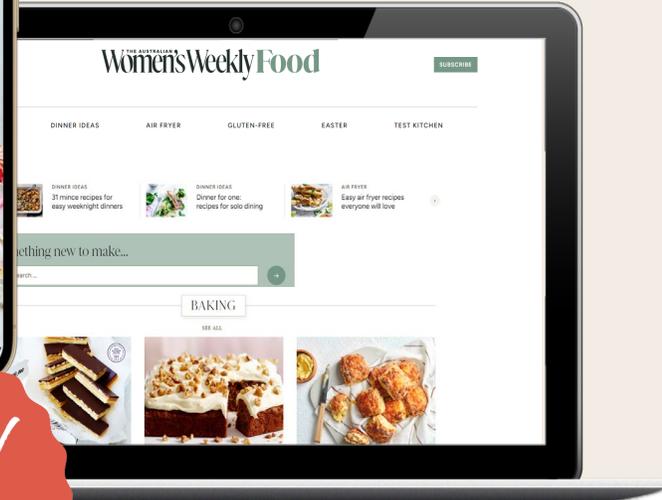




THE AUSTRALIAN
Women's Weekly Food
2025 Media Kit

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



TO a digital first, lifestyle food brand...

Sharing the joy of food and cooking with trusted recipes and expert advice from our Test Kitchen.

Women's Weekly Food is Australia's leading food media brand, reaching 1.2 million people monthly across digital, social, and print. With over 90 years of heritage, it connects with generations of home cooks through trusted, Test Kitchen-approved recipes and expert advice. As the country's largest food content publisher, it has produced 2 million recipes and sold 80 million cookbooks worldwide. From quick dinners to show-stopping meals, it offers reliable, inspiring solutions for the modern Australian lifestyle. More than just recipes, Women's Weekly Food creates moments of connection, confidence, and joy in the kitchen.



SARAH MCINERNEY
Digital Editor



FRAN ABDALLAOU
Food Director



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



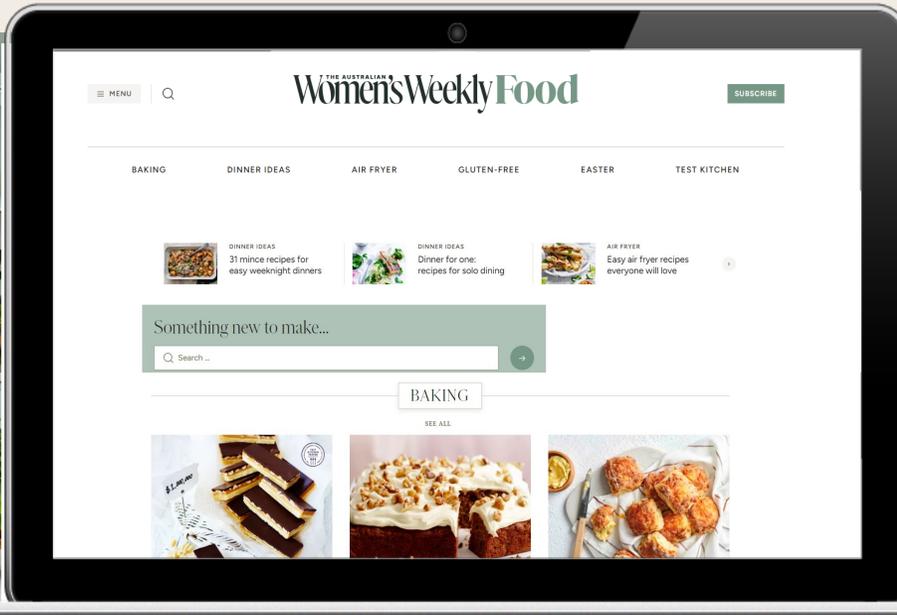
Reaching **659,683** Australians each month



