiences & those concerned about cholesterol. Also a significant portion are interested in plant-based recipes

## Visitors to the Australian Women's Weekly Food website are:

- 1.4 times more likely\*(ix 140) to agree that the food they eat is all, or almost all, vegetarian
- 1.3 times more likely\*(ix128) to be often first to try new food products (early adopters)
- 1.7 times more likely\*(ix 168) to be food influencers which means family/friends turn to them for advice when buying new food products
- 1.6 times more likely\*(ix155) to have looked up a recipe online in the last 4 weeks
- 1.3 times more likely\*(ix 132) to have shopped online for groceries in the last 4 weeks
- 1.4 times more likely\*(ix 135) to spend above average on grocery products

# Contacts

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