

# THE AUSTRALIAN Women's Weekly

Media Kit  
2026





# THE AUSTRALIAN Women's Weekly

Inspiring and informing Australian women through trusted journalism, insightful lifestyle ideas, expert health advice, and beloved recipes — fostering a strong and connected community

The Australian Women's Weekly is the country's most-loved and iconic lifestyle brand, with a monthly print readership of 1.3 million and a multi-platform audience of 2.8 million+ – with an average audience age of 47-years-old – each month across print, social and the lifestyle and food websites [womensweekly.com.au](https://www.womensweekly.com.au) and [womensweeklyfood.com.au](https://www.womensweeklyfood.com.au).

The trusted voice of Australian women for over 91 years and known for long-form features, beautiful photographic shoots and world-famous food content, The Australian Women's Weekly is a heritage brand with a thoroughly modern editorial approach. The Weekly inspires and informs through trusted journalism, covering lifestyle, food, and health and connecting a community of Australian women who seek insight, ideas, and advice.

# Editorial Talent



**SOPHIE TEDMANSON**  
*Print Editor*



**ORLAITH COSTELLO**  
*Digital Editor*

*“The Australian Women's Weekly, the country's most-loved and trusted lifestyle brand for over 91 years, continues to shape the lives of women, connect with community and set the agenda with exemplary journalism covering News, Royals, Food, Health, Travel, Fashion, Culture, Rural & Regional issues and celebrating Women's stories.*

*We have entered an exciting new omnichannel era with signature properties and a strong digital and social presence, extending the brand's reach beyond print to a wider, loyal and highly engaged audience across multiple platforms.”*



**FRAN ABDALLAOU**  
*Food Editor*



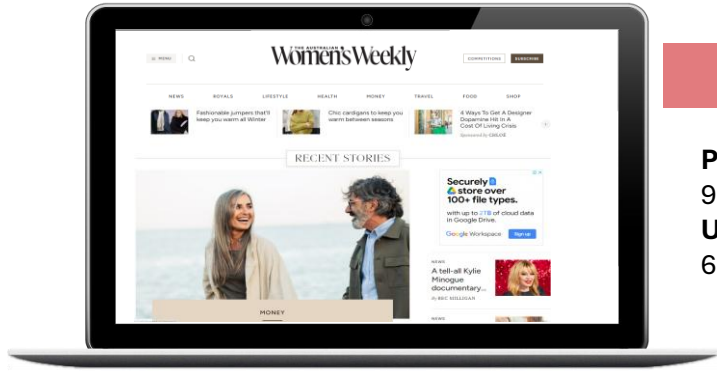
**MATTIE CRONAN**  
*Fashion Editor*



**BERNARD O'SHEA**  
*Travel Editor*



**ASHLEIGH AUSTEN**  
*Health Editor*



### DIGITAL

**Page Views:**  
931,128  
**Unique Audience:**  
622,177

### PEOPLE INC. DIGITAL EXTENSION



health  
verywellmind  
verywellhealth  
verywellfit  
Parents

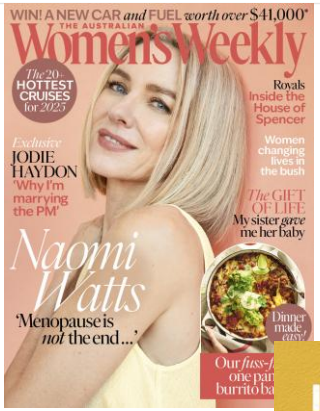
8.807M  
MONTHLY  
UAs

are  
x  
People Inc.

THE AUSTRALIAN  
**Women's Weekly**  
CONNECTING WITH  
WOMEN ACROSS  
**3+ million\***  
TOUCHPOINTS EVERY  
MONTH

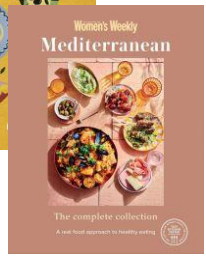
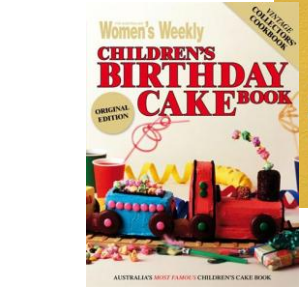
\*Ex- People Inc.

