

A woman with her hair pulled back, wearing a sleeveless, heavily beaded and sequined dress, stands against a background of vertical pink and white stripes. She is smiling slightly and looking towards the camera. She is wearing pearl earrings and a matching necklace.

Who

Media Kit
2026

Who



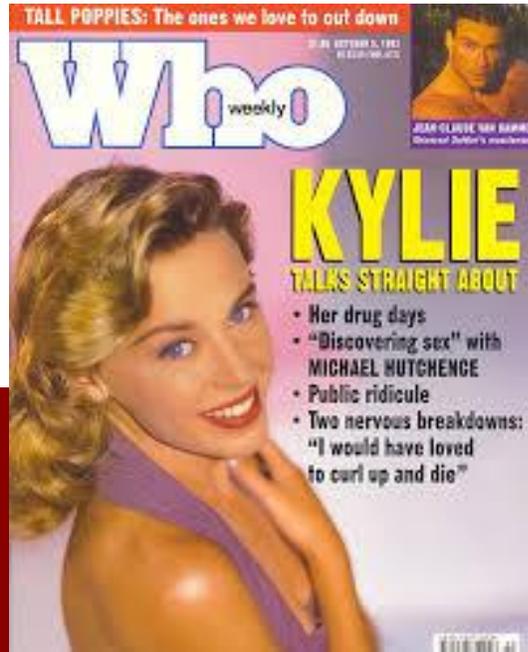
Entertaining and informing the **modern woman** with *celebrity* and *pop culture news* and the latest in *fashion, beauty* and *wellness*.

WHO keeps the finger on the pulse with the latest in celebrity news, interviews with the biggest stars, in-depth crime features and real life success stories.

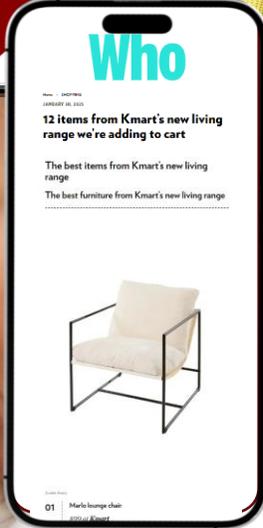
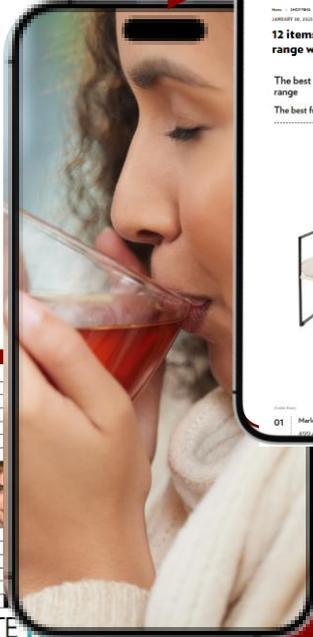
It breaks down the freshest trends in fashion and beauty and provide an escape with travel inspiration and the must-watch shows streaming now.

FROM a print-led entertainment brand...

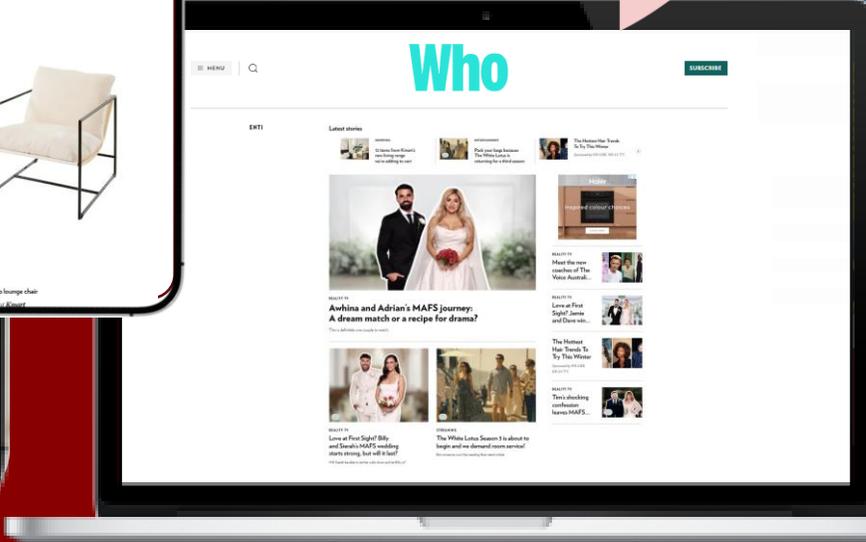
entertainment brand...



