

New Idea

*Media Kit
2025*



New Idea



Connecting and engaging **the everyday woman** with *practical lifestyle tips, feel-good stories and breaking celebrity news.*

New Idea provides the ultimate everyday escape. With a relatable voice, it delivers celebrity news, royal updates, and exclusives that keep audiences entertained.

From quick and easy recipes, to expert-backed health and lifestyle advice, handy shopping guides and travel inspiration, New Idea aims to make life easier... and a little more fun!

Uniquely
Australian, readers
choose *New Idea*
to escape from
their day to day

1.8M

TOUCH-
POINTS

627K

UAs

1.2M

SOCIAL
FOLLOWERS



Roy Morgan Single Source Australia, DEC24 - print readership, cross-platform audience (L7D)

Ipsos Iris Online Audience, March25
Dash Hudson, Are Media socials followers/ likes, as of Jan25

Our Audience Spent

\$749M

in the last 4 weeks on beauty,
fashion, health,
entertainment, lifestyle and
travel





She's....

A FOODIE

70% like to have traditional home-cooked meals

TECH CONSCIOUS

75% need a mobile phone for information and entertainment purposes

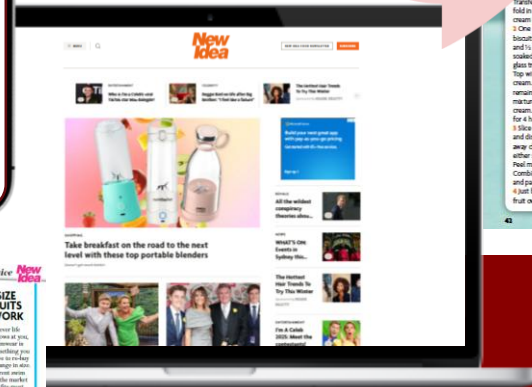
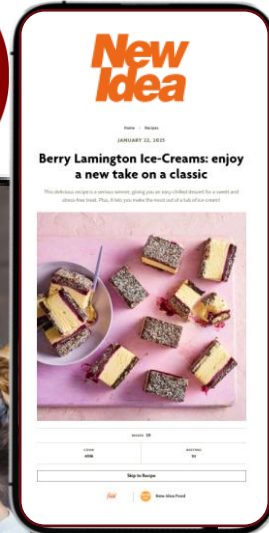
CONNECTED

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

FROM *a print-led*
entertainment brand...

SOCIALS

**DEDICATED
DIGITAL
DESTINATION**



TO an omnichannel *lifestyle* brand

DRIVING INFLUENCE IN ENTERTAINMENT AT SCALE
Via our Dotdash Meredith Partnership



2.9M

ADDITIONAL
ENTERTAINMENT
AUDIENCE

People

People EN ESPAÑOL

Entertainment WEEKLY

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Source: Ipsos Iris Online Audience Measurement Service, April 2024 – March 2025, Age 14+