Highly engaged in video how to content / cook via tech



Short on time / looking for hacks



Health conscious & tuned into new diets



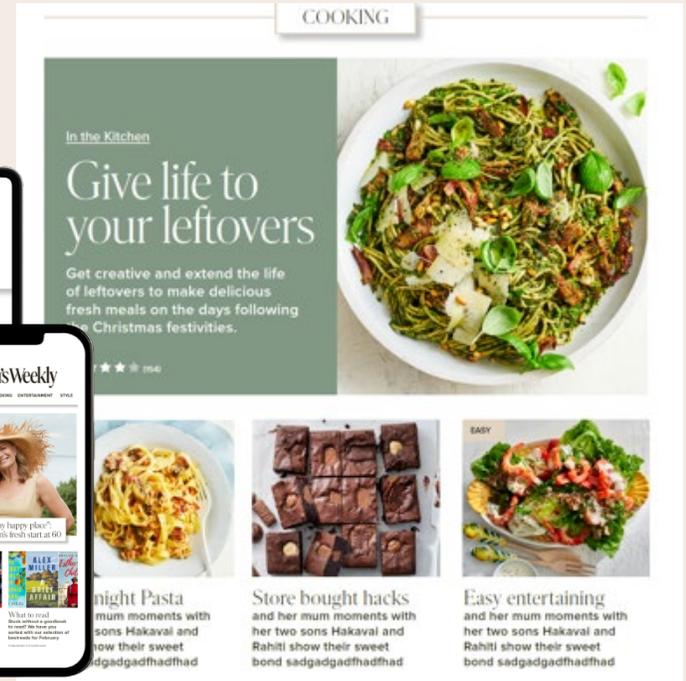
Adventurous cooks & entertainers (on an average HH budget)

56% WOMEN | 84% MAIN GROCERY BUYERS | \$144,650 AVE HOUSEHOLD INCOME | \$259 TOTAL WEEKLY AVERAGE SPEND GROCERIES

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

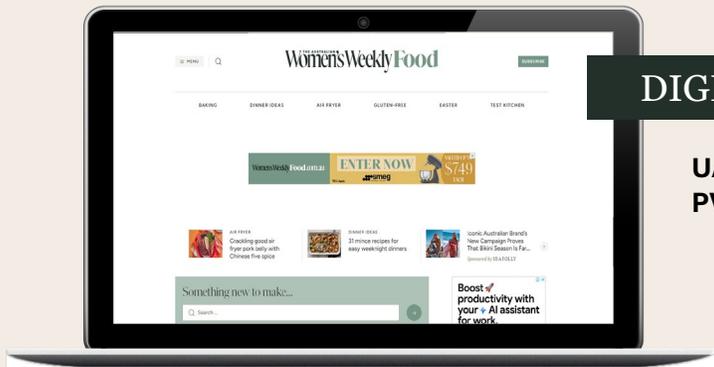
ALONGSIDE OUR HERITAGE BRAND

Food #2 interest



1.8 Mil CROSS-PLATFORM REACH

945k combined social touchpoints



DIGITAL

UAs: 659,683
PVs: 1,491,844

PEOPLE INC. DIGITAL EXTENSION



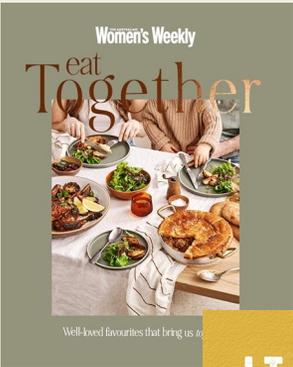
8.807M
MONTHLY
UAs



THE AUSTRALIAN
Women's Weekly Food

CONNECTING WITH **3.3+**
MILLION* PEOPLE ACROSS ALL
OF OUR AWW TOUCHPOINTS
EVERY MONTH

*Ex- People Inc.



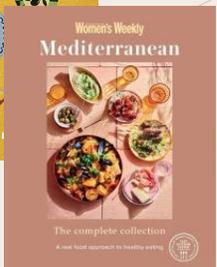
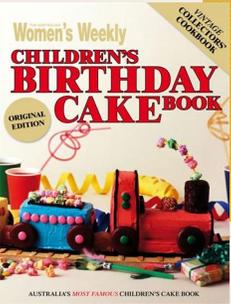
BOOKS

Essential Cookbooks (Supermarket Paperback)
12 BOOKS PER YEAR

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

SOCIAL

Facebook: 43,342
Instagram: 119,737
Pinterest: 47,654



EDMS

Newsletter: 43,800
Solus: 35,200



EVENTS & ACTIVATIONS

Source: Roy Morgan Single Source Australia, Dec24, Ipsos Iris Online Audience Measurement Service, average Unique Audience for 2024, Dash Social, Social Followers as of February 2025, Solus and newsletter subscribers as of February 2025 (last 90 days average). Note: total touchpoints is a duplicated number and includes AWW. People Inc. source: Ipsos iris Online Audience Measurement Service, March 2024-February 2025, Age 14+, UAs are combined audience from ORG Dotdash and ORG Meredith.

DRIVING INFLUENCE IN FOOD AT SCALE
Via our People Inc. Partnership

are
media
x
People Inc.

