

now
TO LOVE

Brand Overview

are
media





Your Guide in Entertainment

Now to Love is unashamedly Australian, leveraging the power of Australia's most read magazines to entertain, inform and inspire women every single day.

Since launching in 2017 Now to Love has fast become a household staple, providing women with a real-time dose of entertainment and celebrity news, female-and-family focused stories, must-read profiles on inspiring Australians and everything they need to know about reality TV.

Providing content, we know our audience want covering Australian celebrities, TV shows, the royals as well as fashion, beauty, health and parenting, Now to Love provides engaging and must-read content women are compelled to share and tag with their friends and family.

Woman's Day



Take5

2.4
million Social
Connections

1.1
Million Unique
Audience

1.2
million Monthly
Page Views

Source: UA Roy Morgan Audiences; PV
Google Analytics – Digital Monthly Tagged
(July 2023)

Are Media Combined Social
Following, July 2023

Facebook, Instagram, Twitter,
Pinterest



In the words of our **experts**

"Now to Love is your chatty, connected and trusted friend who you go to for advice on everything. Whether you're looking for the lowdown on the newest TikTok trend, advice on how to upgrade your skincare routine or guidance on which cruise to book for your next holiday, Now to Love engages with subject matter experts to provide up-to-date and well-resourced lifestyle advice and inspiration."

Jayde Malifa is a Digital Managing Editor of Lifestyle at Are Media, working across Iconic brands Now to Love, New Idea and Who

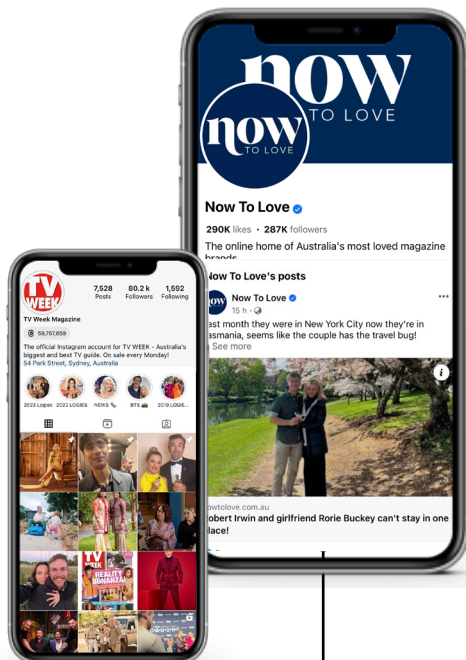


"From Hollywood stars, to regal Royals, to local Aussie favourites, we've got our audience covered with exclusive access and breaking news updates across site, social and email. Not to mention, all the latest to love in streaming, reality television, movies, books and more"

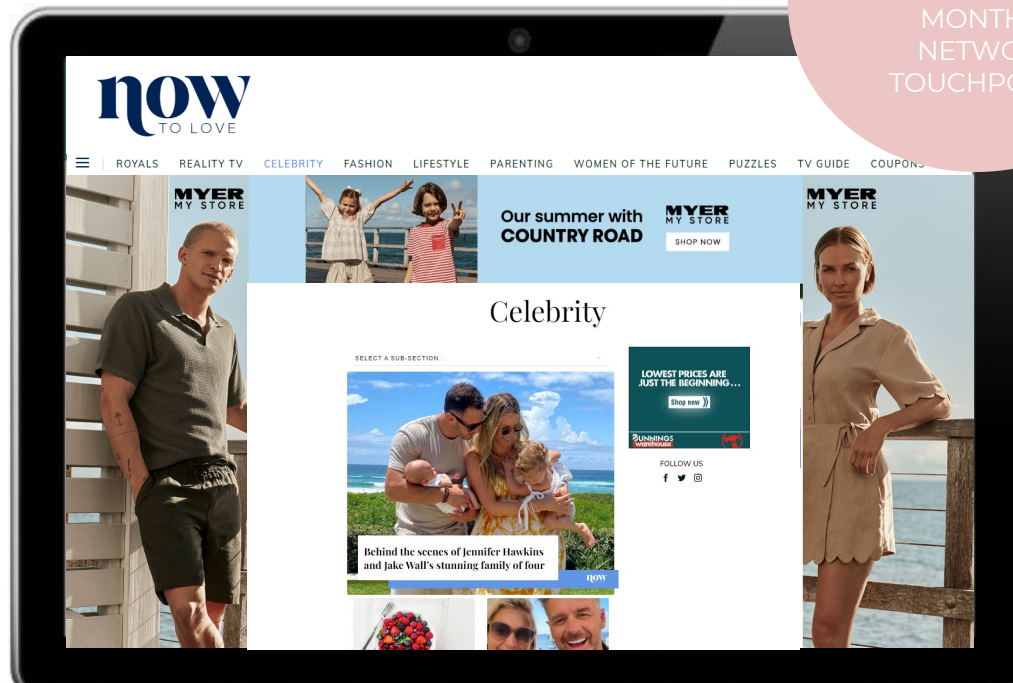
Tina Burke is the Digital Managing Editor of Entertainment at Are Media, working across Now To Love, Woman's Day, TV WEEK, New Idea and Who