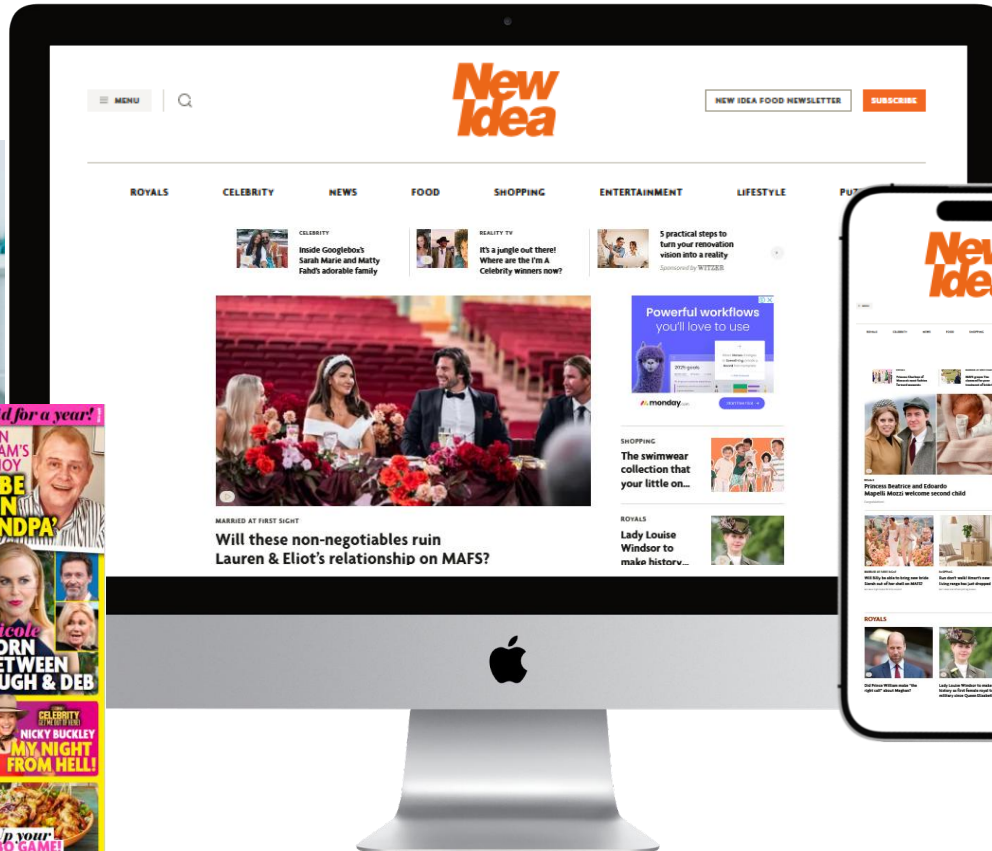
REACHING **620k** AUSTRALIANS EACH WEEK

1.2M
SOCIAL
CONNECTIONS

11.8K
NEWSLETTER
SUBSCRIBERS

1.97M
TOUCHPOINTS

797k PVs
590K UAs



Connecting and engaging the everyday woman with practical lifestyle tips, feel-good stories and breaking celebrity news.

**New
Idea**

CELEBRITY NEWS | EXCLUSIVE ACCESS | EXPERT ADVICE | PRODUCT REVIEWS | RECIPES

*ROY MORGAN DEC 2024

SUPPORTED BY A NETWORK OF OVER
15M *touchpoints*



Woman's Day



**New
Idea**



Take5



Who



**TV
WEEK**



that's life!

Editorial and Content *Pillars*



CELEBRITY & ROYALS



HOMES



FOOD



FASHION



TRAVEL



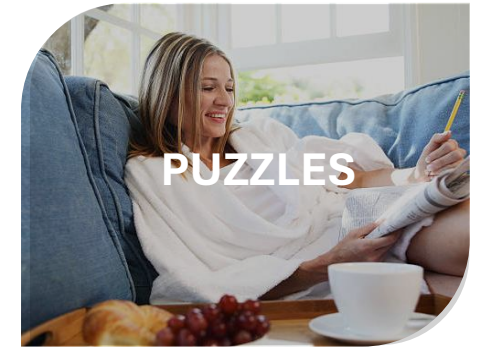
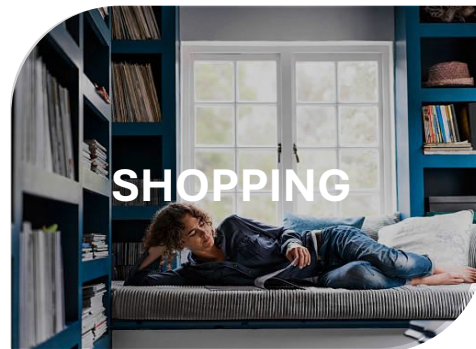
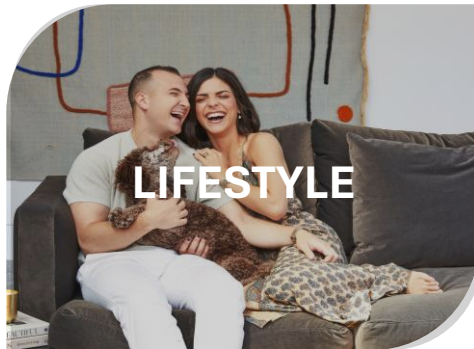
HEALTH



BEAUTY

WEBSITE VERTICALS

CENTRED AROUND OUR MOST POPULAR CONTENT CATEGORIES – AVAILABLE FOR SPONSORSHIP AND AUDIENCE TARGETING



If the environment doesn't exist, we can create it


“They seem to help me 'escape' from all of the negativity of the day and the rush rush rush that goes on around me.”