### PRINT



**Print Readership**  
1,207,000

**One shots and custom publications**  
10+ PER YEAR



### EDMs

**Newsletter:** 92,200  
**Solus:** 93,900

### SOCIAL



**Instagram Followers:**  
205,464

**Facebook Followers:**  
564,305

### AFFILIATE



### EVENTS & ACTIVATIONS



AWW Source: Roy Morgan Single Source Australia, June25, Ipsos Iris Online Audience Measurement Service, average UAs and PVs Jan-March 2025, Dash Social, Social Followers as of August 2025, Solus and newsletter subscribers as of August 2025 (last 90 days average). Note: total touchpoints is a duplicated number.  
People Inc. source: Ipsos iris Online Audience Measurement Service, March 2024-February 2025, Age 14+.

DRIVING INFLUENCE IN LIFESTYLE AT SCALE  
*Via our People Inc. Partnership*



**1.97M**  
ADDITIONAL  
LIFESTYLE  
AUDIENCE

**health**

474,167 MONTHLY UAs

**Parents**

217,008 MONTHLY UAs

**verywell** health

1,144,814 MONTHLY UAs

**verywell** mind

323,932 MONTHLY UAs

**verywell** fit

168,069 MONTHLY UAs

PRODUCT OFFERING  
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

# Who is she, and what makes her tick?



## COMMUNITY MINDED

**89%** believe helping others is a part of who they are

**71%** try to buy Australian products as often as possible



## HEALTH CONSCIOUS FOODIES

**74%** prefer to eat healthily

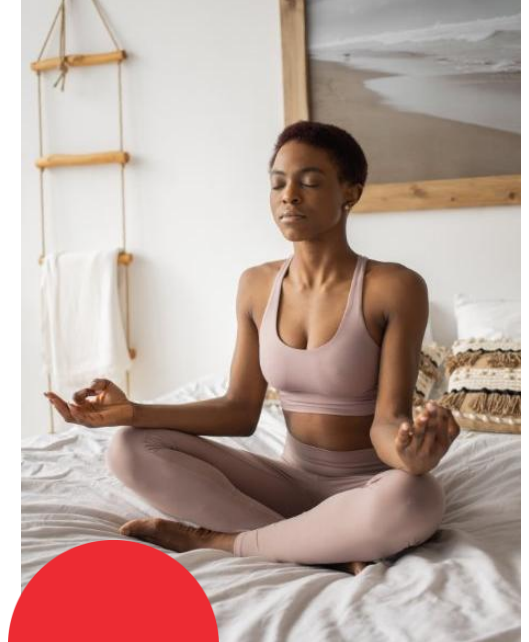
**70%** love to cook & **81%** enjoy food from all over the world



## INVESTED & CONNECTED

**68%** feel confident about finances

**57%** watch the news on TV to stay updated



## MOTIVATED

**64%** ready to try new and different products

**44%** look for new experiences every day

**AVE AGE: 47YRS | AVE HHI: \$129K | AVE GROCERY SPEND: \$257**

# Our Audience

Average Age: **48 yrs**

Average Household Income: **\$131k**

Average Grocery Spend Per Week: **\$257**



## Conscious

**89%** of our audience believe helping others is a part of who they are

**74%** prefer to eat healthily

**71%** believe quality is more important than price

## Motivated

**64%** of our audience are ready to try new & different products

**44%** look for new experiences every day

**70%** love to cook & **81%** enjoy food from all over the world

## Invested

**68%** of our audience feel confident about managing their finances

**57%** watch the news on TV to stay updated

**71%** try to buy Australian made products as often as possible

# Editorial and Content *Pillars*



## **FOOD**

Tried and trusted recipes, expert cooking tips and food inspiration from *The Australian Women's Weekly* Test Kitchen



