



# TV WEEK

## BRAND OVERVIEW

*TV's Now New Next*

are  
media

# BRAND STATEMENT

**TV WEEK is Australia's biggest and best TV guide.** Launched in 1957 it is an Australian Icon and is home to Australia's iconic TV WEEK Logie Awards.

TV WEEK is a one-stop shop for TV information, industry news, plot sneak peeks, star interviews and respected reviewers.

With more channels, more shows, more platforms - TV WEEK has trusted advice on the best shows to watch and how to find them.

**TV  
WEEK**



# NOTE FROM EDITORIAL

**At TV WEEK, we are obsessed with TV.** There's nothing that inspires us more than discovering and celebrating the very best in the television industry, and passing on our expertise to our loyal and passionate readers.

Our readers come back to TV WEEK because we are the most trusted and reliable source of information, have the absolute best access to TV's biggest stars, and have our finger on the TV pulse.

From championing the brightest stars on screen to cutting through all the noise surrounding what you absolutely have to watch, we are the loyal companion to your TV viewing, and we're proud to sit with you on the couch every night.

**AMBER GILES, TV WEEK EDITOR**

**TV  
WEEK**



# EDITORIAL PILLARS



## TV GUIDE

We have the most comprehensive TV Guide on the market, with six pages of free-to-air and subscription TV listings per day, covering 10 different regions in Australia. We also offer film, sport and soap planners.



## WHAT TO WATCH

Our team of trusted reviewers advise readers about the newest must-see TV shows across various genres.



## LIFESTYLE LOUNGE

An entertaining TV based lifestyle section profiling your favorite on screen stars.



## INTERVIEWS

No other weekly magazine has better access to the stars, both locally and in Hollywood. When TV WEEK calls, the stars say "yes".



## PUZZLES

An addictive mix of crosswords, puzzles and brain teasers, readers love the opportunity to win cash and prizes.



## OUT NOW

Not just a TV Guide, TV WEEK also covers cinema, DVDs, music and everything digital too.





# SIGNATURE PROPERTIES

*The TV WEEK Logie Awards are Australia's premier television awards presented for excellence in television, and Bauer's most glamorous red carpet event.*

**TV WEEK** founded the awards in 1958 and have been an integral part of the TV WEEK brand ever since. For the previous two years, the glitz and glamour of the TV WEEK Logie Awards has taken place at The Star on The Gold Coast in Queensland.

All the action from the red-carpet arrivals and awards-show celebrations are telecast on the Nine and shared across the Bauer network.

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**READERSHIP: 351,000**  
**DISTRIBUTION: Weekly**

Source: Roy Morgan March 2021



**NOW TO LOVE PAGE VIEWS: 8,251,712**

**UNIQUE AUDIENCE (AUS) 1,070,062**

Source: Roy Morgan April 2021



**FACEBOOK 181,876**

**INSTAGRAM 69,484**

**TWITTER 64,103**

Updated as at May 2021

TV Week readers are 1.94x more likely to have purchased something from a magazine offer in the last 3 months

58% of readers are female and 42% are male

\*Source: Roy Morgan March 2019,



**MONTHLY BRAND EXTENSION | TV WEEK CLOSE UP**

Our aim is to guide readers through the maze that is the ever-changing face of TV.

More channels, more shows, more platforms - TV WEEK has trusted advice on the best shows to watch and how to find them.



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.

# TV WEEK CALENDAR 2021

**THEME:**

- Back to School
- New Year
- Australia Day
- Golden Globes

**SPECIAL FEATURE:**

- Body Blitz

**SPECIAL FEATURE:**

- Retro TV on DVD and Blu Ray special

**THEME:**

- Mother's Day

**SPECIAL FEATURE:**

- Streaming special

JAN

FEB

MAR

APR

MAY

JUN

**THEME:**

- Valentines Day

**SPECIAL FEATURE:**

- Entertainment Technology

**THEME:**

- Easter
- ANZAC

**SPECIAL FEATURE:**

- School holiday guide

**THEME:**

- EOFY
- Winter Cooking
- Cannes Film Festival

**SPECIAL FEATURE:**

- Winter entertainment guide



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## **AUDIENCE**

- The TV Week audience have an average HHI of \$68k
- 76% of TV Week readers are the main grocery buyers in their household
- One third of TV Week readers have kids in the home

## **ATTITUDES**

- TV Week readers skew an impressive 2.1x more likely to be heavy TV viewers (3+ hours per day)
- Each week we speak to 130,000 Australians who used SVOD services in the past 4 weeks
- Almost 1 in 4 TV Week readers are early adopters when it comes to tech
- TV Week readers more likely than average to have purchased movies, tv shows or music (ix 175) and toys & indoor toys/ games (ix 151) in the past 4 weeks!
- 83% of TV Week readers went shopping in the past 4 weeks – skewing 30% more likely to agree ‘I was born to shop!’
- TV Week readers skew 40% more likely than average to often enter competitions run by magazines, radio stations or newspapers

Source: Roy Morgan Single Source, Mar 20

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# CONTACTS

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