

A woman in a long, flowing red gown is walking on a sandy path in a canyon. The background features red rock walls, green trees, and a small pool of water. The overall scene is bright and natural.

THE AUSTRALIAN Women's Weekly

Media Kit
2025



THE AUSTRALIAN Women's Weekly

Inspiring and informing Australian women through trusted journalism, insightful lifestyle ideas, expert health advice, and beloved recipes — fostering a strong and connected community

The Australian Women's Weekly is the country's most-loved and iconic lifestyle brand, with a monthly print readership of 1.3 million and a multi-platform audience of 2.8 million+ – with an average audience age of 47-years-old – each month across print, social and the lifestyle and food websites [womensweekly.com.au](https://www.womensweekly.com.au) and [womensweeklyfood.com.au](https://www.womensweeklyfood.com.au).

The trusted voice of Australian women for over 91 years and known for long-form features, beautiful photographic shoots and world-famous food content, The Australian Women's Weekly is a heritage brand with a thoroughly modern editorial approach. The Weekly inspires and informs through trusted journalism, covering lifestyle, food, and health and connecting a community of Australian women who seek insight, ideas, and advice.

Editorial Talent



SOPHIE TEDMANSON
Print Editor



ORLAITH COSTELLO
Digital Editor

“The Australian Women's Weekly, the country's most-loved and trusted lifestyle brand for over 91 years, continues to shape the lives of women, connect with community and set the agenda with exemplary journalism covering News, Royals, Food, Health, Travel, Fashion, Culture, Rural & Regional issues and celebrating Women's stories.

We have entered an exciting new omnichannel era with signature properties and a strong digital and social presence, extending the brand's reach beyond print to a wider, loyal and highly engaged audience across multiple platforms.”



FRAN ABDALLAOUI
Food Editor



MATTIE CRONAN
Fashion Editor



BERNARD O'SHEA
Travel Editor



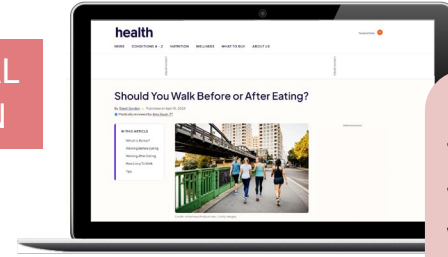
ASHLEIGH AUSTEN
Health Editor



DIGITAL

Page Views:
749,249
Unique Audience:
573,509

DDM DIGITAL EXTENSION



health
verywellmind
verywellhealth
verywellfit
Parents

8.807M
MONTHLY
UAs

are media
X
Dotdash meredith

THE AUSTRALIAN
Women's Weekly

CONNECTING WITH
2.8+ MILLION*
WOMEN ACROSS OUR
TOUCHPOINTS EVERY
MONTH

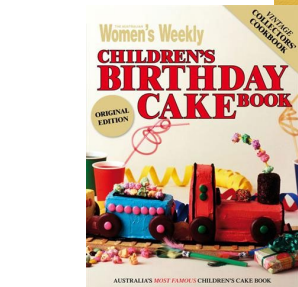
*Ex- Dotdash Meredith

PRINT



Print Readership
1,222,000

One shots and custom publications
10+ PER YEAR



SOCIAL



Instagram Followers:
189,000
Facebook Followers:
565,000

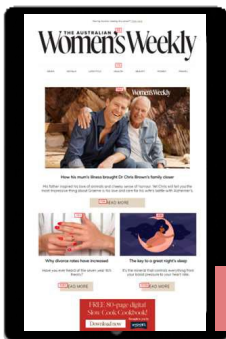
Forgot to buy mum a present? Here's the best last minute Mother's Day gifts



AFFILIATE



EDMs



Newsletter: 92,200
Solus: 93,900

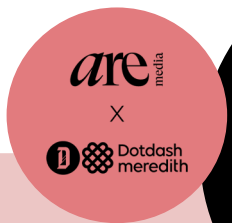
EVENTS & ACTIVATIONS



AWW Source: Roy Morgan Single Source Australia, Dec24, Ipsos Iris Online Audience Measurement Service, average Unique Audience for 2024, Dash Social, Social Followers as of February 2025, Solus and newsletter subscribers as of February 2025 (last 90 days average). Note: total touchpoints is a duplicated number. Dotdash Meredith source: Ipsos Iris Online Audience Measurement Service, March 2024-February 2025, Age 14+.

DRIVING INFLUENCE IN LIFESTYLE AT SCALE

Via our Dotdash Meredith Partnership



1.97M
ADDITIONAL
LIFESTYLE
AUDIENCE

health

474,167 MONTHLY UAs

Parents

217,008 MONTHLY UAs

verywell health

1,144,814 MONTHLY UAs

verywell mind

323,932 MONTHLY UAs

verywell fit

168,069 MONTHLY UAs

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Who is she, and what makes her tick?