## **TRAVEL**

The best of local and international destinations from in depth trip reviews to hot deals and bucket list getaways



## **STYLE**

A curated guide to the latest fashion styles and beauty products that Australian women want to wear and try



## **FINANCE**

Headed up by *The Australian Women's Weekly* finance editor, Effie Zahos, focusing on financial literacy, growing wealth and living large in retirement



## **HEALTH**

Expert advice on issues that affect women. From menopause to mental health, medical updates to relationship advice, nutrition to easy fitness tips and much more

# Editorial Calendar 2026



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	XMAS
<b>PRINT</b>	Reset / Summer	The Love Issue, Wellness Special	ANZ / Cross-Tasman Down Under Special	Easter issue: craft, entertaining, fashion	Mother's Day / Royal Special	Winter	Slow Special	Rural special	Spring & Health Special	Books / Reading Special	Cruising Travel Special	Summer	Season of Joy (last minute Christmas gift guide, Christmas entertaining specials)
<b>SOCIAL</b>	New Year, New You, Healthy Habits for 2026 (Food, fitness, horoscopes, puzzles, savings, bucket list travel, summer books)	Love Stories Vodcast and Walk With The Weekly	Women We Love	Easter and Interstate holidays	Gift guide, celebrity portfolio, entertaining	Finance special: hold Financially Fit virtual event	Slow travel, slow cooking, slowing down for health/ mindfulness, slowing your energy consumption at home	Launch "My Town" new sponsored content rural series	AWW Health Summit Special	Best Books of Summer	Black Friday Sales	Summer beauty, fashion, health, pre-Xmas baking and entertaining	Last minute Christmas gift guide, Christmas entertaining specials
<b>DIGITAL</b>													
<b>BRAND OPP</b>													
<b>TENTPOLE</b>		Love Stories Vodcast and Walk With The Weekly				Finance special: Financially Fit Virtual Event		My Town sponsored content rural series	Annual Health Special		Cruise In Style	Season of Joy	

A woman with long brown hair, wearing a voluminous pink robe with a matching sash, stands in a greenhouse. She has her eyes closed and a serene expression. The greenhouse is filled with various plants, including small white and pink flowers in the foreground and rows of plants in black pots in the background. A large pink curtain hangs behind her. The text 'advertising OPPORTUNITIES' is overlaid on the image, with 'advertising' in a white script font and 'OPPORTUNITIES' in a bold white sans-serif font. Below this, the tagline 'driving intention through connection' is written in a smaller white script font, partially overlapping a red speech bubble graphic.

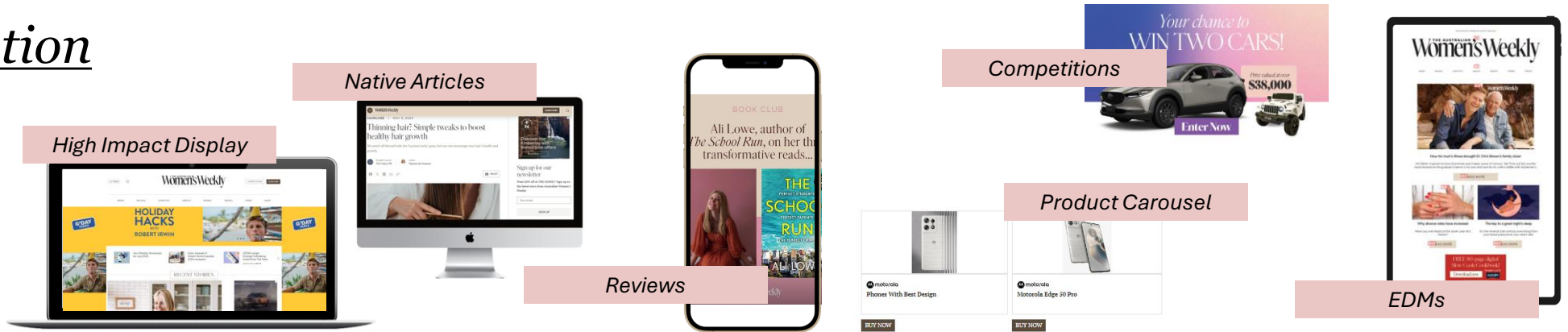
*advertising*  
**OPPORTUNITIES**

*driving intention through connection*

# FROM CONNECTION TO INTENTION

## ACROSS THE FUNNEL

From inspiration



Brand Ads



Social



Editorial Integration

Forgot to buy mum a present? Here's the best last minute Mother's Day gifts

If you've left gift shopping last minute, don't fret. Read on for our Mother's Day picks.