4.1M
ADDITIONAL
FOOD
AUDIENCE

EatingWell

830,647 MONTHLY UAs

 **Simply**
RECIPES

931,839 MONTHLY UAs

allrecipes

2,352,495 MONTHLY UAs

FOOD & WINE

321,882 MONTHLY UAs

LIQUOR.COM

75,600 MONTHLY UAs

 **serious eats**

537,729 MONTHLY UAs

the
spruceEats

462,985 MONTHLY UAs

PRODUCT OFFERING

VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

ADVERTISING
OPPORTUNITIES

owning the food inspiration moment

DELIVERING ENGAGEMENT AND INTENTION *across the entire funnel*

From inspiration



High Impact Display

Competitions

Recipe Collections

Product Carousel

EDMs

WomensWeekly Food.com.au
SMEG 50s Style Stand Mixer Giveaway!
ENTER NOW

You may need these ...

Bonus cookbook with this Issue! Test Kitchen Classics

IN SEASON | JUNE 6, 2023
Pumpkin soup recipe ideas

Braun Multi Quick 7 Fit Hand Blender (Myer)



Brand Ads

Monthly tip-ons

Women's Weekly
VEGETARIAN

Social

Editorial Integration

CHRISTMAS TRAY

GET YOUR FREE RECIPE BOOK!

Women's Weekly TOASTIES & MORE

Sampling

The best hand mixers in Australia 2024

Affiliate Links

Sanbeci Master hand mixer

Community initiatives

IP

THE AUSTRALIAN WOMEN'S WEEKLY TEST KITCHEN
TEST KITCHEN TESTED

are media x Dotdash meredith

To making it happen

DIGITAL VERTICALS

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



Baking



Dinner Ideas



Air fryer



Gluten Free



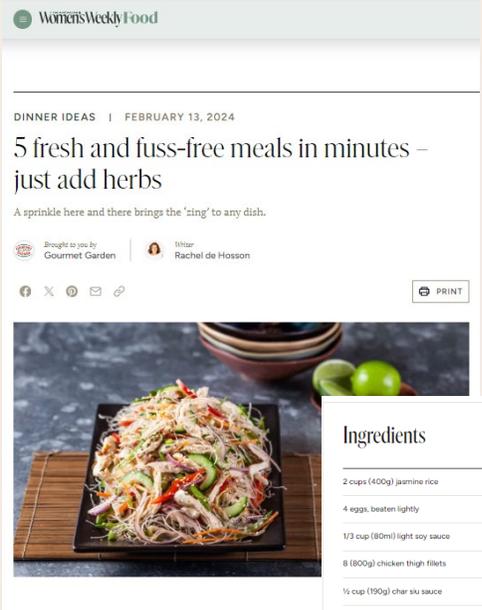
Occasions



Test Kitchen

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

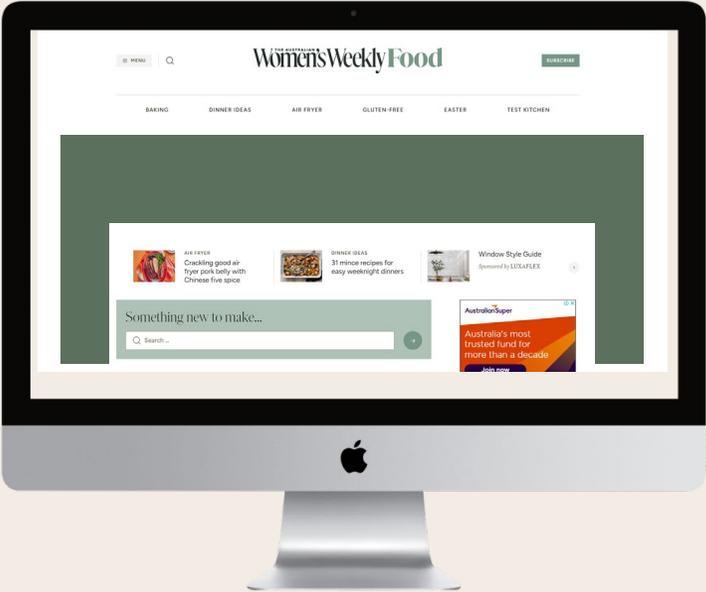
SPONSORSHIPS



Ingredients
2 cups (400g) jasmine rice
4 eggs, beaten lightly
1/3 cup (80ml) light soy sauce
8 (800g) chicken thigh filets
1/2 cup (150g) char siu sauce

