

THE AUSTRALIAN Women's Weekly Food

2024 Media Kit

FROM *a heritage print
led food centric brand...*



PRODUCT
REVIEWS



MARKETPLACE

TO *a digital first, lifestyle food brand...*

THE AUSTRALIAN
Women's Weekly Food

The most trusted food lifestyle brand in Australia

*Building kitchen
confidence for
over 90 years*



THE LARGEST FOOD CONTENT PUBLISHER IN AUSTRALIA



80M

COOKBOOKS SOLD
WORLDWIDE



4000

FOOD PAGES ANNUALLY



7

COOKBOOKS SOLD EVERY
HOUR



2M+

RECIPES CREATED IN
OUR TEST KITCHEN

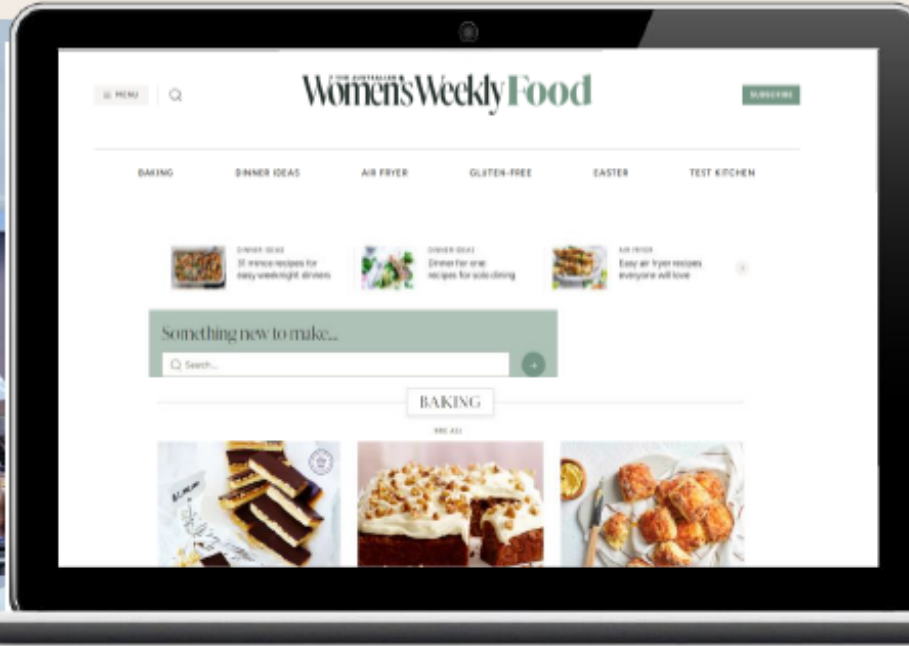
Reaching 556k Australians each month



Highly engaged in
video how to content /
cook via tech



Short on time /
looking for hacks



Health conscious &
tuned into new diets



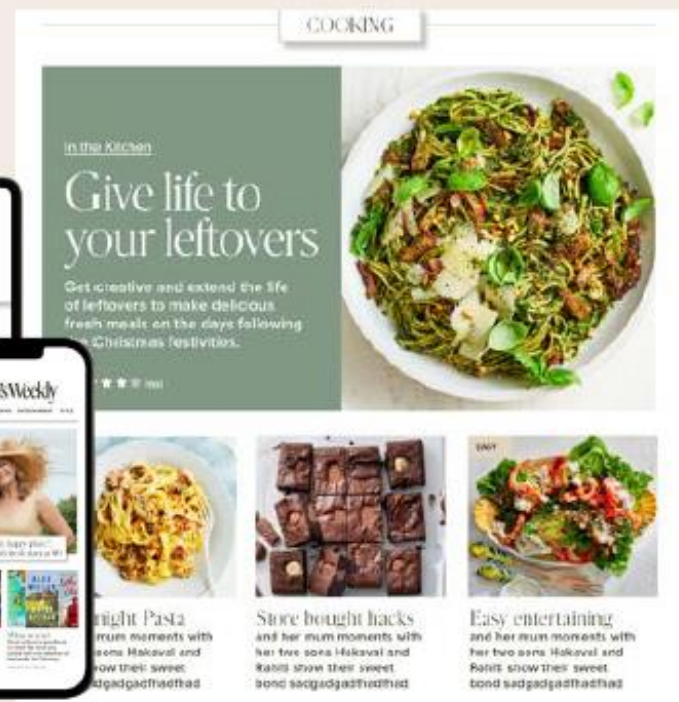
Adventurous cooks &
entertainers (on an
average HH budget)