Affiliate Links



IP

Community initiatives



To making it happen

# *signature* PROPERTIES AND PLATFORMS



## ICONS & INNOVATORS

The Australian Women's Weekly Icons & Innovators campaign celebrates young women determined to make a difference in Australia's future across a variety of industries



## HEALTH SUMMIT

The Australian Women's Weekly Health Summit is the first in a series of events and associated content and community connection that will inspire, inform and motivate women to be healthier in mind, body and soul



## HOME OF CHRISTMAS

Home of Christmas is a truly integrated multi-platform sponsorship opportunity. We create a path to purchase by de-coding Christmas, talking directly to millions of main grocery buyers across print, social, video and digital

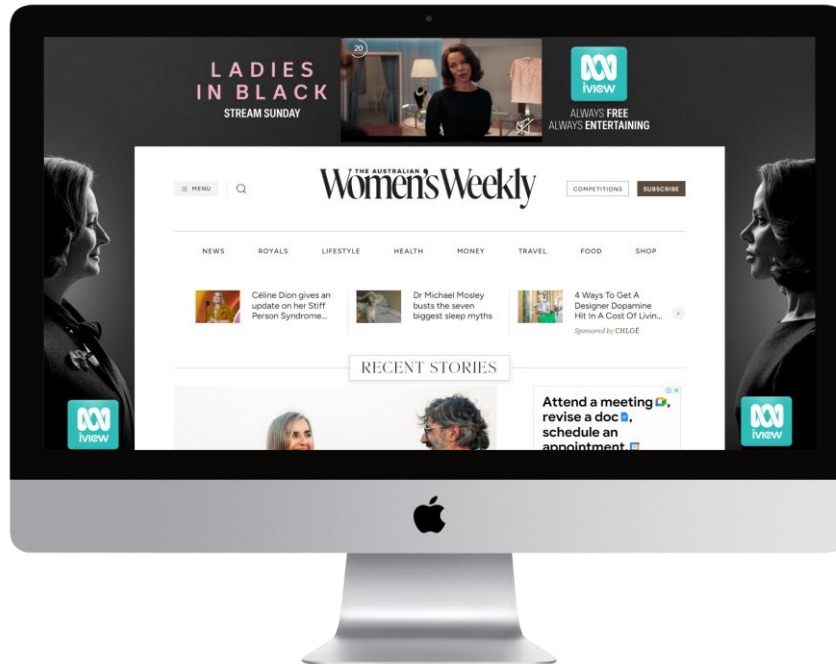


## FINANCIALLY FIT FEMALES

Financially Fit Females set an ambitious goal to increase understanding and educate women around key issues of super, salary, financial abuse, investing, divorce and separation

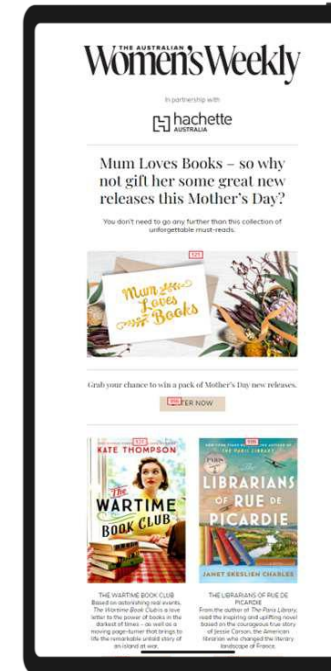
# SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



## HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.



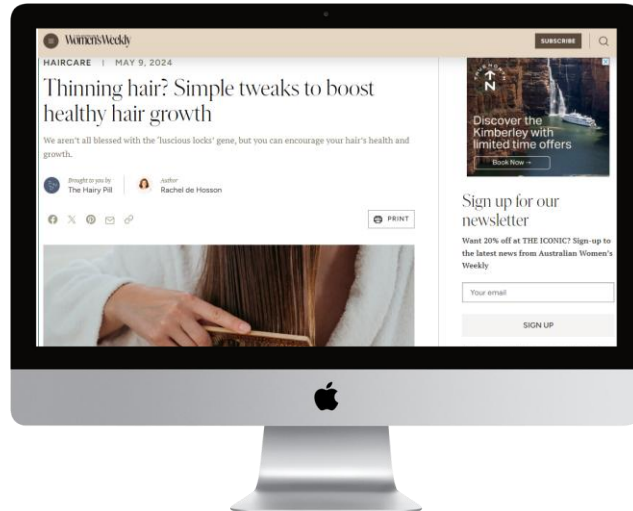
## SOLUS EDM

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 | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



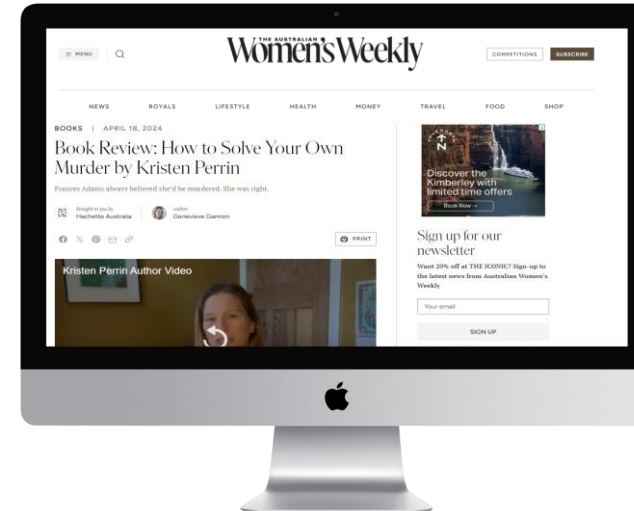
## NATIVE

An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

### INCLUSIONS

- 5,000 PVs and 1 social post
- 500 words of copy + 2 x Brand mentions
- BTYB Client name at Head and Foot of article.
- 1 x Internal body copy product mention.
  - No product image guarantees

EXAMPLE  
Link



## DIGITAL ARTICLE

An article entirely themed around client's desired messaging, written by our content team in the tone of the brand it's housed on. Client has 100% Share of voice (SOV)

### INCLUSIONS

- 2,500 PVs & 1 social post
- 500 words of copy + 5 x brand mentions
- BTYB Client name at Head and Foot of article
- Can include multiple (2) product imagery