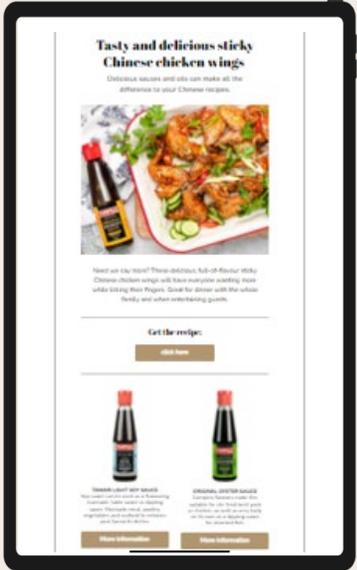
RECIPE INTEGRATION

*Product integration into recipes
CPM based.*



HIGH IMPACT SPONSORSHIPS

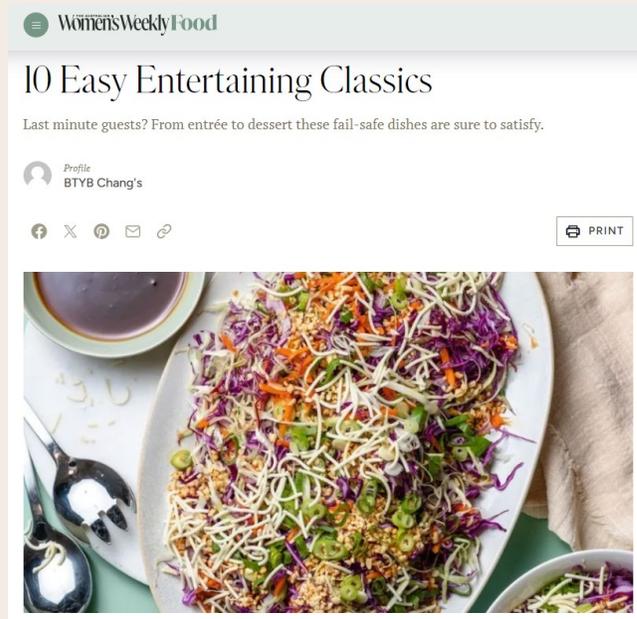
Drive awareness and create impact by owning an environment specifically designed to drive inspiration around all food moments



SOLUS EDMS

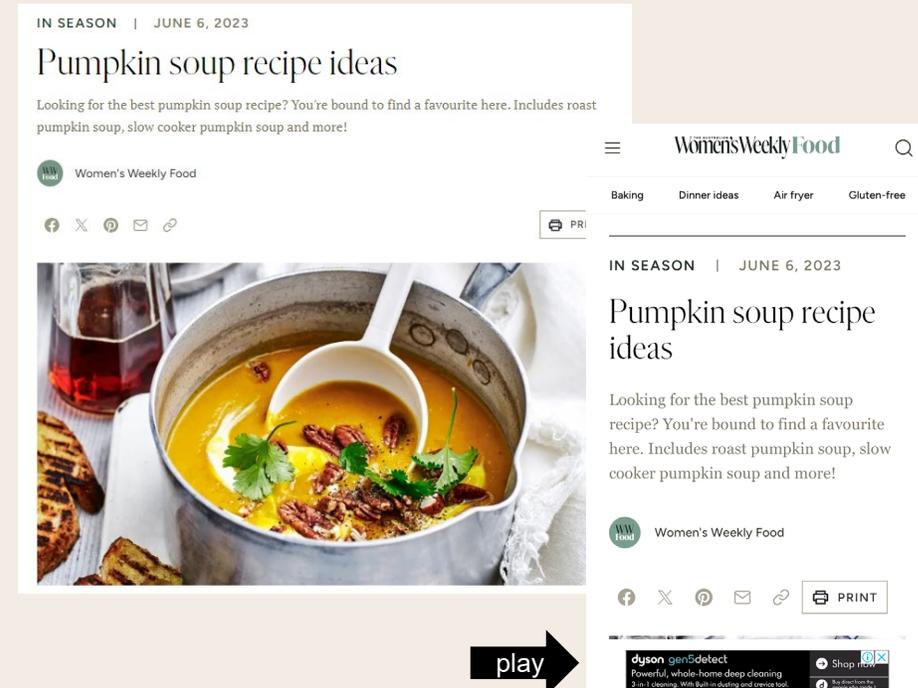
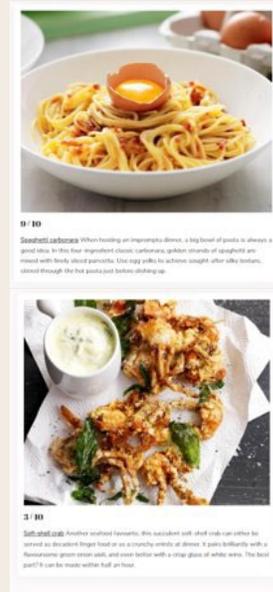
With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions

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.