NEW IDEA READER

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 a whole heap of informative lifestyle content, from health-wellbeing to parenting and food.

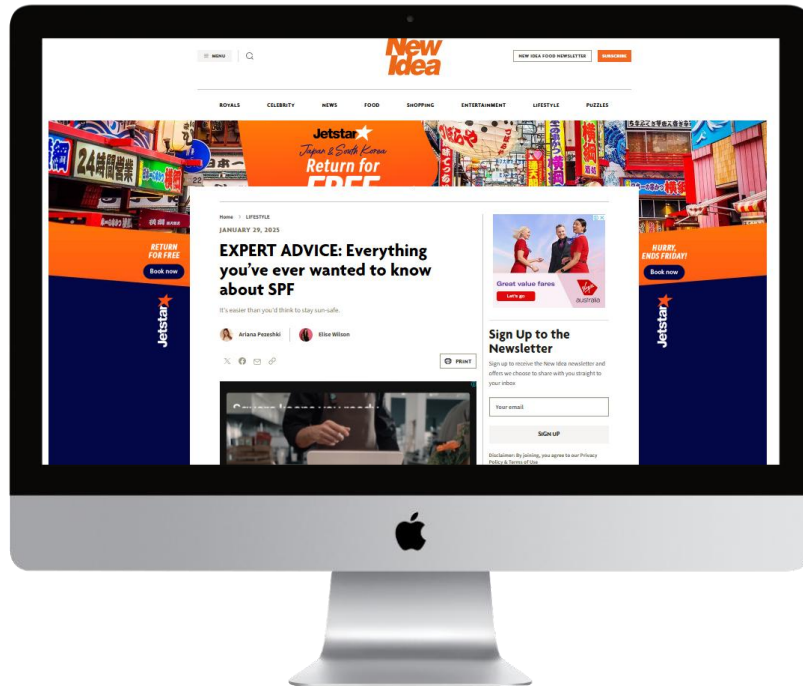
New Idea strives to give readers the latest news and up-to-date information, while also celebrating the past and taking the occasional nostalgic trip back in time. Uniquely Australian, readers choose *New Idea* to escape from their day to day and feel connected to the people and places that matter to them.



