



# New Idea food

"New Idea Food showcases easy-to-cook dishes that taste delicious.

We have something for everyone including sweet and savoury dishes as well as clever kitchen hacks to make cooking even simpler.

Our recipes will help guide you from tasty family weeknight meals to ideas to impress and inspire your creativity."







# note from the food editor

New Idea, the much-loved Australian magazine for generations, delivers food pages to inspire, with something for everyone in each issue.

Our talented team shows readers how their kitchen can become a creative place for achievable, tasty dishes the family will love, transforming everyday pantry items into tempting meals and showcasing tried and tested home-baked treats for fabulous results every time.

In addition we bring you easy entertaining menus, sensational recipes for special celebrations and incredible sweet indulgences to really impress.

Along with tricks of the trade and clever tips to make cooking a breeze,

New Idea Food truly is your most-trusted food and recipe resource.

Karen Buckley Food Editor







# note from the digital editor

NewIdeaFood.com.au offers daily menu planning inspiration across our social channels and straight into reader's inboxes. Whether it's what to make for dinner, satisfying weeknight desserts, weekend baking projects big and small or the latest supermarket news, newIdeafood.com.au has it covered. With an easy-to-use navigate website housing more than 10,000 recipes created by the New Idea Test Kitchen as well as our partner food influencers, there's something for every taste and occasion.

Amber Manto Digital Director, NewldeaFood.com.au





### content pillars

#### **DINNER TONIGHT**

With 7 meals in the repertoire this audience all have a spag bol recipe that they know like the back their hand. NIF weeknights are all about showing her new and easy ideas that elevate her plate and give her the confidence to trial something new.

#### TROLLEY WATCH

From the latest on the shelf to trends and crazes sweeping the food world – New Idea Food covers it. We provide an expert review format that takes products into the test kitchen and trial them out and reasons to add it to the shopping list.

#### **BAKING**

We love nothing more than watching an oozy caramel drip from a spoon and into the buttery base of a pie tin. New Idea Food is all about baking with simplicity. We cover everything from 3 ingredient desserts to easy Christmas entertaining ideas.

#### **HEALTHY-ISH**

Healthy-ish is a pragmatic approach to health, all about making easy swaps, tweaks and changes to everyday meals to make a healthier decision.



## signature properties



#### REINVENT HER REPERTOIRE

- from family fuel to fabulous, midweek meals, using seasonal ingredients and meeting trends.



#### **SWEET EATS**

- from classic sweet treats to new twists.



#### **3 GREAT WAYS WITH**

brillant new ideas includes
 3 recipes using a product eg; lasagne sheets, both sweet and savoury.

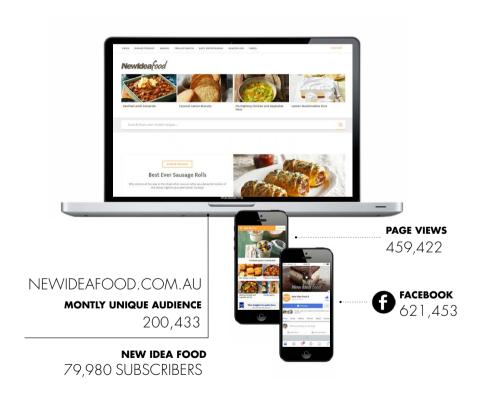


#### KITCHEN HACKS

- kitchen secrets and shortcuts.



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NEW IDEA FOOD READERSHIP

93,000

FREQUENCY
BI-MONTHLY

NEW IDEA READERSHIP

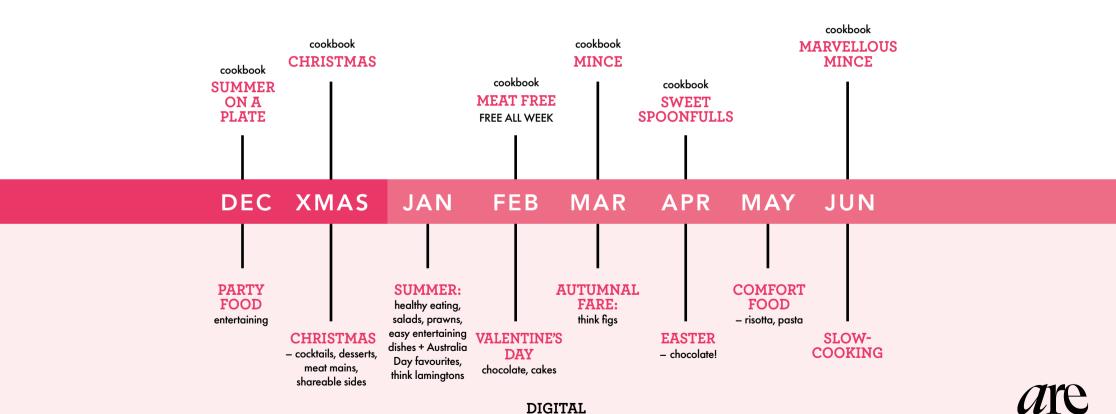
589,000

Sources: RMR Mar 2021 | Roy Morgan Apr 2021 | facebook as of May 2021



## New Idea food 2021 calendar

#### **PRINT**



media



### audience

#### THE NEW IDEA FOOD COOK

- F25-54 Main HH Cook and Grocery Buyer
- Average supermarket expenditure per week \$174
- Consumes food content print, TV, online, socially
- Average cooking skills, with intent to learn
- Likes cooking and looks for ease and convenience
- Social Demo: 69% Female | 60% 30+ | Syd & Mel
- Sometimes lacks confidence in the kitchen but is highly inspired to try something new
- She has a repertoire of 3-7 meals and LOVES food, but doesn't love the stress that comes along with weeknight meal
- She comes to New Idea for risk free recipe ideas, new ways to jazz up her repertoire and food news that keeps her feeling informed





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