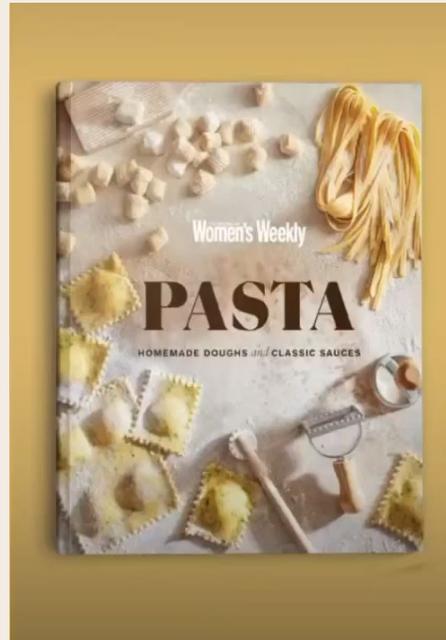
VIDEO PACKAGES – off the shelf



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*



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



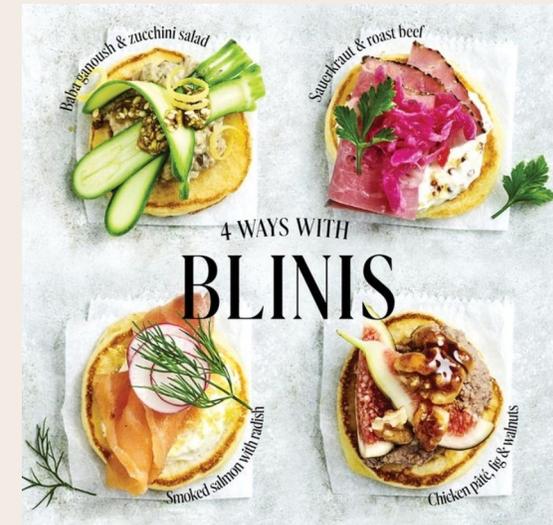
INSTADISH

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

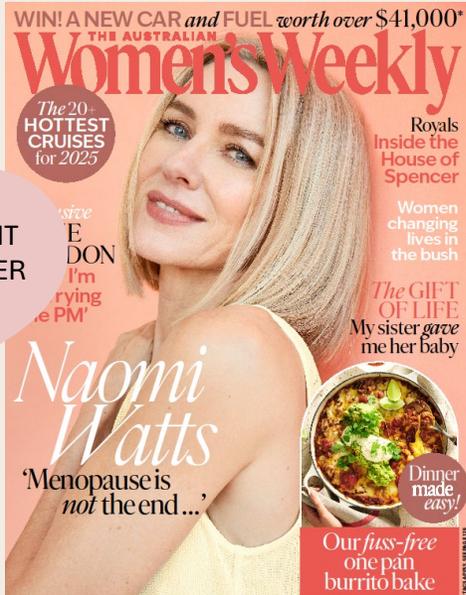
A simple and effective reach driver, using created or client assets (where relevant) – option to link out to recipe/coupon and able to be boosted to specific audiences with defined reach goals