COMMUNITY MINDED

89% believe helping others is a part of who they are

71% try to buy Australian products as often as possible



HEALTH CONSCIOUS FOODIES

74% prefer to eat healthily

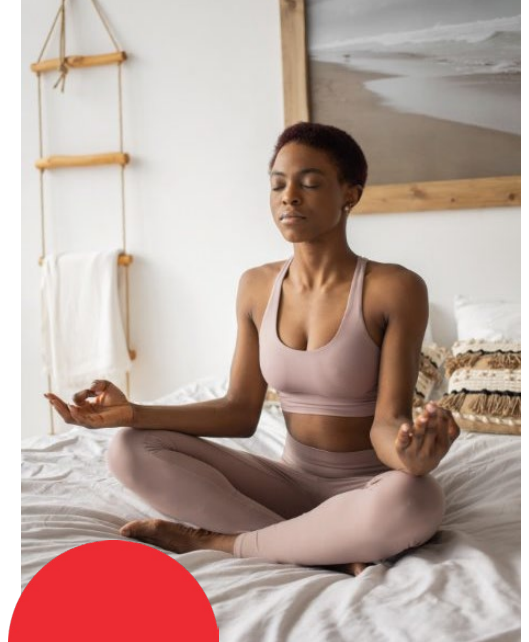
70% love to cook & **81%** enjoy food from all over the world



INVESTED & CONNECTED

68% feel confident about finances

57% watch the news on TV to stay updated



MOTIVATED

64% ready to try new and different products

44% look for new experiences every day

AVE AGE: 47YRS | AVE HHI: \$129K | AVE GROCERY SPEND: \$257

Editorial and Content *Pillars*



FOOD

Tried and trusted recipes, expert cooking tips and food inspiration from *The Australian Women's Weekly* Test Kitchen



TRAVEL

The best of local and international destinations from in depth trip reviews to hot deals and bucket list getaways



STYLE

A curated guide to the latest fashion styles and beauty products that Australian women want to wear and try



FINANCE

Headed up by *The Australian Women's Weekly* finance editor, Effie Zahos, focusing on financial literacy, growing wealth and living large in retirement



HEALTH

Expert advice on issues that affect women. From menopause to mental health, medical updates to relationship advice, nutrition to easy fitness tips and much more

AWW Editorial Calendar 2025

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

Walk with The Weekly

Financially Fit with The Weekly event

The Australian Women's Weekly Health Summit

AWW Home of Christmas

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	XMAS
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RESET	HEALTH	INTERNATIONAL WOMEN'S DAY	EASTER	MOTHER'S DAY	WINTER	SUSTAINABLE	RURAL / REGIONAL	SPRING / WELLNESS	BOOKS	TRAVEL	SUMMER	CHRISTMAS
Swim & Resort, Beauty	Wellness special: Longevity, Power of green	Menopause	Food & Travel & Entertaining	Gift Guide	Winter fashion	Green issue, slow cooking, slow travel	Rural special	Health special	Annual Book issue	Annual Travel issue	Party & Baking issue	Food & Gifting
Money Checklist	powders, Learning to tune into your hunger, Spotlight on ovarian cancer, Fun new health things to try in 2025	Cruising special	Finance: Single Income Household Strategies	Winter Fashion	Money special: tax time, Decluttering	slow travel	LOGIES	Father's Day	Health-Breast Cancer Awareness Month	Summer swimwear and fashion	Summer fashion	Christmas Craft and Decorating
Summer Reading		Dinner made Easy!	Earth Day: April 22	Mother's Day Celebrity Portfolio	Finance EOFY	Finance Superannuation special	Homes decluttering/organisation/easy updates special	Gift guide	Menopause Month	Shopping-Black Friday & Cyber Monday	Finance: Holiday Budgeting	New Years
Horoscopes special			36-page Standproud: Steph De Sousa Airfryer Queen	Mother's Day recipes	Travel Asia Special	NAIDOC Week	International Wellness Retreat Special	Spring fashion and beauty				
	Menopause			Financial planning tips for couples	Winter pastas, bakes, entertaining		Hair care special	Spring homes refresh special				
	Awards Season							Cruising special				
	Back to School: Lunchboxes							Finance – Spring property special				
								Travel: best walking tours (for Walk with The Weekly)				



A woman with long reddish-brown hair, wearing a pink kimono-style robe, stands in a greenhouse. She is surrounded by various potted plants, including small white and pink flowers. A large pink curtain hangs in the background. A red speech bubble is positioned in the lower center of the image.