SOCIALS



DEDICATED DIGITAL DESTINATION



the hit list EVERYTHING YOU NEED TO KNOW ABOUT THE WEEK IN ENTERTAINMENT



TO an omnichannel lifestyle brand

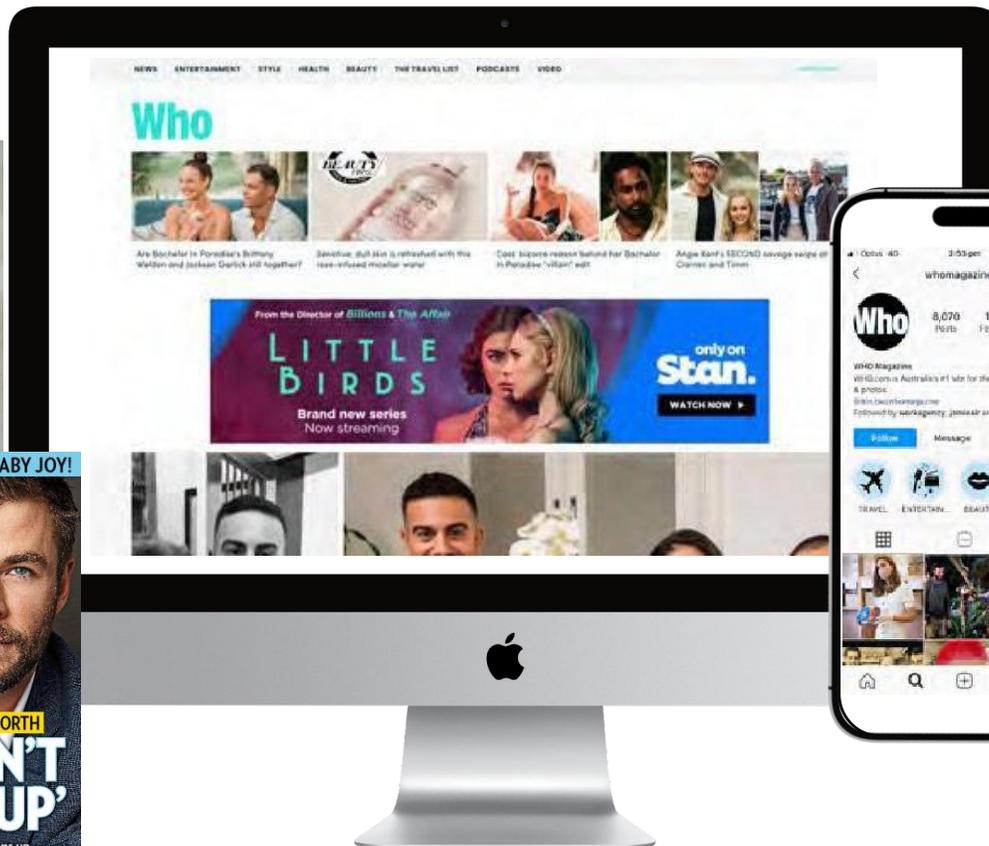
REACHING 212k AUSTRALIANS EACH WEEK

1.26M
TOUCHPOINTS

294k
FOLLOWERS
ON TIKTOK

1M
SOCIAL
CONNECTIONS

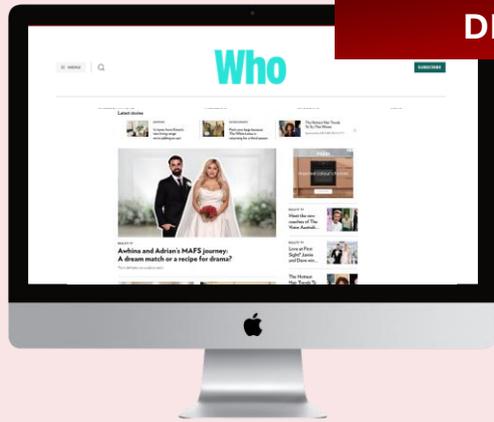
11.3K
NEWSLETTER
SUBSCRIBERS



Entertaining and informing the modern woman with celebrity and pop culture news and the latest in fashion, beauty and wellness.

CELEBRITY NEWS | EXCLUSIVE ACCESS | INTERVIEWS | FASHION | BEAUTY | WELLNESS

Who



DIGITAL

Unique Audience: 319,568
Page Views: 467,496
Average Dwell Time: 1.54 minutes

People inc. DIGITAL EXTENSION*

VIA People Inc. Partnership



8.807M MONTHLY UAs



Who
1.26M TOUCHPOINTS
**Ex-People Inc.*

Cross-Platform Reach: 212,000



PRINT

Weekly Reach: 128,000



SOCIAL

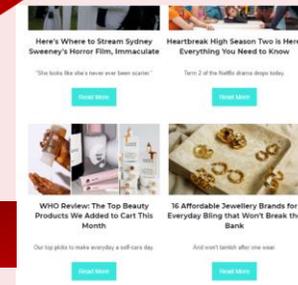
Facebook: 318,162 likes
Instagram: 416,700 followers



EDMS

Newsletter: 11,300 subscribers

Solus: 10,800 subscribers



Roy Morgan Single Source Australia, JUN25 - print readership, cross-platform audience (L7D)
Ipsos Iris Online Audience, October25
Dash Hudson, Are Media socials followers/ likes, as of Jan26
Are Media Internal Solus & Newsletter subscribers as of Jan26

SUPPORTED BY A NETWORK OF OVER
15M touchpoints



Woman's Day



**New
Idea**



Take5



Who



**TV
WEEK**



that's life!