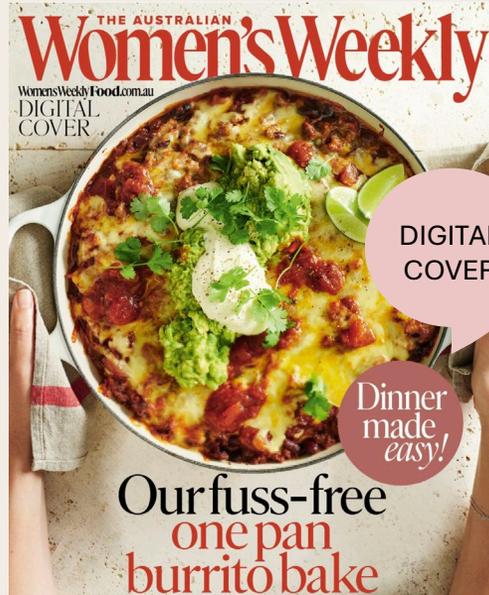
POST

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

“DINNER MADE EASY” PACKAGE



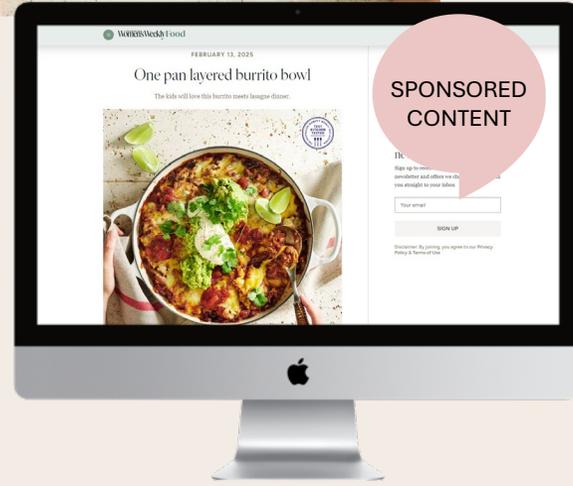
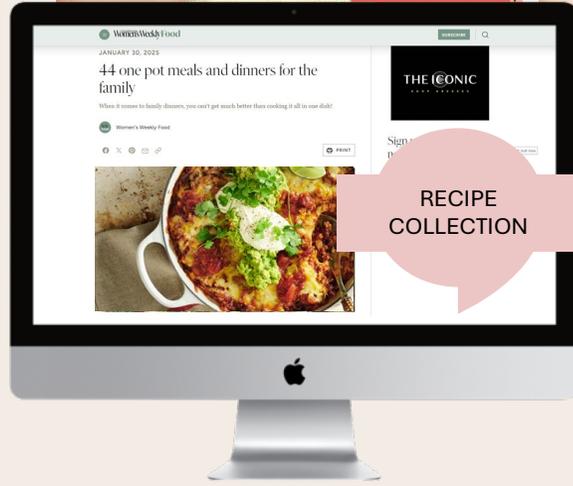
PRINT COVER



DIGITAL COVER



Dinner made easy!