EXAMPLE  
Link

# DIGITAL VERTICALS

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



HOMEPAGE



NEWS



ROYALS



LIFESTYLE



HEALTH



BEAUTY



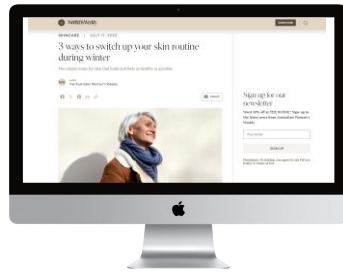
MONEY



TRAVEL

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

# VIDEO PACKAGES – *off the shelf*



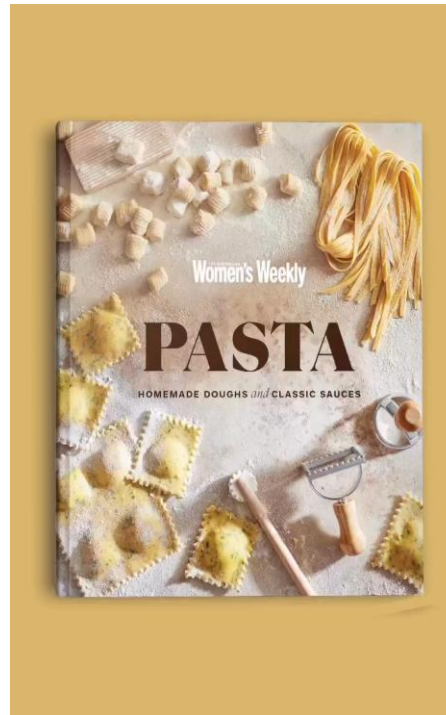
TIER ONE

**SMART VIDEO**

Tell a simple story (recipes or how to) through an AI generated video of your written article

**EASY EXPLAINER**

[LINK](#)



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**

[LINK](#)

# VIDEO PACKAGES – *bespoke*



## EXPERT REVIEWED

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 BEAUTY, FASHION, BOOKS**



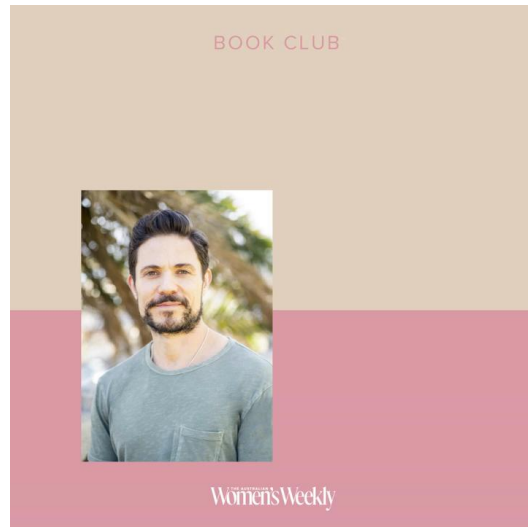
## BESPOKE

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**

[LINK](#)

# SOCIAL OPPORTUNITIES



## POST

A social post on Facebook or Instagram 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

[Link](#)



## 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

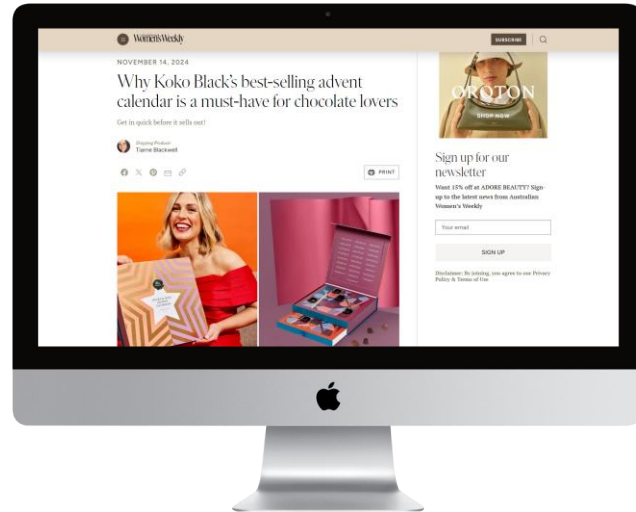


## INSTAZINE

A social format that elevates a carousel making it feel more like flipping through pages of a magazine – produced by our creative studio and incorporating branding through title and end cards.

[Link](#)

# AFFILIATE OPPORTUNITIES

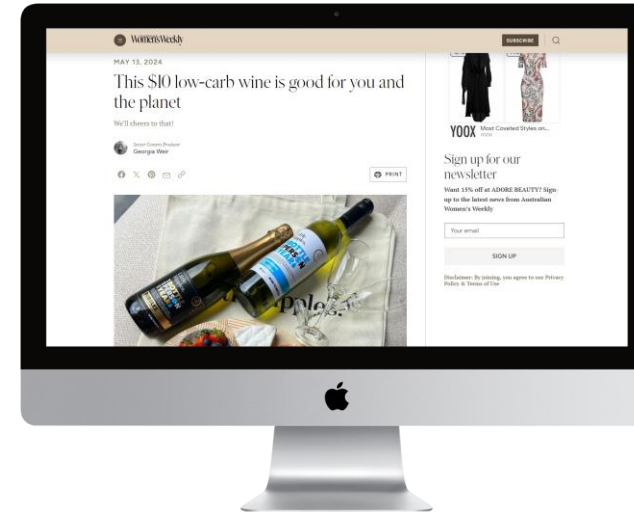


## FIXED FEE

Speak to an audience of intent using a shopping editorial format. Showcase your brands' best-selling product range in a seasonal or evergreen format or in a hands-on, in-depth review style or in a range of related listicles. Promote an upcoming sale event and highlight discounts across your product range.