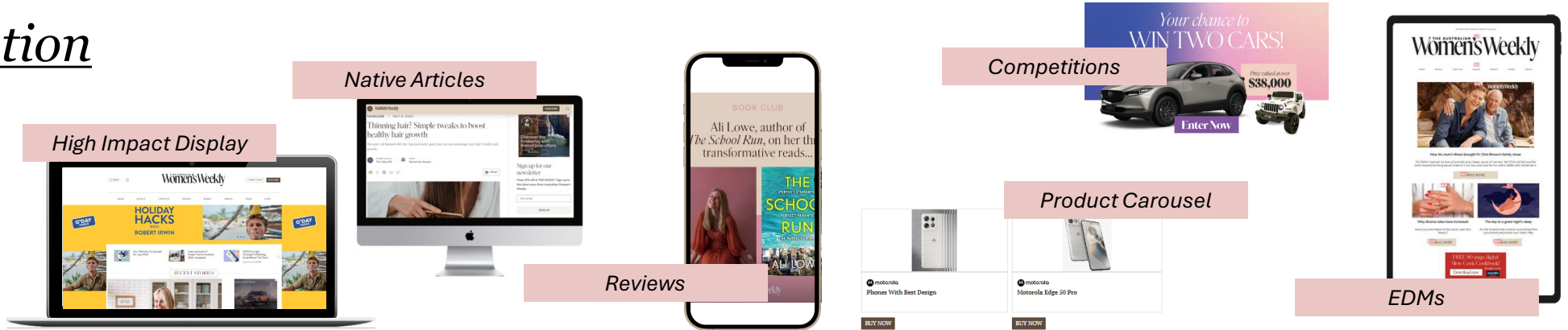
advertising **OPPORTUNITIES**

driving intention through connection

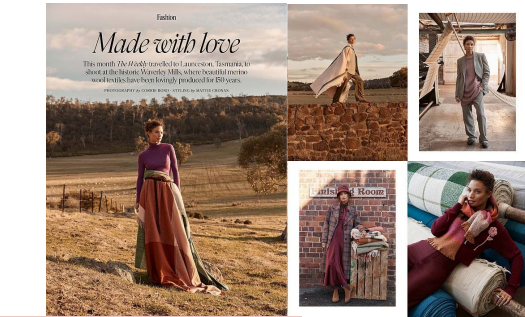
FROM CONNECTION TO INTENTION

ACROSS THE FUNNEL

From inspiration



Brand Ads



Editorial Integration

Forgot to buy mum a present? Here's the best last minute Mother's Day gifts

If you've left gift shopping last minute, don't fret. Read on for our Mother's Day picks.



Affiliate Links



IP

Community initiatives



To making it happen

signature PROPERTIES AND PLATFORMS



ICONS & INNOVATORS

The Australian Women's Weekly Icons & Innovators campaign celebrates young women determined to make a difference in Australia's future across a variety of industries



HEALTH SUMMIT

The Australian Women's Weekly Health Summit is the first in a series of events and associated content and community connection that will inspire, inform and motivate women to be healthier in mind, body and soul



HOME OF CHRISTMAS

Home of Christmas is a truly integrated multi-platform sponsorship opportunity. We create a path to purchase by de-coding Christmas, talking directly to millions of main grocery buyers across print, social, video and digital



FINANCIALLY FIT FEMALES

Financially Fit Females set an ambitious goal to increase understanding and educate women around key issues of super, salary, financial abuse, investing, divorce and separation

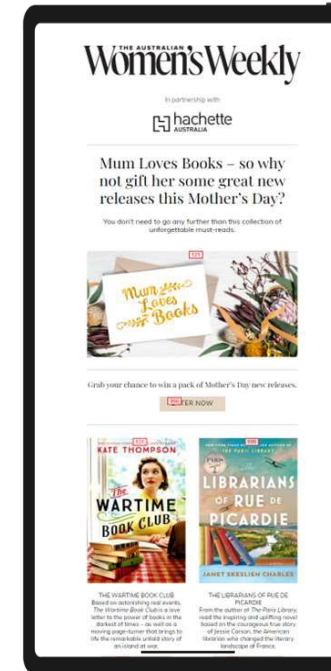
SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.



SOLUS EDM

With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions

CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN

Promotion

"My skin just feels drier and my fine lines have definitely improved!"
THE BEAUTY EDITOR
Elise Wilson



"Since I've been using the new serum, I've really noticed a more even texture in my skin. It feels firmer, plumper and more hydrated too!"
THE BEAUTY ENTHUSIAST
Rachel de Rosier

NO REGRETS
Repair visible signs of skin damage with No7, the UK's best-kept beauty secret. The revolutionary Futuro Renew product line is now available exclusively at Priceline.