60% WOMEN | 82% MAIN GROCERY BUYERS | \$142,940 AVE HOUSEHOLD INCOME | \$251 TOTAL WEEKLY AVERAGE SPEND GROCERIES

“Inspiring the *now and the next* generation of cooks”

ALONGSIDE OUR HERITAGE BRAND

Food #2
interest



2.03Mil CROSS PLATFORM REACH

882k combined social touchpoints



DIGITAL

UAs: 752,000
PVs: 1,477,956

SOCIAL

Facebook: 40,947
Instagram: 108,381
Pinterest: 46,489



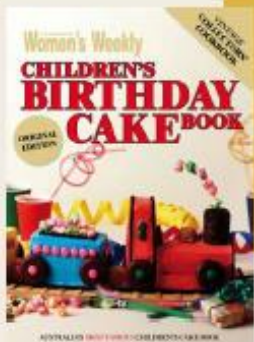
THE AUSTRALIAN Women's Weekly Food

DRIVING INSPIRATION,
ENGAGEMENT AND CONSUMER
EXPERIENCE ACROSS 843k
TOUCHPOINTS

BOOKS

Essential Cookbooks (Supermarket
Paperback)
12 BOOKS PER YEAR

Trade Books (Hardback, in Store)
20 BOOKS PER YEAR



EDMS

Newsletter: 40,555
Solus: 40,500

TV



TV Audience:
1.614million

EVENTS & ACTIVATIONS



DELIVERING ENGAGEMENT AND INTENTION

across the entire funnel

From inspiration



AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY



To making it happen

ADVERTISING OPPORTUNITIES

owning the food inspiration moment

DIGITAL VERTICALS

Centred around our most popular content categories – available for sponsorship and audience targeting



Baking



Dinner Ideas



Air fryer



Gluten Free



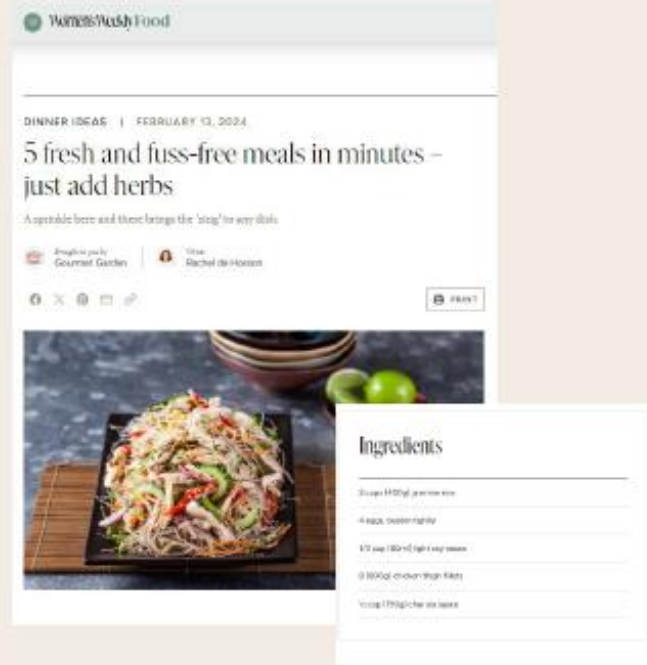
Occasions



Test Kitchen

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

SPONSORSHIPS



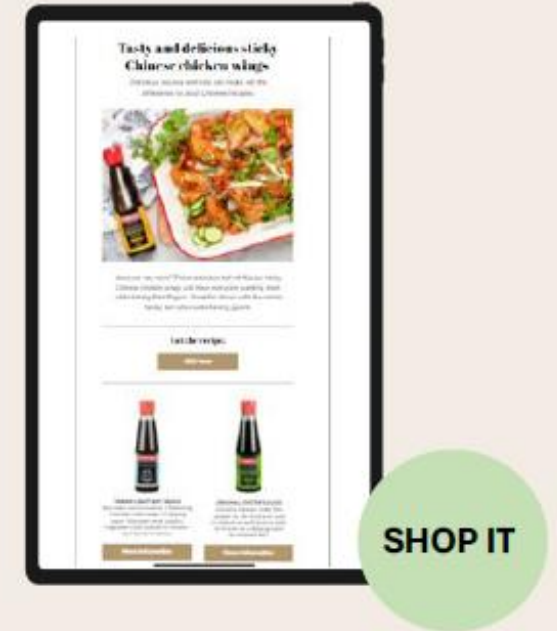
RECIPE INTEGRATION

*Product integration into recipes
CPM based.*



HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment specifically designed to drive inspiration around all food moments