### EXAMPLE

Koko Black (Dedicated)



## LINKBY

Linkby is a platform where we, the publisher, can connect with brands and retailers who are looking to get more editorial coverage via cost-per-click press releases.

### EXAMPLE

Little Ripples

# MULTIPLE INTEGRATION OPPORTUNITIES

THE MORNING  
SHOW/TV  
INTEGRATION

EDITORIAL  
TALENT  
COLLABORATIONS

COOKBOOKS

COOK THE  
COVER

COMPETITIONS

IP

TIP ONS /  
SAMPLING  
GIFT WITH  
PURCHASE

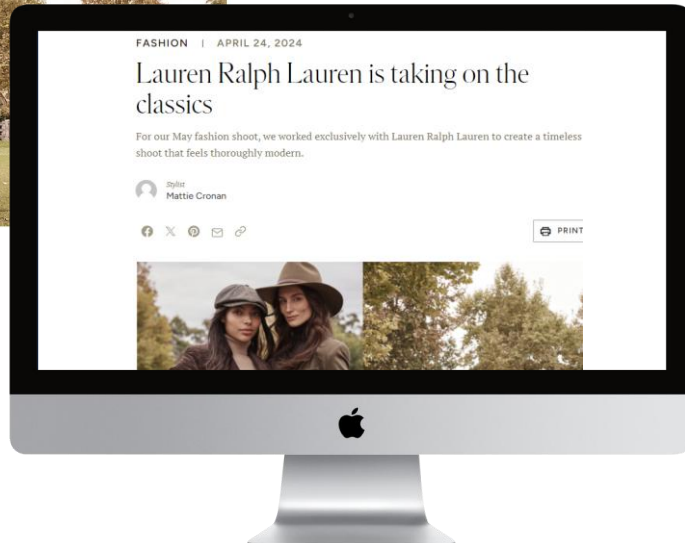
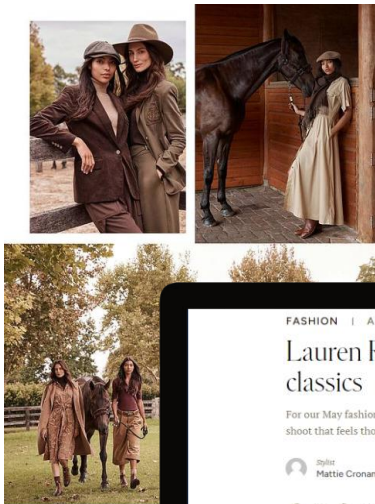
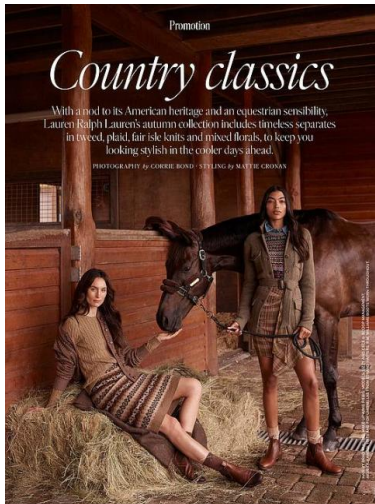
EVENTS

BESPOKE

# SOLUTION BASED CAMPAIGNS

## We've loved

RALPH LAUREN



LURPAK

### IT'S SHOWTIME LET'S COOK

Set the stage for a crowd-pleasing feast with this delicious herb-crusted lamb rack with roasted autumn vegetables and Lurpak as the supporting act.