When consumers are fighting to get their hands on newly launched pharmacy beauty products, you know there's something to it. Rooted as a global sensation, the new No7 Futuro Renew range has landed in Australia after international retailers watched one product get sold every two seconds following launch. Fifteen years in the making, the new range contains a world-first peptide technology (peptide™) that supports the skin's natural repair process to help visibly repair the obvious signs of skin damage.

Most of us will readily admit our skin mistakes of the past are evident in our skin today but what if you could reverse those visible signs? Clinical trials of the No7 Futuro Renew Serum showed that 97 per cent of women had clinical-grade improvements in the appearance of multiple visible signs of skin damage. And when it was put to the test with our eager trialists, they loved the results too. Rachel de Rosier, writer and self-confessed beauty enthusiast, is conscientious when it comes to her skin. "It's the fact to admit that I didn't always take great care of my skin, especially in my 20s and 30s," she says. "Too much sun, too little sunscreen, not enough water... so now I'm seeing the results. I know I can't turn back time, but I can and do take better care of my skin now, especially with an affordable product such as this."

For beauty editor Elise Wilson, the products have been a welcome addition to her skincare routine - and she's loving the science that underpins the benefits at an affordable price for Australian women.

EXCLUSIVE TO
PRICELINE
PHARMACY

FUTURE RENEW
The No7 Futuro Renew range is available at Priceline and includes the Futuro Renew Repair Serum, Repair Eye Serum and Repair Night Cream.



Fashion
Your style, your way. OUR CURATED LIFESTYLE GUIDE FOR THE MONTH

Winter classics
From seasonal accessories to colourful wools... *The Weekly* has rounded up the chicest ways to stay cozy through the coldest month of the year.

New Coastal by Ingrid Weir, *Laurie Grant*
In the thick of winter, the beach

Children's CORNER
Outdoor adventures for all... *Good Company*

Gift guide
Add these products to your cart now

Mother's Day gift guide
Show your love with a special gift from our selection.

Effortlessly chic

South Coast Readers and Writers Festival, July 13-14, Thirroul, NSW
Celebrate books in all their glory on Chateau Country at the South Coast Readers and Writers Festival. This award-winning line-up includes authors like Lisa Fiedler and Kate Howells, who will be sharing their stories and leading thought-provoking conversations. To learn more, go to: southcoastreaders.com.au/

When the World was Soft by Katherine Grady
A historical fiction novel set in the American West, this book explores the lives of a young woman and a man who meet in a small town in the 1880s. The novel is a beautiful blend of history and fiction, and it's a must-read for anyone who loves a good story.

Wanted: The Weekend Who
A collection of short stories by various authors, this book is a perfect read for anyone who loves a good story. The stories are set in various locations and explore a wide range of themes.

When the World was Soft
A historical fiction novel set in the American West, this book explores the lives of a young woman and a man who meet in a small town in the 1880s. The novel is a beautiful blend of history and fiction, and it's a must-read for anyone who loves a good story.

Promotion

Country classics
With a nod to its American heritage and an equestrian sensibility, Lauren Ralph Lauren's autumn collection includes timeless separates in tweed, plaid, fairisle knits and ribbed knits, to keep you looking stylish in the cooler days ahead.

PHOTOGRAPHY BY CORRIE BOND • STYLING BY MATTHEW CROWAN





ADVERTORIAL

Using your brand assets, our creative team will create a FPC advertorial with the design elements of the magazine, aligning it closely in look and feel to editorial content.

FEATURE INTEGRATION

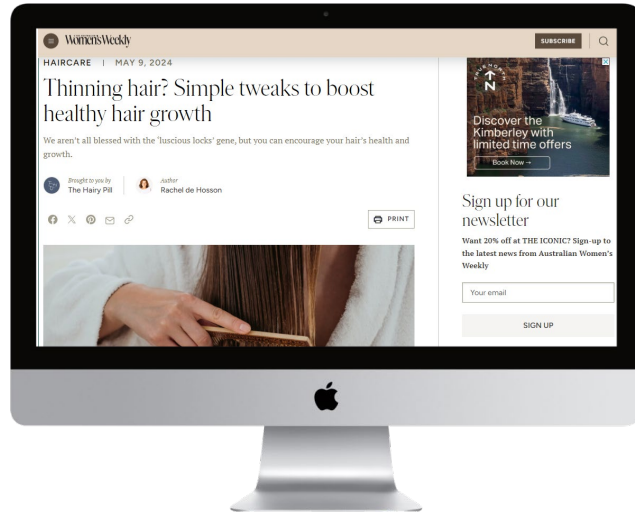
Integrate your product into our existing relevant features and sections