SOLUS EDMS

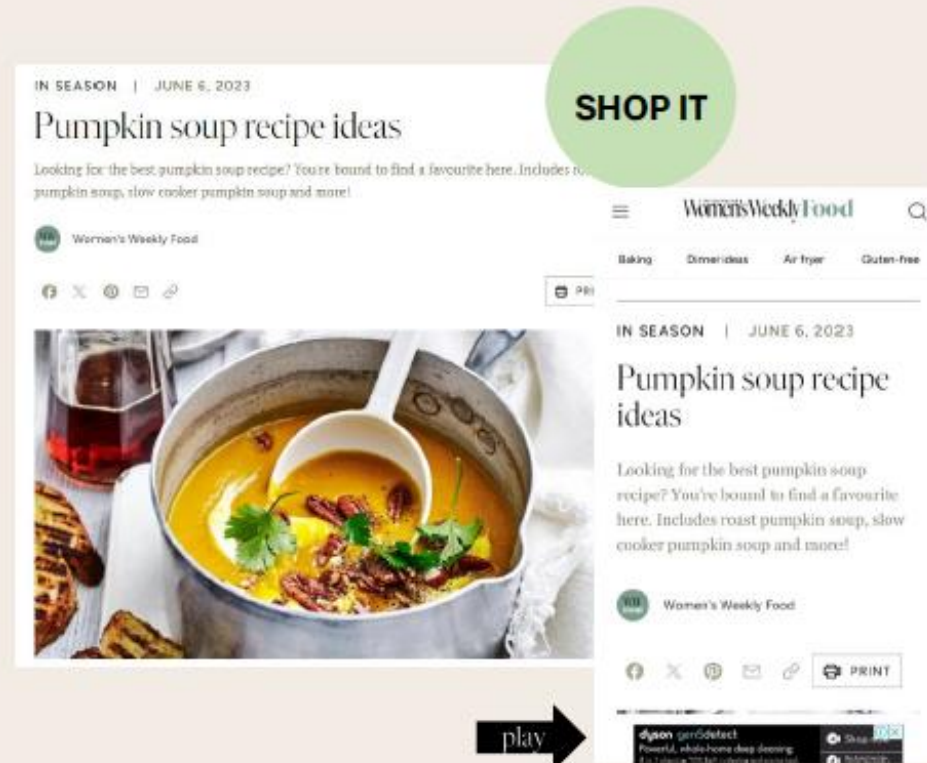
With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions

CONTENT CREATION



RECIPE COLLECTIONS

5 custom recipes integrating client product, plus 5 of our existing recipes – each recipe collection includes guaranteed page views and social media drivers.



RECIPE + PRODUCT CAROUSEL

The product carousel sits beneath a recipe or within a recipe collection, providing the opportunity to showcase contextually relevant products and product ranges, matching brand with occasion and/or method.

VIDEO PACKAGES – *off the shelf*



TIER ONE

SMART VIDEO

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

EASY EXPLAINER



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

VIDEO PACKAGES – *bespoke*

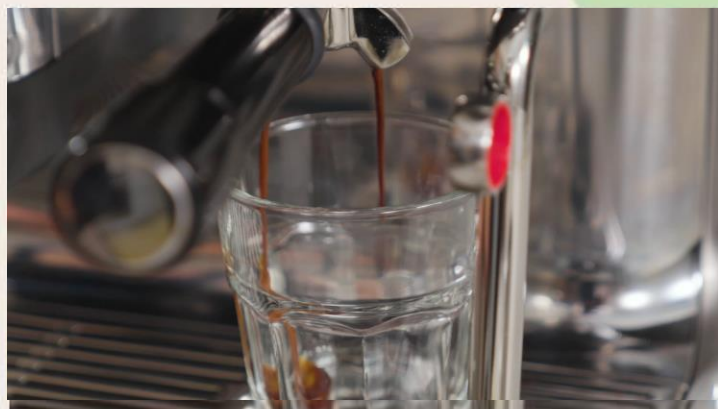
SHOP IT



FRAN AND FRIENDS

Our host-led video offering, with Food Director Fran Abdallaoui at the forefront.

