

New Idea

Brand Overview

are media





New Idea

At New Idea, our mission is simple: To inspire, inform and entertain generations through our playful content, our exclusive access, our expert advice and our new ideas. In all our key pillars – royals, celebrity, real life, news, food, health, beauty, fashion, parenting and more - we strive to give our readers variety, value for money and that precious "me-time" and escape we all crave. At New Idea we celebrate every area of a woman's life – and hope to help her make that life even better.

In the words of our experts

New Idea is an entertaining and playful catch up with a good friend. It's a one-stop read that mixes international and local celebrity with royal news, entertainment and real-life stories, plus adds in a whole heap of informative lifestyle content, from health and well-being to parenting and food. *New Idea* strives to give readers the latest news and up-to-date information, while also celebrating the past and taking the occasional nostalgic trip back in time. Uniquely Australian, readers choose *New Idea* to escape from their day to day and feel connected to the people and places that matter to them.

KARLEIGH SMITH

Editor-in-Chief



Editorial Team



ERIN HOLOHAN
Editorial Director



LEIGH CREDLIN
Deputy Editor



CLAIRE ISAAC
Lifestyle Director



KAREN BUCKLEY
Food Editor



ELISE WILSON
Beauty Editor



AIMEE BRUCE
Fashion Editor



TINA BURKE
Digital Managing Editor - Entertainment

Multiple touchpoints

For more than 120 years, New Idea has surprised, delighted, uplifted and entertained Australian women of all ages – with an unrivalled mix celebrity news, food, fashion, beauty, health, home, parenting and travel.



Print
Digital
Events Social
PR & Marketing
Brand Extension

Solus Subscribers: **13,300**
Newsletter Subscribers: **11,800**

Masthead Readership: **574,000**
Cross-Platform Readership: **708,000**
Total Touchpoints: **2,975,383**

Instagram Followers: **134,000**
Facebook Likes: **1,119,625**
Twitter: **24,200**
Combined Social Following: **1,307,083**

Page Views: **710,850**
Unique Audience: **601,662**

Editorial Pillars



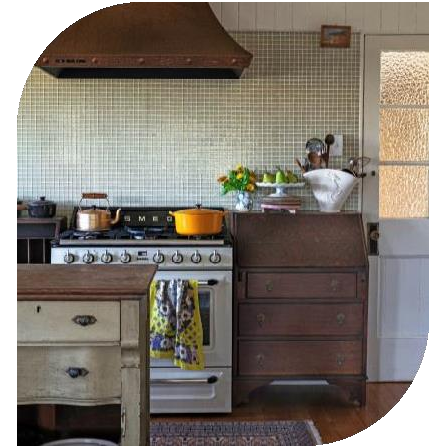
Celebrity & Royals



Food & Recipes



Health & Fitness



Homes



Beauty



Fashion & Style



Travel

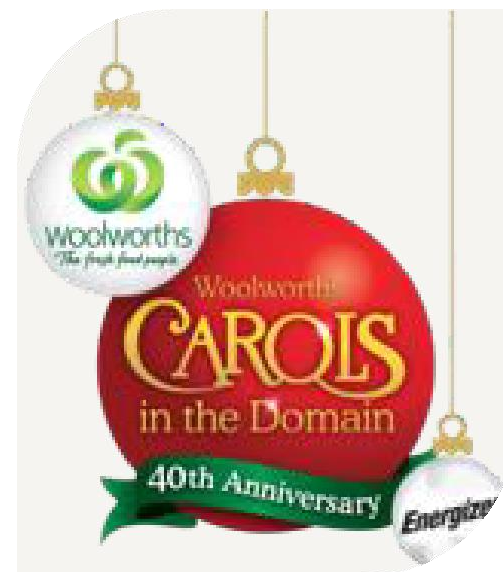
Signature properties



RMHC Partnership

Heading into the 20th year, New Idea is proud to be RMHC's main media partner.

Our room sponsorship at Randwick has provided over 330 days per year for families in need. On top of cover donations, volunteering to host afternoon teas and dinners at the houses, Christmas outings and sitting on the RMHC Ball Committee, we are delighted to support RMHC.



Carols In the Domain

New Idea is proud to be the official print partner of the Woolworths Carols in the Domain. This much-loved family event is an annual highlight for big and small kids alike. As ever, some of Australia's brightest stars grace the stage to perform your most loved festive songs. Singers, dancers and Christmas cheer ring loud as we celebrate all the magic of Christmas.

Our Audience

Foodies

66% of readers will see a new type of food and try it

66% love to cook & enjoy food from all over the world

70% like to have traditional home cooked meals

Tech Conscious

73% of readers are worried about invasion of privacy

75% need a mobile phone for information and entertainment purposes

58% of readers believe technology gives them more control over their lives

Unplugged

80% of reader when they try something they like they tell others

77% of readers want to enjoy now because they don't think about what the future will bring

67% of readers try to disconnect when they can from technology



Editorial Calendar

Celebrity & Royal. Food & Recipes. Health & Fitness. Homes. Beauty. Fashion & Style. Travel

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Health – kick start the new year Back to School	Valentine's Day Ovarian-Cancer Awareness Month	Easter School Holiday planning Budget Special Hearing Feature Glaucoma	ANZAC DAY Winter Travel Ideas Food Poverty Winter Appeal Baking	Mothers Day Beauty Tried & Tested	Winter Wellness Winter Warmer Recipes
2024					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Parenting Special	Children's Book Week Pet Special	Spring Refresh – Homes, Health, Beauty & Fashion Father's Day International Day of Charity	Halloween Special Breast Cancer Awareness Grandparent's Day	Summer Health Christmas Gift Guides	Party Season – Fashion & Beauty Entertaining Guide Carols in the Domain



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