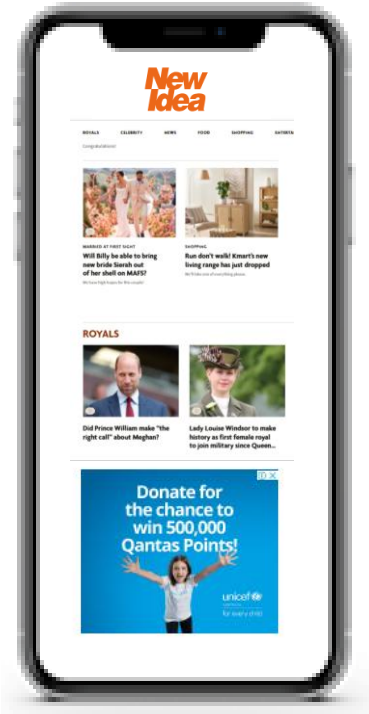
advertising **OPPORTUNITIES**

driving intention through connection

DRIVING AWARENESS | *Examples*



SPONSORSHIP



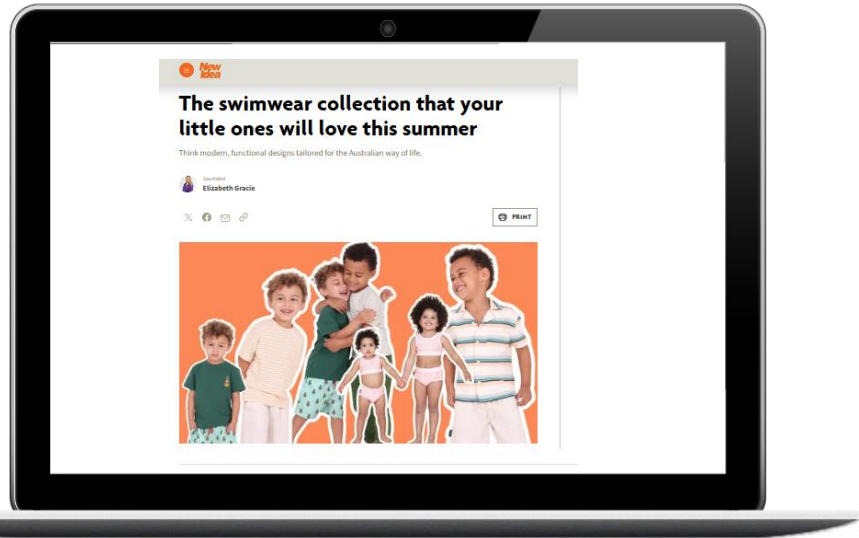
ROADBLOCK



VIDEO AMPLIFICATION

AWARENESS

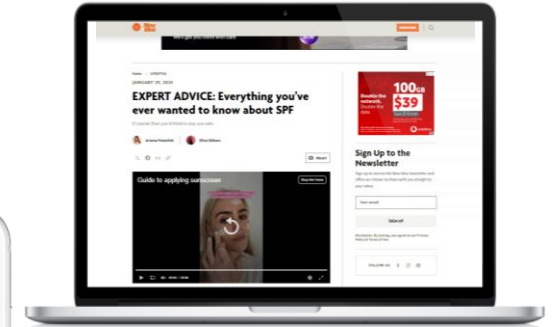
UNDERSTANDING & BUY-IN| *Examples*



EDITORIAL, ADVERTORIAL & NATIVE ARTICLES



SOLUS EDM



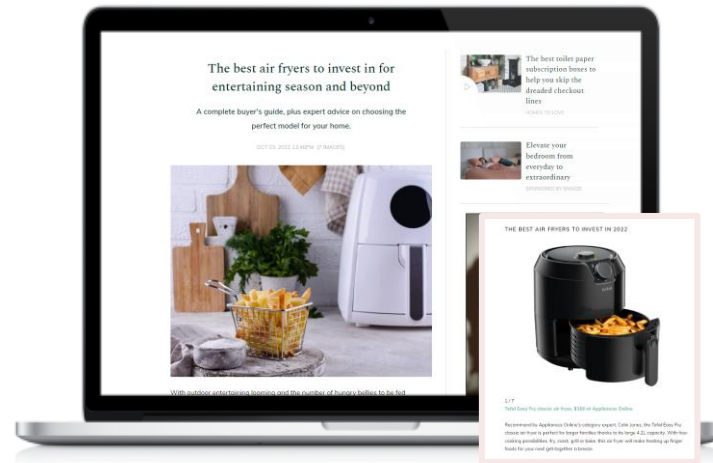
INSTAZINE

UNDERSTANDING AND BUY-IN

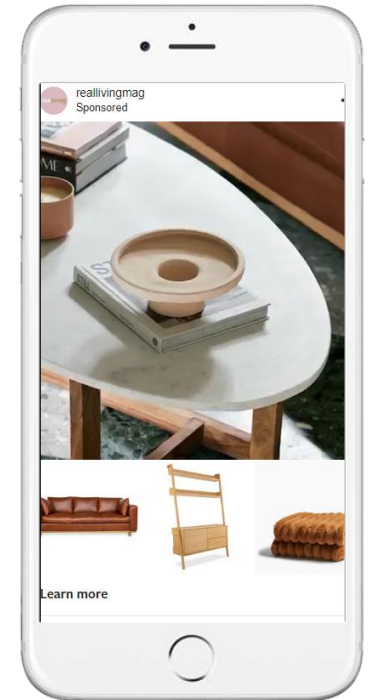
DOWN THE FUNNEL | *Examples*



SHOP THE LOOK



