

BRAND
OVERVIEW
2021

New Idea

New Idea

is one of Australia's most iconic brands, and with good reason.

It's a brand that celebrates every area of a woman's life – and inspires her to make that life better.

Our content is built on four trusted pillars; celebrity news, real life stories, our famous food and the dedicated content to lifestyle solutions. We approach every section in the same way – to surprise, delight, inspire and entertain.

We are the brand that gives you the insight and the knowledge to start conversations, offers you time out from your hectic day and provides ideas to make your life easier.

We help you be the best version of yourself you can possibly be.





A note from the Editor

New Idea is an entertaining and playful catch up with a good friend. It's a one-stop read that mixes international and local celebrity with royal news, entertainment and real life stories while adding in all aspects of lifestyle features that readers love, from health and well-being to parenting and food. As the number one Australian authority on all things royal, New Idea also provides an insider's view of current palace life as well as taking the occasional nostalgic trip back in time. Readers choose New Idea to escape from their day to day and feel connected to the people and places that matter to them.

REBECCA HYDE, EDITOR

EDITORIAL PILLARS



CELEBRITY AND ROYALS

Entertained by celebrity while enjoying the escapism it provides.



FOOD

Our highly regarded food team are invested in making her life easy but full of flavour, our recipes work and she knows it.



HEALTH

We focus on a holistic approach to health. Our tips for her and her family will always give them better quality of life.



BEAUTY

From the latest in nail colour the anti-age in solutions that our audiences try at home – we offer a problem solution style approach to our beauty content.



PARENTING AND FAMILY

As the only weekly brand that invest in regular family and parenting content; our advice is sound and practical with expert input.



HOME

Homes inspires audience to improve their home and lifestyle each season.



STRESS FREE

Ways to bring balance to her life. "Stress Free" environment offers her solutions, that guarantee a less stressful outcome for every area of her life.



FASHION

Our fashion pages celebrate the real Australian woman and know that she is looking for on trend practicality We celebrate her, her figure, her budget and her age.



TRAVEL

Travel content covers experiences that are bucket list worthy but families and we explore potential destinations in a family-friendly way.

SIGNATURE PROPERTIES



Carols in The Domain

The Carols in the Domain celebrations are held at the Domain Gardens in Sydney; started back in 1983 and is one of the largest Christmas celebrations around Australia. This traditional event is held outdoors and involves live music and singing performances of popular Australian artists, famous TV personalities, as well as local choirs. This event is telecast live on TV each year on the last Sunday before Christmas Eve, so those who can't attend in person can enjoy singing along to carols from the comfort of their home. In past years, performers have included The Wiggles, Lucy Durack, Justice Crew, Michael Cormick, Dami Im and Todd McKenney. Carols in the Domain will be televised on Channel 7.



Household CEO

Household CEO is an exclusive section to New Idea magazine that's filled with expert commentary and need-to-know information for the CEO of the house. Readers of this section are interested in hearing about new trends, products and tips that can make their lives easier and the household run smoother.

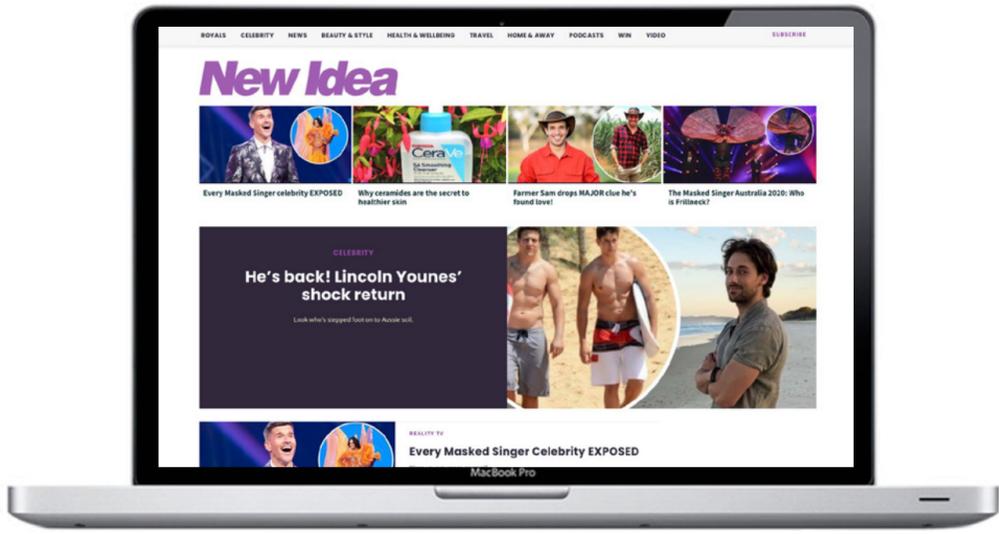
For more than 90 years, New Idea has surprised, delighted, uplifted and entertained Australian women of all ages – with an unrivalled mix of celebrity news, food, fashion, beauty, health, home, parenting and travel.