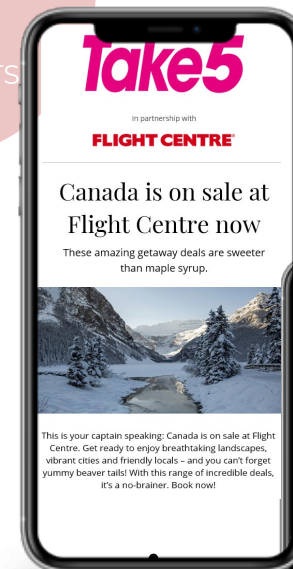
5.3
MILLION
MONTHLY
NETWORK
TOUCHPOINTS



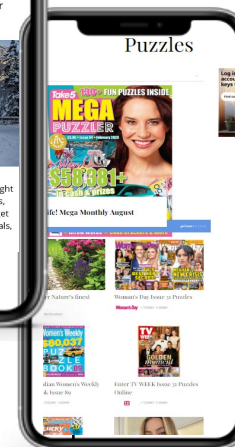
Instagram: 216,465
Facebook: 96,662
Pinterest: 294,726



Monthly Unique Audience: 429,715
Monthly Page Views: 1,892,323



eDM Newsletter
Subscribers:
17,100



Solus eDM
Subscribers:
17,100

Editorial Pillars



Royals

International Royals
British Royal Family



Celebrity

Movies
TV
Celeb News



Fashion

Fashion News
Fashion Trends
Red Carpet



Lifestyle

Food & Drinks
Books
Daily Life
Weddings
Pets



Reality TV

Lego Masters
Big Brother
Farmer Wants a Wife
MAFS

Powered by Australia's most iconic weekly brands



Cross Platform readership: 1,034,000

Solus Database:

27,100

Facebook Followers:

1,035,995

Instagram Followers:

62,775



Cross Platform readership: 599,000

Solus Database:

20,600

Facebook Followers:

180,112

Instagram Followers:

76,339



Cross Platform readership: 688,000

Solus Database:

68,600

Facebook Followers:

29,000

Instagram Followers:

1,750



Signature property

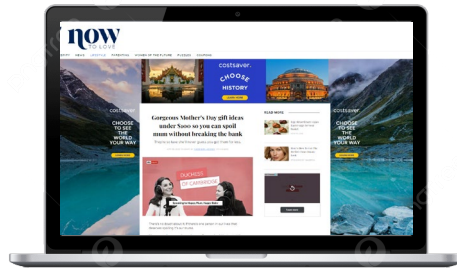
The TV WEEK Logie Awards

Now in it's 63rd Year, the TV WEEK Logie Awards showcase the best in Australian Entertainment with an event broadcast to millions.

TV WEEK is the official Media partner to The Logies with commercial opportunities available



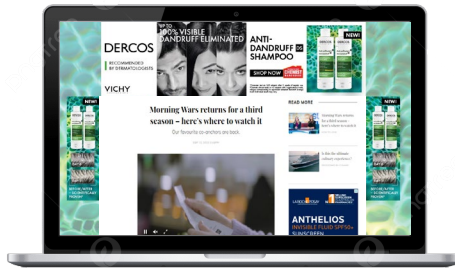
Advertising Options



Display

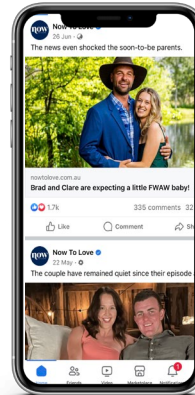
Home page and section sponsorships, roadblocks, ROS display, audience targeting, video/pre-roll, mobile rich media.

Available across desktop and mobile



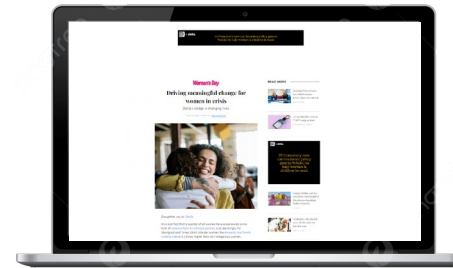
Audience Targeting

Created by profiling 1st party online and offline audience data with the behavioural patterns of digital audiences, Are Media's audience segments allow advertisers to target customers by their interests or life stage.



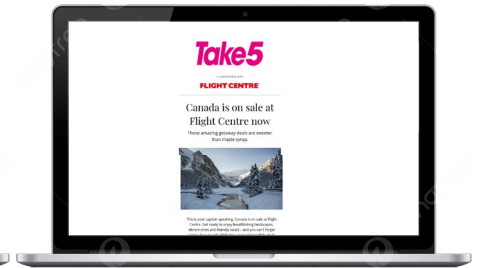
Social Media

Are Media's social amplification solutions deliver engaged audiences to your branded content.



Branded Content

Produced in-house by our commercial content team and is tailored to meet the marketing objectives of our advertising partners. Options include Native articles, competitions, smart video, advertorials, SEO articles



Newsletter & Solus eDM

Advertisers can partner with Are Media's premium brands to reach active email audiences with Newsletters and Solus EDMs

The Audience

Demo

Average Age
46

Household
Income
\$113k

7 out of 10 are
Main GB's

Behaviours

3 in 4 are early
adopters of new
health products

1 in 2 are
conscious about
sustainability and
prefer to buy
Australian made

Interests

75% of the
audience prefer
to travel
domestically

1 in 2 enjoy going
to the movies and
have been in the
last 4 weeks*



Editorial Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Box Office Blockbusters What to Watch Red Carpet Season	Back to School Sun Safe Special Puzzle Sponsorship Magazine Millionaire (digital extension)	3 Ways to Wear School Holiday Guide Easter Craft	Reality TV Season I'm a Celebrity / Travel Guides	Mothers Day Beauty Tried & Tested Beauty Dupes	Winter Wellness School Holiday Guide Winter Sty
2024					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
TV WEEK Logie Awards Box Office Blockbusters	Post-Logies coverage Best Reads Travel Tips	Beauty Dupes Fathers Day Craft Central	Super Savers Special Winter Health Check	Summer of Streaming Christmas Gift Guides	Beach Bag essentials Beach reads Summer Style



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