BESPOKE BRANDED SPONSORED CONTENT

Integrate your products seamlessly; beautifully shot and curated by our editorial team with your brand in mind

CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



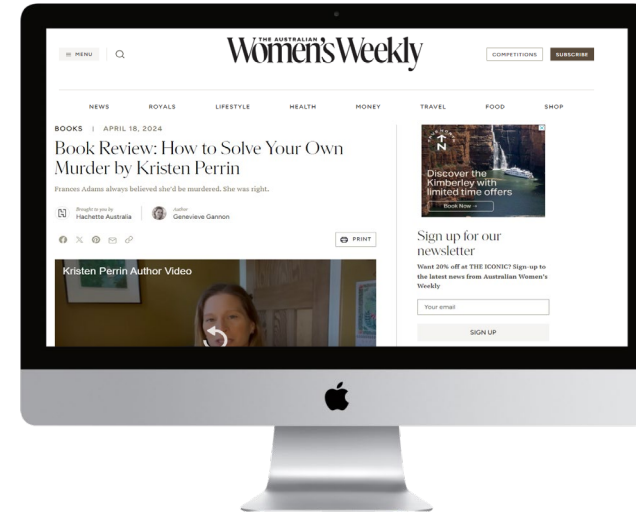
NATIVE

An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

INCLUSIONS

- 5,000 PVs and 1 social post
- 500 words of copy + 2 x Brand mentions
- BTYB Client name at Head and Foot of article.
- 1 x Internal body copy product mention.
 - No product image guarantees

EXAMPLE
[Link](#)



DIGITAL ARTICLE

An article entirely themed around client's desired messaging, written by our content team in the tone of the brand it's housed on. Client has 100% Share of voice (SOV)

INCLUSIONS

- 2,500 PVs & 1 social post
- 500 words of copy + 5 x brand mentions
- BTYB Client name at Head and Foot of article
- Can include multiple (2) product imagery

EXAMPLE
[Link](#)

DIGITAL VERTICALS

CENTRED AROUND OUR MOST POPULAR CONTENT CATEGORIES – AVAILABLE FOR SPONSORSHIP AND AUDIENCE TARGETING



HOMEPAGE



NEWS



ROYALS



LIFESTYLE



HEALTH



BEAUTY



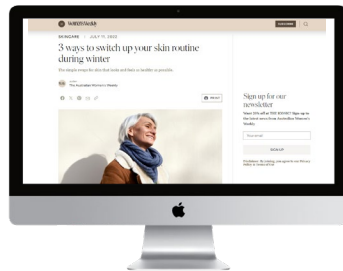
MONEY



TRAVEL

IF THE ENVIRONMENT DOESN'T EXIST, WE CAN CREATE IT

VIDEO PACKAGES – *off the shelf*



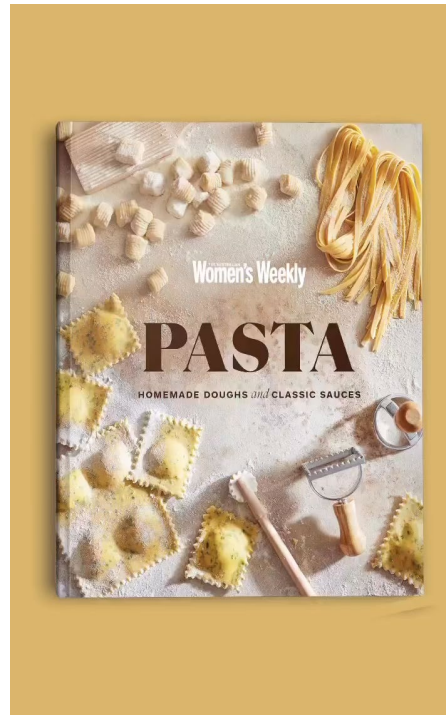
TIER ONE

SMART VIDEO

Tell a simple story (recipes or how to) through an AI generated video of your written article

EASY EXPLAINER

[LINK](#)



TIER TWO

STOP MOTION

Compiling still images to create a simple and effective video asset with your brand at the forefront

QUICK ENGAGEMENT



TIER THREE

HANDS OVER PANS

Bring a recipe to life through a top-down view of the cooking process. Ability to hero products and brands

HELPFUL CONTENT

[LINK](#)

VIDEO PACKAGES – *bespoke*



EXPERT REVIEWED

Our credible editorial talent will bring to life a review of your product or brand via a 15” video designed to be embedded in an article and amplified on socials