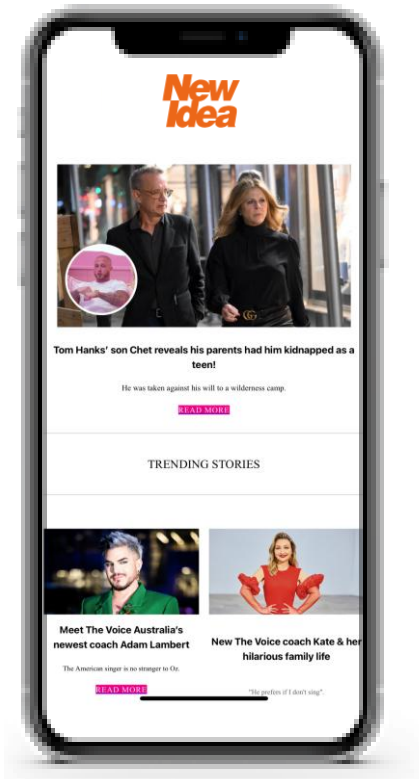
AFFILIATE LINKS



SHOPPABLE SOCIAL

SHOPPABLE FORMATS

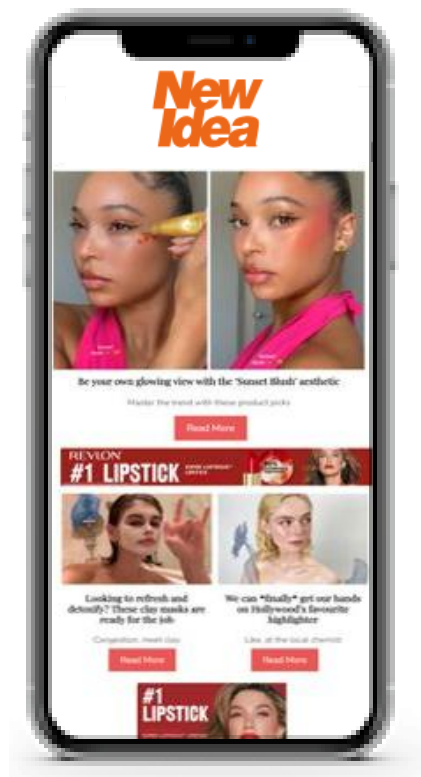
DOWN THE FUNNEL | *Examples*



MREC & DRIVERS IN ENEWSLETTER



SOLUS



CUSTOM EDM'S

EMAIL OPPORTUNITIES

PRINT CONTENT CREATION | Examples



ADVERTORIAL

SHOP IT

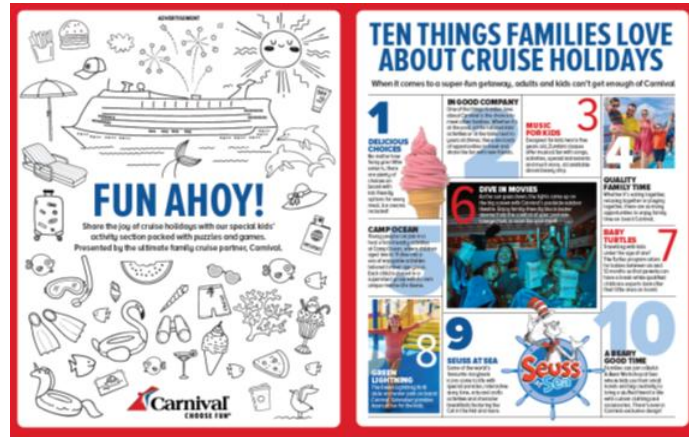
FEATURE
INTEGRATION



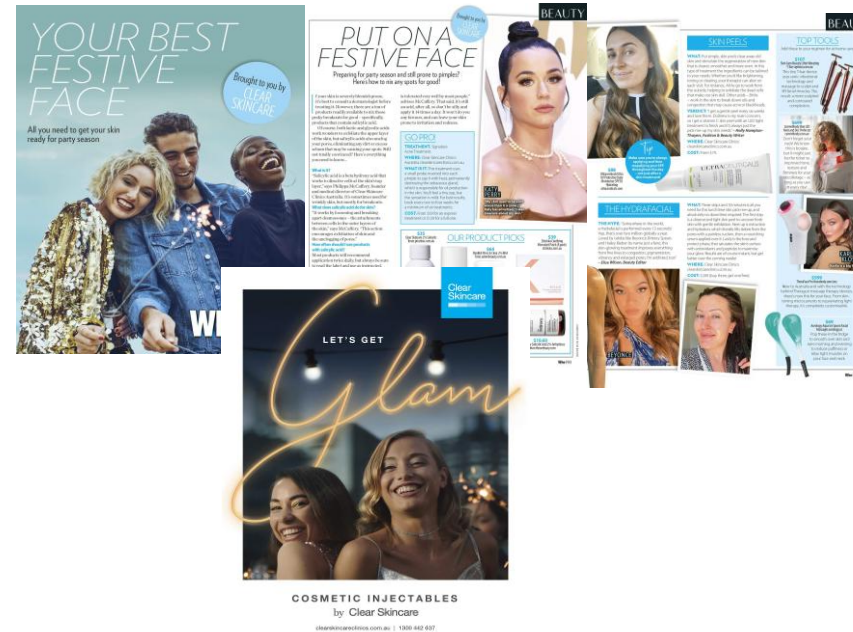
BESPOKE BRANDED
SPONSORED CONTENT

CUSTOM CONTENT

PRINT CONTENT CREATION | *Examples*



CUSTOM PUZZLES



FLIPBOOK



CUSTOM EDITORIAL MINI-MAG

CUSTOM CONTENT

Content Calendar 2025

JAN

*Health – kick
start the new
year*
Back to School

FEB

Valentine's Day
**Ovarian-Cancer
Awareness
Month**

MAR

**Easter School
Holidays**
Budget Special
Autumn Fashion

APR

ANZAC DAY
Winter Travel
Food Poverty
Winter Appeal
Baking

MAY

Mother's Day
*Beauty Tried &
Tested*

JUNE

Winter Wellness
Winter Warmer
Recipes

JULY

Parenting Special

AUG

**Children's Book
Week**
Pet Special

SEPT

Father's Day
**International Day
of Charity**
*Spring Refresh –
Homes, Health,
Beauty & Fashion*