EDUCATE AND INSPIRE



TEST KITCHEN TESTED

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 APPLIANCES



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

SOCIAL OPPORTUNITIES



INSTADISH

A new social format that amplifies an ingredient flat lay and recipe process, beautifully shot through our food studios and brought to life via an Instazine - incorporating branding through title and end cards.



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



POST

Living on the feed, a social post 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

BIGGER INTEGRATION OPPORTUNITIES

Cook the cover (digital books)

Today show/TV integration

Cookbooks

Competitions

IP

Tip Ons / Sampling

SOLUTION BASED CAMPAIGNS

We've loved

AUSTRALIAN PORK



GOURMET GARDEN



MANGOS



AUSTRALIAN
MACADAMIAS



SOLUTION BASED CAMPAIGNS

We've loved

AUSTRALIAN PORK



[VIEW HERE](#)

GOURMET GARDEN



[VIEW HERE](#)

MANGOS



[VIEW HERE](#)

AUSTRALIAN
MACADAMIAS



[VIEW HERE](#)

Thermomix

THE PROBLEM

The people who know about us are already converted, we need to build awareness and convert those who don't know about us.

THE SOLUTION

We created, tested, shot and designed a variety of recipes to publish under the Thermomix brand. This content was used across the bespoke books we created as well as their own website and social channels



DELIVERABLES

Bespoke hardcover gift books created for Thermomix, as well as high-quality imagery for use on their own website and social media platforms.

Helgas

WHAT WE DID

Co-branded printed book and campaign content. We produced all imagery for the Helga's Winter campaign, stop motion and videos for social, imagery for advertising on public transport and instore collateral, plus a printed book that was available to buy as well as a GWP

CLIENT FEEDBACK

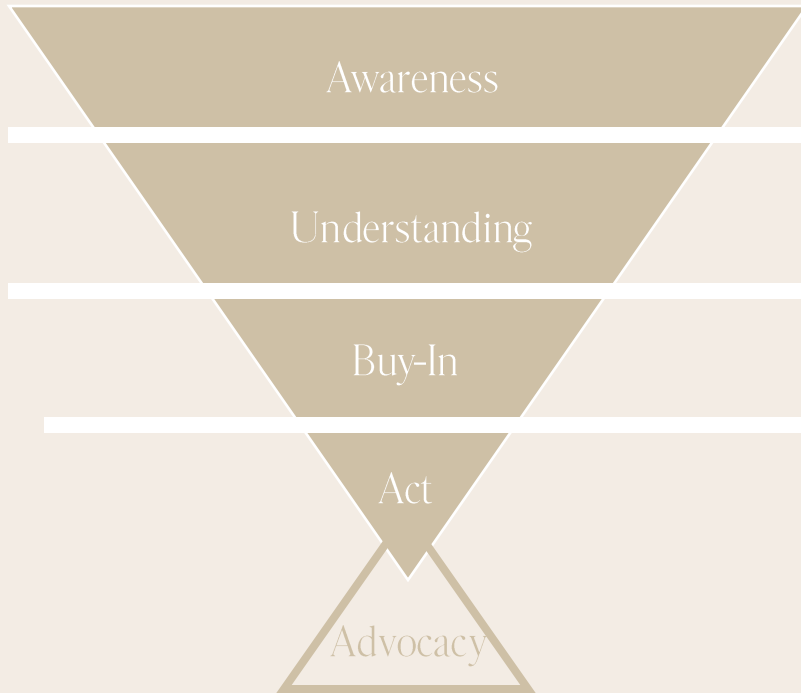
"Retail sales exceeded expectations, becoming one of The Weekly's best-selling mini cookbooks in recent history. A great result for Helga's and the campaign which led to creating a second book."





THE AUSTRALIAN
Women's Weekly Food

Multiple solutions to suit every objective



Women's Weekly Online

Marketing Outcome

90+ years of building relationships
multigenerational audiences

ENGAGED AWARENESS:
Solution: High Impact Rich Media

Informs and influences audiences
with open and receptive mindsets

ENRICHED UNDERSTANDING
Solution: Market-leading Branded Content

Trusted brand offers a level of
credibility to help brands cut through

ACTIVE CONSIDERATION
Solution: Sophisticated Audience Targeting

Converts customers with purchase intent
through integrated content commerce solutions

CONVERSION
Solution: Solus eDMs & Shoppable Ad Units

Connects with a community who love to share
their opinions and product experiences, and hear
from others like them

SOCIAL CURRENCY
Solution: Trial & Review Amplification