PERFECT FOR BEAUTY, FASHION, BOOKS



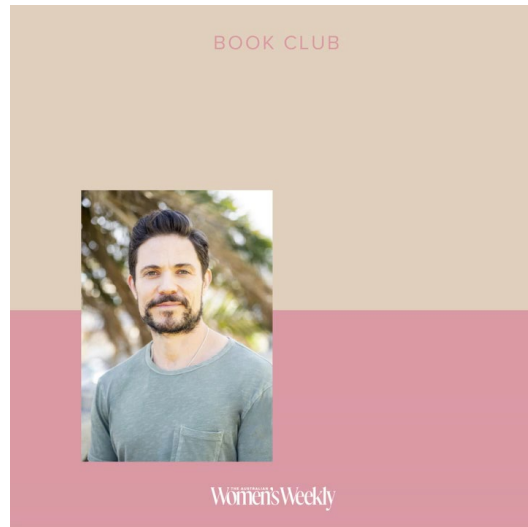
BESPOKE

Brief us on your campaign objectives and we will produce a unique concept that we know will resonate with our audience and drive engagement for your brand.

SOLUTIONS BASED

[LINK](#)

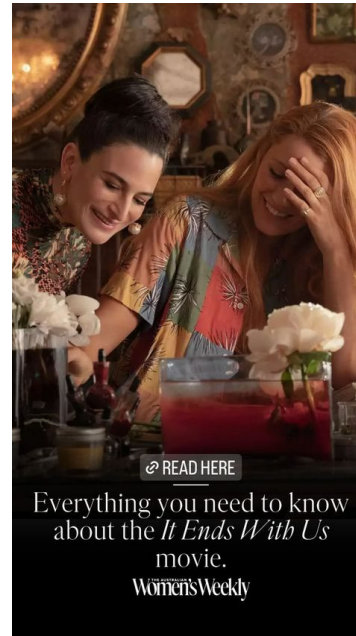
SOCIAL OPPORTUNITIES



POST

A social post on Facebook or Instagram enables our clients to reach our engaged audience, with the ability to boost to reach further audiences outside of our network with the authority of our brand handle

[Link](#)



STORY

A simple and effective reach driver, using created or client assets (where relevant) – option to link out to recipe/coupon and able to be boosted to specific audiences with defined reach goals

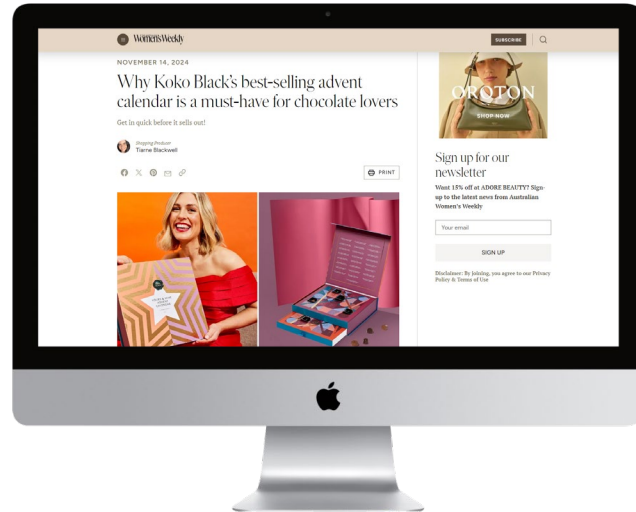


INSTAZINE

A social format that elevates a carousel making it feel more like flipping through pages of a magazine – produced by our creative studio and incorporating branding through title and end cards.

[Link](#)

AFFILIATE OPPORTUNITIES

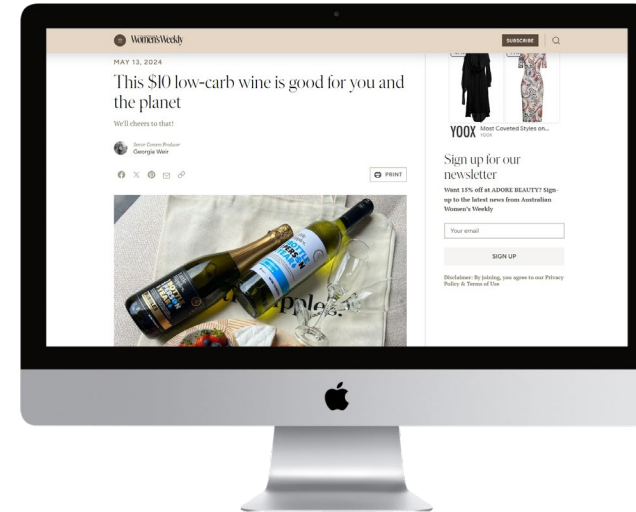


FIXED FEE

Speak to an audience of intent using a shopping editorial format. Showcase your brands' best-selling product range in a seasonal or evergreen format or in a hands-on, in-depth review style or in a range of related listicles. Promote an upcoming sale event and highlight discounts across your product range.