Editorial and Content *Pillars*



News



Celebrity



Style



Beauty



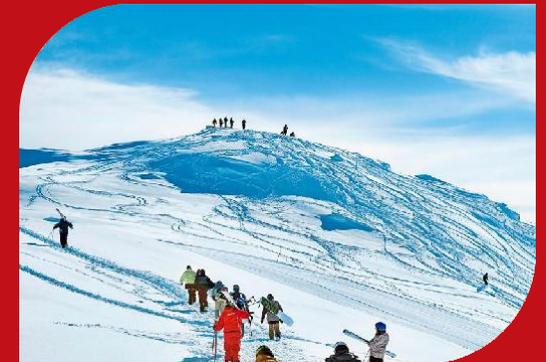
Entertainment



Health



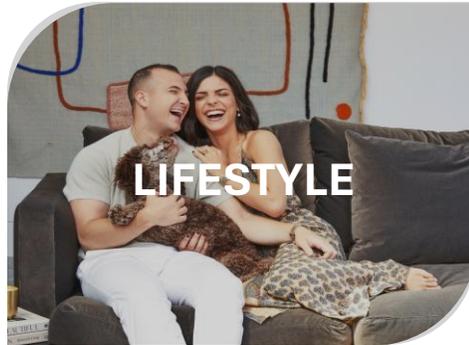
Wellness



Travel

WEBSITE VERTICALS

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



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

Content Calendar 2026

JAN

*Box Office
Blockbusters What
to Watch
Red Carpet Season*

FEB

*Back to School Sun
Safe Special
Magazine Millionaire
(digital extension
available)*

MAR

*3 Ways to Wear
School Holiday
Guide
Easter
Entertaining*

APR

*Reality TV Season
Celebrity Hot Spots*

MAY

***Mother's Day**
Beauty Tried &
Tested
Beauty Dupes*

JUNE

*Winter Wellness
Winter Style
School Holiday
Guide*

JULY

***TV Week Logie
Awards**
Box Office
Blockbusters*

AUG

*Post-Logie's
Coverage
Best Reads
Travel Tips*

SEPT

***Father's Day**
Drink Notes
Steal
Her Style*

OCT

*Spring Health Special
Drinks Pairing Guide
Seasonal Food Guide*

NOV

***Black Friday**
Summer Streaming
Guide
Sun Safety Special*

DEC

*Beach Bag
Essentials
Beach Reads
Summer Style*

Our Audience Spent

\$20M

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





She's....

TECH SAVVY

73% believe the internet is far more informative

ON TREND

81% say if they try something new and really like it they will tell people about it

SPENDERS

78% of readers try to buy Australian products more often

“I consider *Who* to be near the top of the pack, higher in quality in its photography and the stories covered, and a step above some of the magazines that I'd say are on the trashier side of magazines.”

WHO READER

In the words of our experts...

With exclusive access to the A-list, *WHO* has a truly unique position as the celebrity weekly that readers trust, reaching more than 205,000 Australians every week. Sharing breaking news, the hottest gossip from Hollywood as well as the latest beauty, health and travel trends, *WHO* informs, inspires and, most of all, entertains.

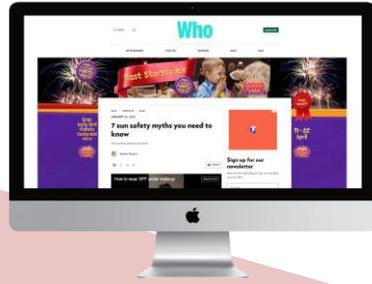
Driving connection and intention through the ***purchase funnel***

From inspiration

are
media
x
People Inc.



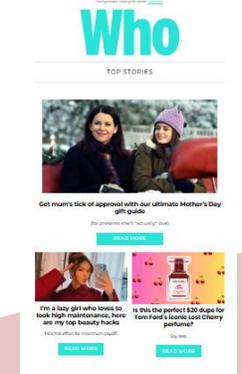
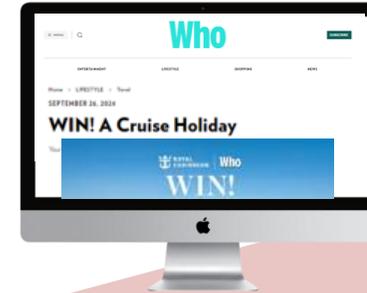
High Impact Display



Native Articles



Competitions



EDMs

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

ADVOCACY

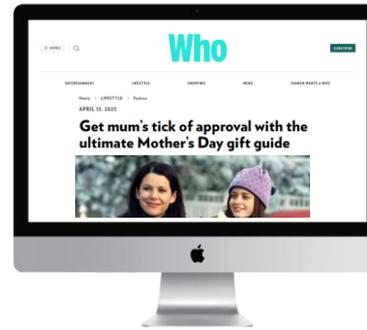
Brand Ads



Social



Affiliate Links



Shop



Editorial Integration



are
media
x
People Inc.



To making it happen

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



are
media
x
People Inc.

2.9M

ADDITIONAL
ENTERTAINMENT
AUDIENCE

People

People
EN ESPAÑOL

Entertainment
WEEKLY

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS



Where connection ignites intention

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