

# *Cooking*

with THE AUSTRALIAN **Women's Weekly**

## ***2024 Brand Overview***

**are** media





# Cooking

with THE AUSTRALIAN Women's Weekly

'Food to inspire' is our mantra when curating the content for Cooking with The Australian Women's Weekly 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 commonsense 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.





## In the words of our experts

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 Cooking with The Australian Women's Weekly magazine since 2018.

**FRAN ABDALLAOUI**  
Editor



# Multiple Touchpoints

How we connect to our audience & industry experts.



Solus Subscribers: **40,500**  
Newsletter Subscribers: **40,555**

Masthead Readership: **143,000**  
Cross-Platform Readership: **688,000**

Instagram Followers: **114,000**  
Facebook Likes: **80,000**

Page Views: **1,996,466**  
Unique Audience: **986,230**  
Total Touchpoints: **975,273**





# 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.
- 2023 marked the 43<sup>rd</sup> 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





# Editorial Pillars



## Secrets from the TestKitchen

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, with handy hacks & tips from the Test Kitchen



## In season

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



## Cooking class

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

# Signature Properties



Schnitzel, but make it fancy!

## cook the cover

### Double-crumbed pork cotoletta *with* radicchio & orange salad

PREP • COOK TIME 40 MINUTES SERVES 4

Relish in our Test Kitchen version of an Italian-style schnitzel – pork cutlet shallow-fried in a combination of butter and olive oil to give a deliciously crisp crumb coating.

**4** **Back-out pork cutlets** (250g each)  
2 eggs  
½ cup (60ml) milk  
½ cup (70g) plain flour  
2 cups (270g) coarse fresh breadcrumbs  
½ cup (80g) finely grated pecorino  
½ cup (125ml) extra virgin olive oil  
1 small bunch fresh sage, leaves picked  
150g butter, chopped  
leaves washed, to serve

**RADICCHIO & ORANGE SALAD**  
2 medium oranges (220g)  
2 tablespoons extra virgin olive oil  
1 small clove garlic, crushed  
1 medium radicchio (200g), shredded finely  
1 cup (80g) shaved pecorino

**1** Using a meat mallet, gently pound the pork, one cutlet at a time, between pieces of plastic wrap until 1cm thick. Whisk eggs and milk in a shallow bowl. Place flour in a second shallow bowl, season with salt and freshly ground black pepper. Combine breadcrumbs and grated pecorino in a third shallow bowl. Coat pork in flour; shake off excess. Dip in egg mixture, then in breadcrumb, pressing mixture to coat. Re-dip each cutlet in egg mixture and breadcrumb. Place onto a plate.

**2** Make radicchio and orange salad.

**3** To fry the sage leaves, heat half the olive oil in a large deep-frying pan over high heat; add the sage leaves and fry for a few seconds until crispy and bright green. With a slotted spoon, remove sage from pan and drain on paper towel.

**4** Reduce the heat to medium-high and add the butter and remaining olive oil. Cook the pork for 5 minutes each side or until dark golden brown and cooked to your liking. Drain pork on a cake rack or paper towel.

**5** Serve pork with radicchio salad and lemon wedges.

**RADICCHIO & ORANGE SALAD** Segment the oranges by cutting off the rind and white pith, following the curve of the fruit. Holding the fruit over a large bowl to catch any juices, cut between the membranes, releasing the segments into the bowl. Add the olive oil and garlic to the bowl. Just before serving, add the radicchio, toss gently to combine. Sprinkle over the pecorino.

*Test Kitchen notes*

Cotoletta is Milan's answer to the schnitzel. This popular crumbed cutlet is fried in a mix of butter and olive oil. The butter provides the flavour and the oil allows the butter to reach a higher temperature without burning.

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## cooking class

### Vanilla passionfruit slice

PREP • COOK TIME 25 MINUTES • COOKING & REFRIGERATION SERVES 16

A heavenly classic for any day of the week.

