

Take5

BRAND OVERVIEW 2022



Take5

.....
*Take5 is an addictive mix of exciting
and emotional real-life stories, 50+
puzzles and prizes galore.*
.....

Each week, the magazine share fascinating stories of scandal, betrayal, love and loss written in intimate first-person style.

Every section is engaging and interactive, from the pull out puzzle book offering the chance to win a life-changing prize, to the lifestyle section with its family-friendly meal ideas, expert health advice, fashion and beauty inspiration and psychic insights.





A NOTE FROM THE EDITOR

“ *TAKE 5 is about everyday people, sharing their true stories with their fellow aussies.* ”

From incredible accounts of survival against the odds, to shocking crime stories and uplifting takes of love and friendship, it's a magazine that's got it all!

When coupled with more than 50 puzzles each week and life-changing prizes, from a brand new car to tens of thousands in cash, it's addictive on every level. ”

RACHEL WILLIAMS – EDITOR

EDITORIAL PILLARS



FOOD

Our recipe section is all about making reader's lives easier, from tasty weeknight meals to classic family favourites – all with clever short-cuts to save time and money.



HEALTH

From heart disease and diabetes prevention to proactive ways to boost health and wellness, there is credible, expert and easy-to-understand health advice for every age.



TRAVEL

Our travel section is the ultimate guide when looking for inspiration.. full of insider tips, advice on where to stay, and how to travel on a budget.



FASHION & BEAUTY

Looking good on a budget is key to Take 5's fashion & beauty content, with this popular section helping readers turn back the clock with expert advice and tips.



PUZZLES & PRIZES

Take 5 offers readers a puzzle offering that no other Australian magazine can match, having given away a remarkable \$66 million in prizes over the years.



REAL LIFE

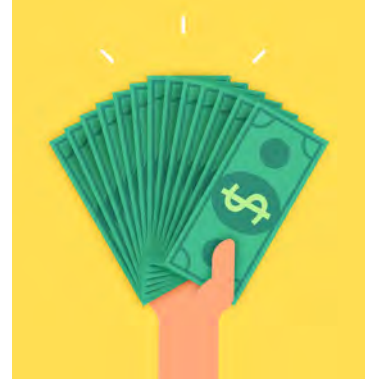
From gritty true crime and heartbreaking stories of loss, Take 5's real life articles take readers on a roller-coaster ride of emotions.

SIGNATURE PROPERTIES



BRAVE KIDS

Take5's award-winning campaign has honoured more than 30 unsung young heroes from across Australia over the past 11 years. The magazine shares inspirational stories of courage, from kids who have saved someone's life to young carers who take on responsibilities well beyond their years. The campaign culminates in an awards ceremony featuring celebrity judges and guests, attracting nationwide prime time television.



WINNER TAKES ALL

Winner Takes All gives one lucky reader the chance to take home Take 5's most fabulous prize pack, valued at minimum \$25,000. Prizes can include a holiday, a Toyota car, electronics, white goods and cash. And one lucky person walks away with it all! This marketing-led initiative runs annually, with a commercial partner able to capture an 'always on' logo association.



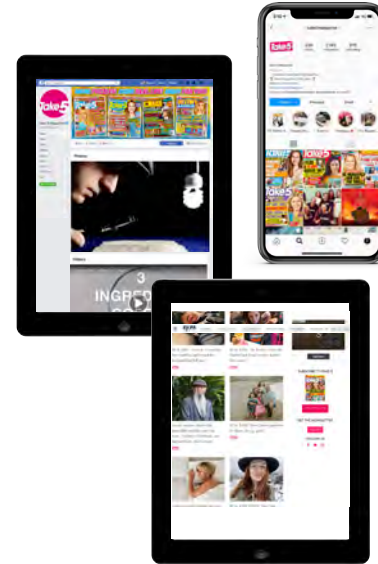
Take 5 is Australia's best real life magazine, with an addictive mix of exciting and emotional real-life stories, fashion, beauty, food, health, travel, stars including 50+ puzzles and prizes galore.



NOWTOLOVE.COM.AU

PAGE VIEWS
18,927,545
UNIQUE AUDIENCE (AUS)
1,576,212

Source: Roy Morgan August 2021



INSTAGRAM
1,321

FACEBOOK
29,861

Social Landscape (as of August 2021)

NEWSLETTER SUBSCRIBERS
69,829

SOLUS SUBSCRIBERS
71,446

As of 03/09/21

READERSHIP
503,000

DISTRIBUTION
WEEKLY

Source: Roy Morgan Readership
Sept 2021

Take5



PRINT EXTENSIONS AND MONTHLY MAGAZINE

The Bumper's readership has a slightly higher proportion of male readers (28%), leaving female at 72%. The average age is younger than the weekly at 43 years old.

The Take5 main mag readership is comprised of 76% female, 24% male readers who have an average age of 50 years old.

Source: Roy Morgan Single Source Australia, Jun 21 – Print and digital readership, AP 14+

now
TO LOVE

The Now To Love website provides quality rolling news and commentary, with a strong focus on careers, relationships, fashion, beauty and royals. The site is updated with new content 10 times a day, and breaking news is covered around the clock.

Take5 CALENDAR 2022

PRINT



DIET SPECIALS
SCHOOL HOLIDAYS
ACTIVITY GUIDES
AUSTRALIA DAY
REAL LIFE HERO
COMPETITION
SIX-PART MONEY-SAVING
SERIES
BACK TO SCHOOL TAKE 5'S BIRTHDAY
VALENTINE'S DAY



AUTUMN FASHION



CRAFT AND
KNITTING SPECIAL,
MOTHER'S DAY



WINTER HEALTH
SPECIAL,
CHRISTMAS
IN JULY



FATHER'S DAY,
SPRING DIET
SPECIAL



MELBOURNE CUP
SPECIAL

HALLOWEEN
CRAFT
& COOKING
SPECIAL

CHRISTMAS CRAFT &
COOKING
NEW YEAR ASTRO GUIDE

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
VALENTINE'S DAY
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
GETAWAY



WINTER
WARMERS
FOOD

WINTER ESCAPES



FATHER'S DAY

SPECIAL REBOOT,
LONG WEEKEND
GETAWAYS



SUMMER
FASHION
HEALTH &
BEAUTY

CHRISTMAS
GIFTING
PARTY
SEASON



DIGITAL

*Subjected to editorial change

are media



AUDIENCE

AUDIENCE STATS:

- The Take 5 audience have an average HHI of \$89k
- 84% of Take 5 readers are the main grocery buyers in their household
- Over 1 in 5 (22%) Take 5 readers have kids in the home
- Take 5 readers have spent an impressive +90% above average on music/movies/shows in the past 4 weeks!
- Almost half of Take 5 readers are heavy TV viewers (3+ hours per day) at 48%
- Almost 8 in 10 Take 5 readers bought from a shopping centre the past 4 weeks
- 86% of Take 5 readers agree that helping others is an important part of who they are
- 64% of Take 5 readers have shopped at a discount store in the past 4 weeks
- 41% of Take 5 readers agree that they often enter competitions run by newspapers, magazines or radio stations

Source: Roy Morgan Single Source Australia, Jun 21 – Print and digital readership, AP 14+

CONTACTS

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