EXAMPLE

Koko Black (Dedicated)



LINKBY

Linkby is a platform where we, the publisher, can connect with brands and retailers who are looking to get more editorial coverage via cost-per-click press releases.

EXAMPLE

Little Ripples

MULTIPLE INTEGRATION OPPORTUNITIES

THE MORNING
SHOW/TV
INTEGRATION

EDITORIAL
TALENT
COLLABORATIONS

COOKBOOKS

COOK THE
COVER

COMPETITIONS

IP

TIP ONS /
SAMPLING
GIFT WITH
PURCHASE

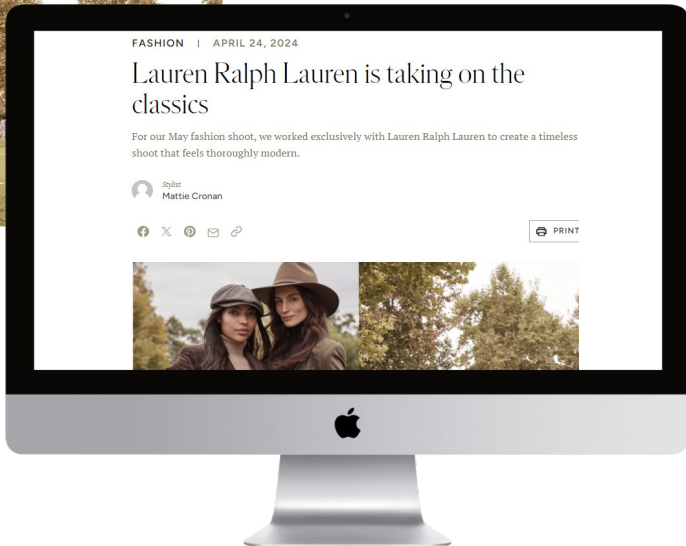
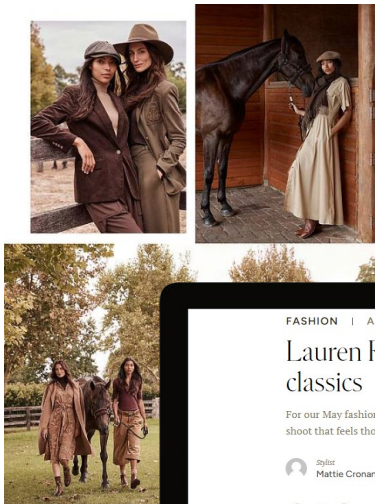
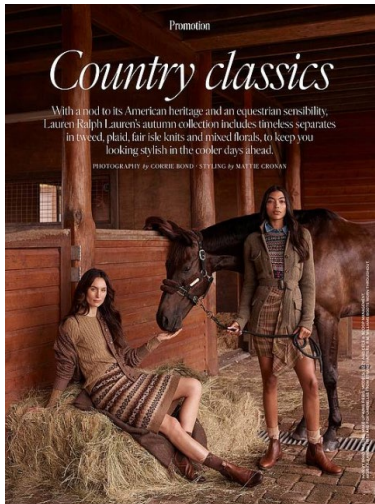
EVENTS

BESPOKE

SOLUTION BASED CAMPAIGNS

We've loved

RALPH LAUREN



LURPAK

IT'S SHOWTIME LET'S COOK

Set the stage for a crowd-pleasing feast with this delicious herb-crusted lamb rack with roasted autumn vegetables and Lurpak as the supporting act.

Lamb is a classic centerpiece at many Easter celebrations. This simple recipe for a lamb roast is sure to impress guests. Lurpak® Slightly Salted Butter will help create a delicious herb-crusted crust for the lamb and also enhance the nutty flavour of roasted autumn vegetables as a side.

Lamb Rack with Herb-Crusted and Autumn Vegetables

SERVES 4
PREP 15 MINUTES
COOK 1 HOUR 30 MINUTES

HERB CRUST
 150 g Lurpak® Slightly Salted Butter
 2 lamb racks (8 bones, about 800g)
 4 tarragon sprigs
 Zest of 1 lemon
 1 tsp cumin seeds
 2 garlic cloves, finely chopped
 50 g breadcrumbs (see note)

AUTUMN VEGETABLES
 5 carrots
 4 turnips (about 400g), trimmed, cut into wedges
 3 spring onions, cut into 5cm lengths
 50 g Lurpak® Slightly Salted Butter
 5 tarragon sprigs
 Juice of 1 lemon

METHOD

FOR HERB CRUST Remove leaves from tarragon stems and coarsely chop. Put in a bowl, mix butter with tarragon, lemon zest, cumin, garlic, spring onions and breadcrumbs. Season for taste with sea salt and freshly ground black pepper.