**2** sheets puff pastry  
½ cup (100g) coarse sugar  
½ cup (70g) cornflour  
¼ cup (30g) custard powder  
2½ cups (625ml) milk  
20g butter  
1 egg yolk  
1 teaspoon vanilla extract  
½ cup (100ml) thickened cream

**RADICCHIO & ORANGE SALAD**  
1½ cups (240g) icing sugar  
1 teaspoon soft butter  
½ cup (60ml) passionfruit pulp

**1** Preheat oven to 240°C/220°C fan. Grease two oven trays. Grease a deep 23cm square cake pan; line with foil, extending foil 10cm over sides of pan.

**2** Place a pastry sheet on each tray. Bake 15 minutes or until golden and flaky; cool. Flatten pastry with hand; place one pastry sheet in cake pan, trim to fit if necessary.

**3** Meanwhile, combine sugar, cornflour and custard powder in a medium saucepan; gradually add milk, stirring until smooth. Add butter; stir over medium heat until mixture boils and thickens. Simmer, stirring, for 3 minutes or until custard is thick and smooth. Remove from heat; stir in egg yolk and vanilla. Transfer to a large bowl, cover surface of custard with plastic wrap; cool to room temperature.

**4** Make passionfruit icing.

**5** Whip cream until firm peaks form. Fold cream into custard, in two batches. Spread custard mixture over pastry in pan. Top with remaining pastry sheet, trim to fit if necessary; press down lightly. Spread pastry with passionfruit icing; refrigerate for 3 hours or overnight.

**PASSIONFRUIT ICING** Place sifted icing sugar, butter and pulp in a small heatproof bowl over a small saucepan of simmering water; stir until icing is spreadable.

Once cooled, flatten each baked pastry sheet with your hands.  
Add egg yolk and vanilla extract to the custard, stirring with a wooden spoon to combine.  
Fold the whipped cream into the custard in two batches.  
Spread the custard mixture over the pastry in the cake pan. Smooth out the surface to make it even.

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from the Test Kitchen

It's best to store any leftover slice in large pieces, so if you think it won't all be eaten or you want to save some for later, keep a portion without cutting it into squares or bars. Keep the piece of slice as airtight as possible in a resealable plastic bag or an airtight container, and cut it just before serving.



# Our Audience

Average Age: **42yrs**

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

## Food Fanatics

**70%** prefer to buy their food Australian-made whenever possible

**71%** of readers like to make traditional home cooked meals

**75%** of readers love to cook!

## Adventurous

**66%** say they are always willing to try new & different products.

**33%** of readers would eat out every night if they could

**76%** like to eat healthily, but don't want to compromise on taste

## Shoppers

**40%** would consider themselves big spenders, and **64%** say they enjoy grocery shopping.

**82%** of readers are main grocery buyers

Visitors to the Women's Weekly Food website are **66%** more likely to try new brands available in the supermarket









**Andrew Cook**

National Director of Sales  
[Andrew.Cook@aremedia.com.au](mailto:Andrew.Cook@aremedia.com.au)

**Karen Holmes**

Sales Director Agency & Direct  
(NSW, VIC, SA, WA)  
[Karen.Holmes@aremedia.com.au](mailto:Karen.Holmes@aremedia.com.au)

**Judy Taylor**

QLD Head of Sales  
[Judy.Taylor@aremedia.com.au](mailto:Judy.Taylor@aremedia.com.au)

**Blake Wright**

Head of Sales (NSW)  
[Blake.Wright@aremedia.com.au](mailto:Blake.Wright@aremedia.com.au)

**Will Jamison**

Head of Direct Sales (VIC, SA,  
WA)  
[Will.Jamison@aremedia.com.au](mailto:Will.Jamison@aremedia.com.au)

**Ben Wiles**

Group Business Director  
(VIC)  
[Ben.Wiles@aremedia.com.au](mailto:Ben.Wiles@aremedia.com.au)

**Ange Crotty**

Commercial Brand Manager  
[Ange.Crotty@aremedia.com.au](mailto:Ange.Crotty@aremedia.com.au)