“IN SEASON” PACKAGE



8-PAGE
“IN SEASON”
FEATURE WITH
6 RECIPES



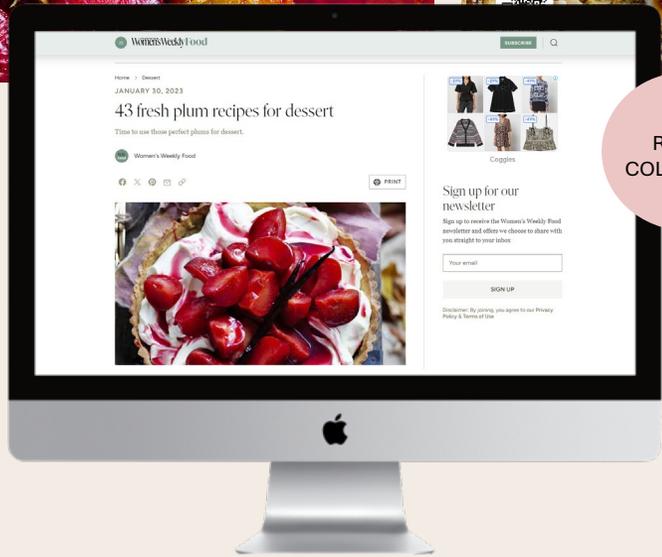
FOOD OPENER
AND SCAN
THE RECIPE



4X INGREDIENT
INTEGRATION
TEST KITCHEN
TIPS



“QUICK BITES”
MENTION



RECIPE
COLLECTION



30 SEC VIDEO
WITH SOCIAL
AMPLIFICATION

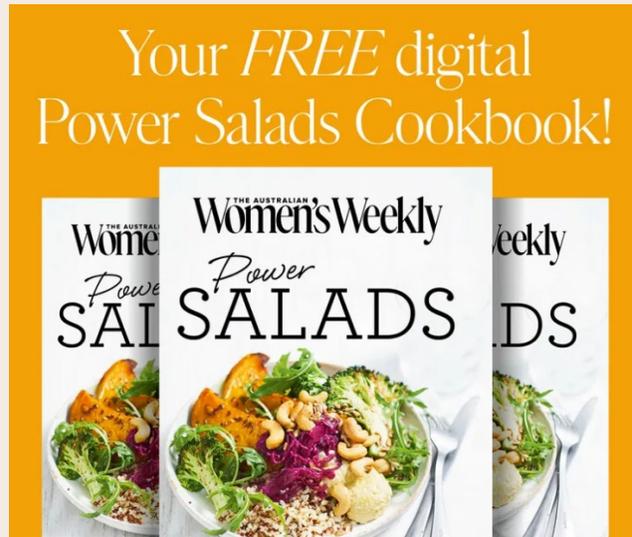


“FRAN'S
FAVOURITES”
EDM

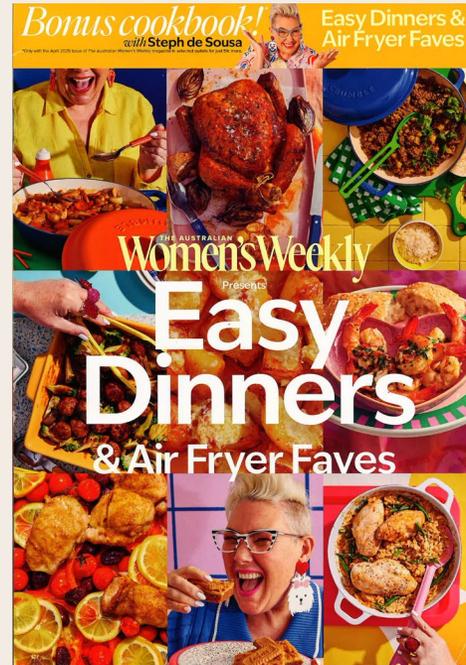


IG CAROUSEL
WITH TEST
KITCHEN TIPS

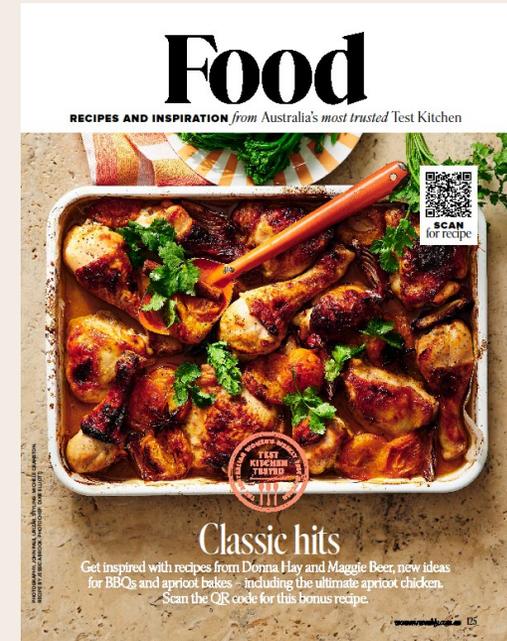
ADDITIONAL INTEGRATION OPPORTUNITIES



DOWNLOADABLE COOKBOOKS



TIP-ON COOKBOOKS



FOOD OPENERS

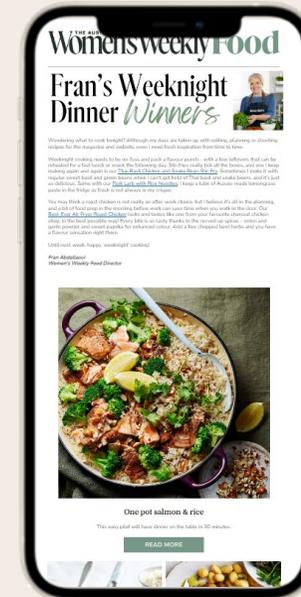
ADDITIONAL INTEGRATION OPPORTUNITIES



TALENT PARTNERSHIPS



MASTERCLASS EVENTS



FRAN'S FAVOURITES EDM

BIGGER INTEGRATION OPPORTUNITIES

Product reviews

Today show/TV integration

Cookbooks

Competitions

IP

Tip Ons / Sampling

SOLUTION BASED CAMPAIGNS

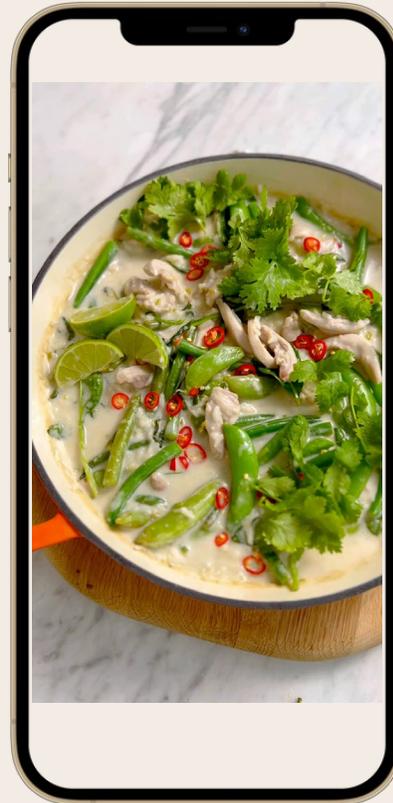
We've loved

AUSTRALIAN PORK



[VIEW HERE](#)