READERSHIP
615,000

DISTRIBUTION
Weekly

Source: Roy Morgan June 2021

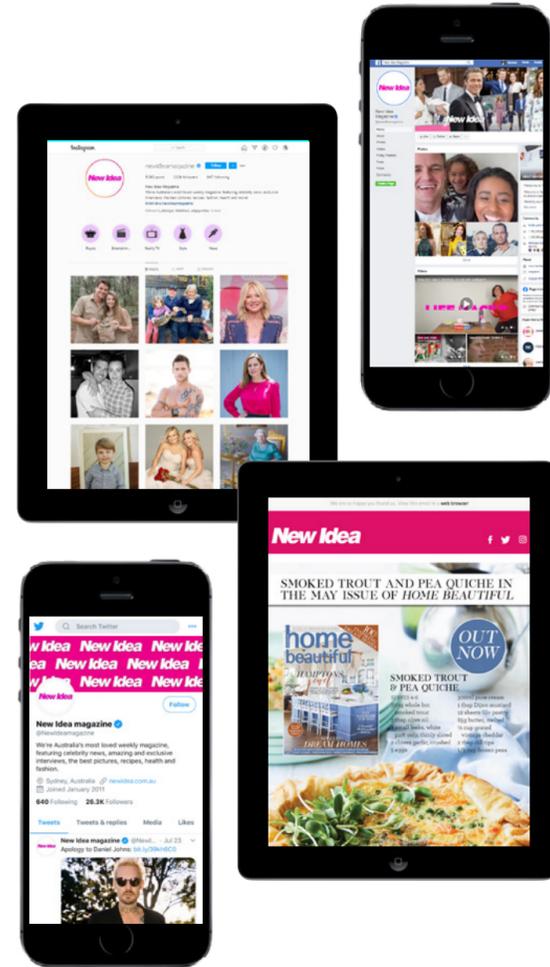


NEWIDEA.COM.AU

PAGE VIEWS
3,246,578

UNIQUE AUDIENCE
1,070,091

Source: Roy Morgan, July 2021



INSTAGRAM
115,518

FACEBOOK
1,131,898

TWITTER
25,343

Social landscape as of August, 2021

NEWSLETTER SUBSCRIBERS
10,700
SOLUS SUBSCRIBERS
12,600

Updated as of 03.09.21

New Idea

OVER 6 IN 10 (72.5%) AGREE THAT MAGAZINES ARE A GOOD WAY TO UNWIND AND RELAX

Source: Roy Morgan Single Source Australia, June 2021

3 IN 4 BELIEVE (72%) BELIEVE QUALITY IS MORE IMPORTANT THAN PRICE

4 IN 5 (80%) TRY TO BUY AUSTRALIAN MADE PRODUCTS AS OFTEN AS POSSIBLE

MORE THAN 4 TIMES MORE LIKELY (IX 407) THAN GENERAL POPULATION TO BE A HEAVY MAGAZINE READER (5+ ISSUES)

CALENDAR 2021

PRINT

Australia Day

Valentines day

The budget special

Easter guide, Anzac day

Mother's Day special

Cold and flu winter special

Parenting special

Pet special

Spring refresh homes, body, health & Father's Day

Halloween special

Summer health

Christmas – gift guides, food and preparation guides & Party season



JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

New Year Resolutions, Finance, Career, Celebs, New Year Stars/ Astrology, Seasonal Summer, Back to School, Red Carpet

Back to School, Valentines Day, Red Carpet, Married at First Sight, Sex & Relationships

Autumn Food, Fashion & Beauty, Easter Long Weekend, Holiday Destinations, Reality TV Run Down

Easter, Reality TV Run Down

Mother's Day

Winter Long Weekend Getaways

Winter Warmers Food

Winter Escapes

Father's Day

Spring Reboot Long Weekend Getaways

Summer Fashion Health & Beauty

Christmas gifting, Party season

DIGITAL



AUDIENCE

- New Idea readers have an average HHI of **\$89K**
- **83%** are MGB's (that's 509,000) we reach each week!
- Almost **3 in 4** (74%) are home owners
- Almost **a quarter** (23% or 142,000) are parents of children under 16
- Over **3 in 5** New Idea readers say they have a 'full and busy life'
- **Nearly 8 in 10** or 472,000 have shopped in a shopping centre in the last 4 weeks
- **61%** have shopped in a Discount store in the last 4 weeks
- Over **half** enjoy clothes shopping and **3 in 5** enjoy grocery shopping
- Over 7 in 10 say they like to take holidays away from crowds, and almost 80% prefer to holiday where they can 'see nature or be in a natural setting'
- **86%** or 530,000 agree that helping other is an important part of who they are
- **9 in 10** try to recycle everything they can
- Well **over one third** (41% or 254,000) keep up-to-date with new ideas to improve their home
- Over 30% of New Idea readers say they 'often enter competitions run by newspapers, magazines or radio stations'

CONTACTS

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