FOR AUTUMN VEGETABLES Preheat the oven to 190°C. Place lamb on vegetables in roasting pan and roast for 30 minutes or until evenly golden.

FOR LAMB RACK Cut lamb racks in half and then again so that lengths are 10cm. Melt butter in a frying pan and add vegetables and tarragon, and cook for a few minutes. Season to taste and place in a roasting pan.

For lamb rack, preheat oven to 155°C (low-heat) or 130°C. Place lamb on vegetables in roasting pan and roast for 60 minutes or until evenly golden.

Put lamb racks in 8 courtes, leaving the bones on. Place vegetables in a serving platter and set on a hot oven.

NOTE For to suit any diet, need to be,

Tea Kitchen Quick bites

How to cook lentils

Secret ingredient

Bubbles & high tea in Sydney

Travelling food show

Artisan bread anytime

For more delicious Easter recipes, visit lurpak.com

QR code

LURPAK

For more delicious Easter recipes, visit lurpak.com

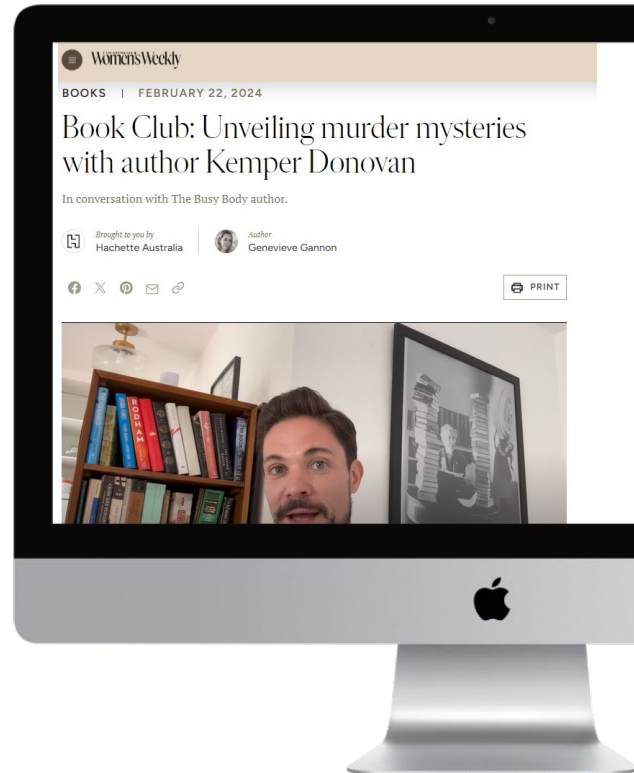
SOLUTION BASED CAMPAIGNS

We've loved

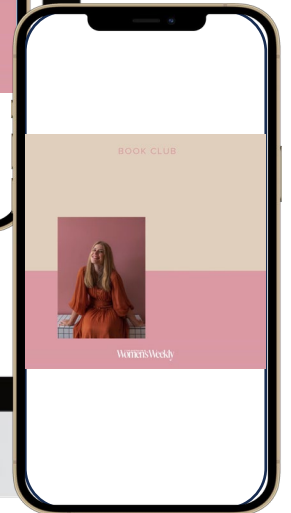
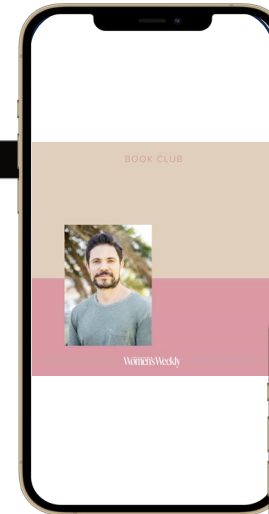
HACHETTE BOOK CLUB



Books & Bubbles



[VIEW HERE](#)



[VIEW HERE](#)

APPENDIX



Our Audience

Average Age: **47 yrs**

Average Household Income: **\$129k**

Average Grocery Spend Per Week: **\$257**

Conscious

89% of our audience believe helping others is a part of who they are

74% prefer to eat healthily

71% believe quality is more important than price

Motivated

64% of our audience are ready to try new & different products

44% look for new experiences every day

70% love to cook & **81%** enjoy food from all over the world

Invested

68% of our audience feel confident about managing their finances

57% watch the news on TV to stay updated

71% try to buy Australian made products as often as possible





WHERE CONNECTION *ignites intention*

Anna Quinn

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