GOURMET GARDEN



[VIEW HERE](#)

MANGOES



[VIEW HERE](#)

AUSTRALIAN
MACADAMIAS



[VIEW HERE](#)

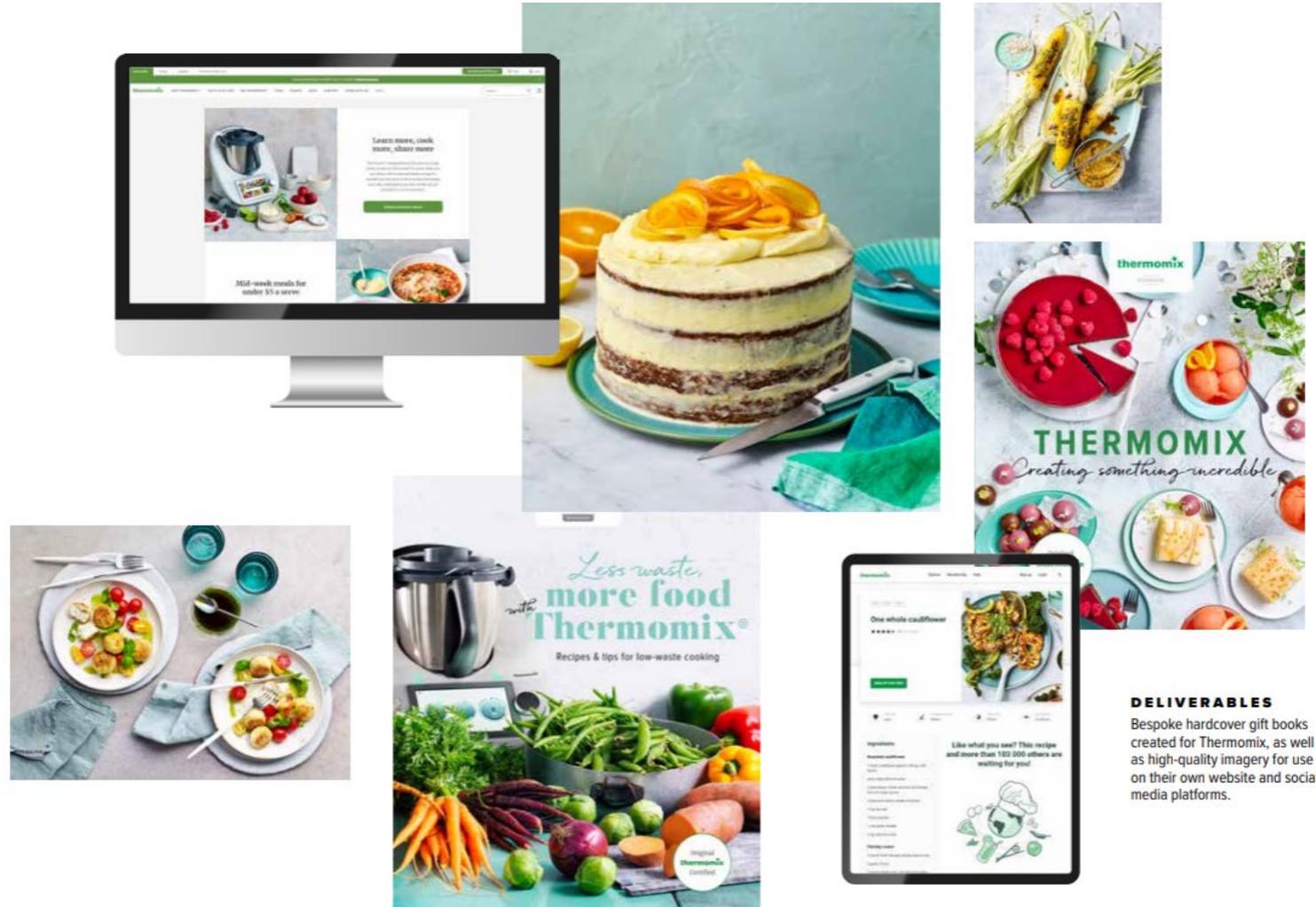
Thermomix

THE PROBLEM

The people who know about us are already converted, we need to built 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 socials 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.”



DELIVERABLES

The co-branded mini cookbook was on sale for \$5.50 in all supermarkets and newsagents, for a period of up to 6 months. This project also included images for use on the website and socials as well as packaging and POS. We also created a series of stop animation videos.

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



WHERE CONNECTION *ignites intention*

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