OCT

**Grandparent's
Day**
Halloween Special
*Breast Cancer
Awareness*

NOV

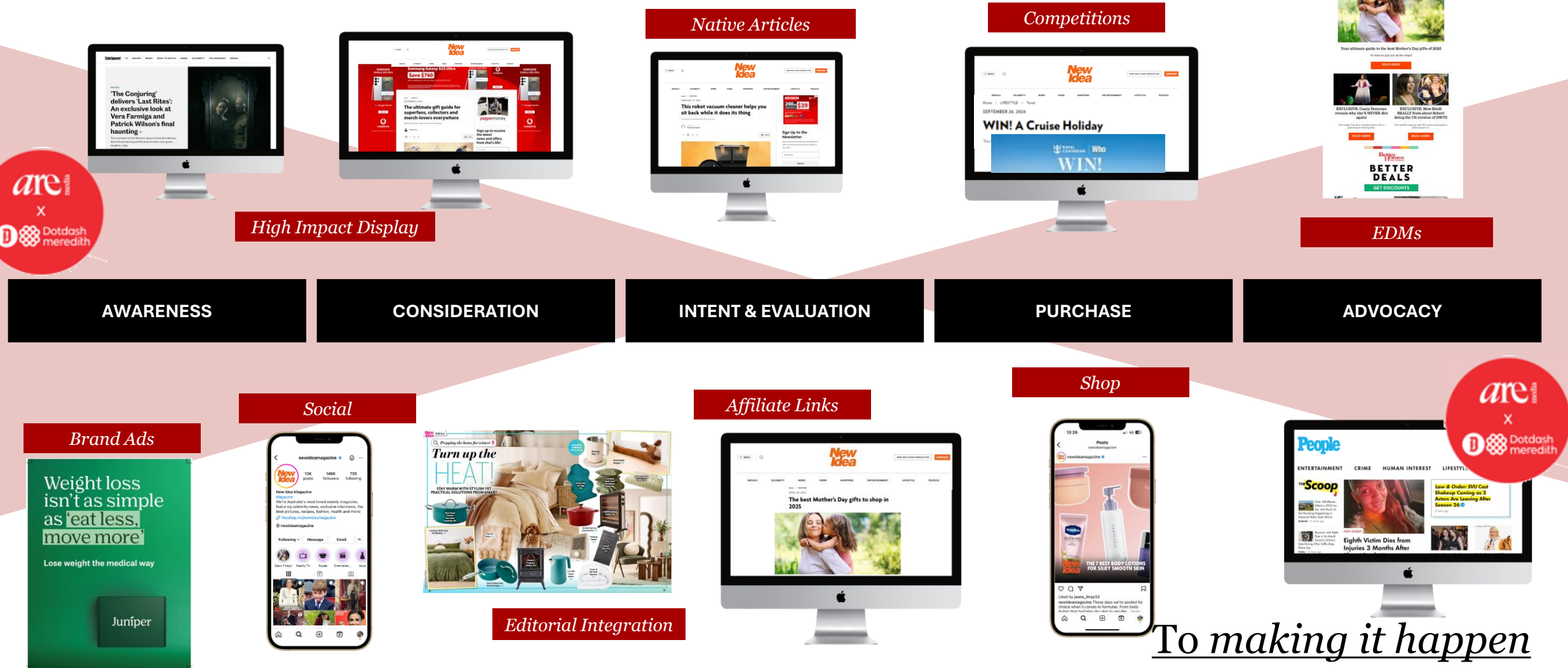
Summer Health
*Christmas Gift
Guides*

DEC

**Carols in the
Domain**
*Party Season –
Fashion & Beauty
entertaining guide*

Driving connection and intention through the ***purchase funnel***

From inspiration





DIGITAL

Unique Audience: 627,549
Page Views: 834,500
Average Dwell Time:
1.99 minutes



DDM DIGITAL EXTENSION*

VIA Dotdash Meredith
Partnership



8.807M
MONTHLY
UAs

People

People

Entertainment WEEKLY

Cross-Platform Reach:
620,000



PRINT



Weekly Reach: 494,000

New Idea

1.88M TOUCHPOINTS

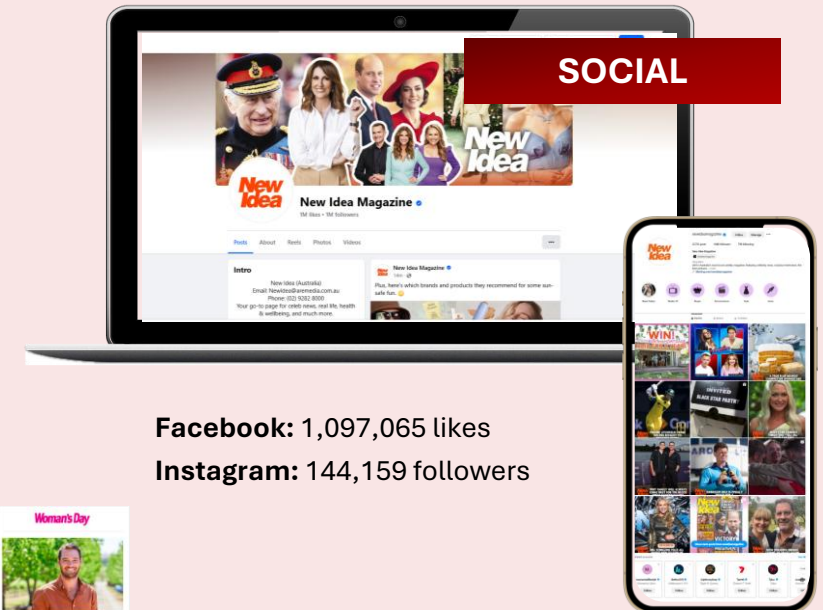
**Ex-Dotdash Meredith*

EDMS



Newsletter: 10,700 subscribers

Solus: 11,800 subscribers



SOCIAL

Facebook: 1,097,065 likes

Instagram: 144,159 followers

Roy Morgan Single Source Australia, DEC24 - print readership, cross-platform audience (L7D)
Ipsos Iris Online Audience, March25
Dash Hudson, Are Media socials followers/ likes, as of Jan25
Are Media Internal Solus & Newsletter subscribers as of Feb25
Source: Ipsos iris Online Audience Measurement Service, March 2024 – February 2025, Age 14+



Where connection ignites intention

Judy Taylor

QLD Head of Sales

Judy.Taylor@aremedia.com.au

Blake Wright

Head of Sales (NSW)

Blake.Wright@aremedia.com.au

Anna Quinn

National Director of Sales

Anna.Quinn@aremedia.com.au

Jessica Ashworth

Commercial Brand Manager

Jessica.Ashworth@aremedia.com.au