The countdown is on. With Easter celebrations just around the corner, the pressure on every cook is to deliver a stunning performance in their kitchen. Ask your time to be the master of your craft and to impress your friends and family. Every dish will have its moment... as will you.

From the time you choose your first recipe to selecting your ingredients, your time to shine draws closer. Lots are made, quality ingredients are purchased, knives are sharpened and the performance ready begins.

It's a finely tuned show in the kitchen as each act leads to the next. Prep and pare form the chorus as you take your rightful place. And then, as masterfully as it was planned, your guests will delight in the magnificent result. An Easter masterpiece is a delicious mouth-watering showpiece that will have everyone in admiration of your kitchen prowess. Get ready to take a bow.

This timeless Easter showpiece also goes stars vegetables roasted in butter, which add equal amounts of richness and freshness. So, take to the stage, put on your apron and let's get cooking!

**Lamb is a classic centerpiece at many Easter celebrations. This simple recipe for a lamb roast is sure to impress guests. Lurpak® Slightly Salted Butter will help create a delicious herb-crusted crust for the lamb and also enhance the nutty flavour of roasted autumn vegetables as a side.**

**Lamb Rack with Herb Crust and Autumn Vegetables**

**PREP 15 MINUTES**  
**COOK 1 HOUR 30 MINUTES**

**HERB CRUST**  
150 g Lurpak® Slightly Salted Butter  
2 tsp onion salt  
1 tsp garlic powder  
1 tsp paprika  
1 tsp dried rosemary  
1 tsp dried thyme  
1 tsp dried oregano  
1 tsp dried basil  
1 tsp dried sage  
1 tsp dried parsley  
1 tsp dried dill  
1 tsp dried chives  
1 tsp dried fennel  
1 tsp dried tarragon  
1 tsp dried marjoram  
1 tsp dried basil  
1 tsp dried oregano  
1 tsp dried thyme  
1 tsp dried rosemary  
1 tsp dried sage  
1 tsp dried parsley  
1 tsp dried dill  
1 tsp dried chives  
1 tsp dried fennel  
1 tsp dried tarragon  
1 tsp dried marjoram

**AUTUMN VEGETABLES**  
2 lamb racks (8 bones, about 800g)  
2 tsp olive oil  
2 tsp salt  
2 tsp black pepper  
2 tsp onion salt  
2 tsp garlic powder  
2 tsp paprika  
2 tsp dried rosemary  
2 tsp dried thyme  
2 tsp dried oregano  
2 tsp dried basil  
2 tsp dried sage  
2 tsp dried parsley  
2 tsp dried dill  
2 tsp dried chives  
2 tsp dried fennel  
2 tsp dried tarragon  
2 tsp dried marjoram

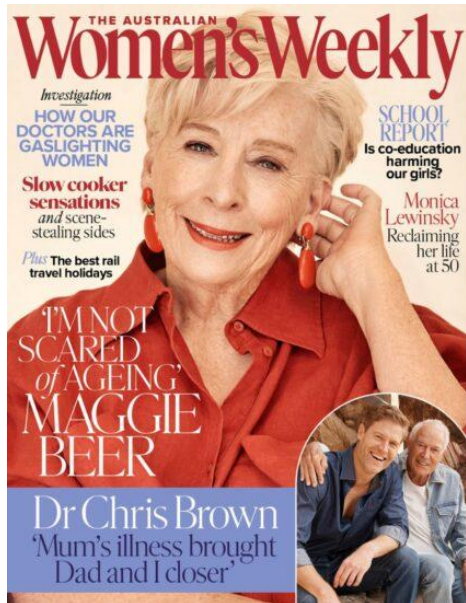
**METHOD**  
1 Preheat oven to 150°C.  
2 Rub olive oil over the lamb racks.  
3 Mix herb crust ingredients and press onto the lamb racks.  
4 Roast in oven for 1 hour 30 minutes.  
5 Rest for 10 minutes.  
6 Serve with roasted autumn vegetables and Lurpak.



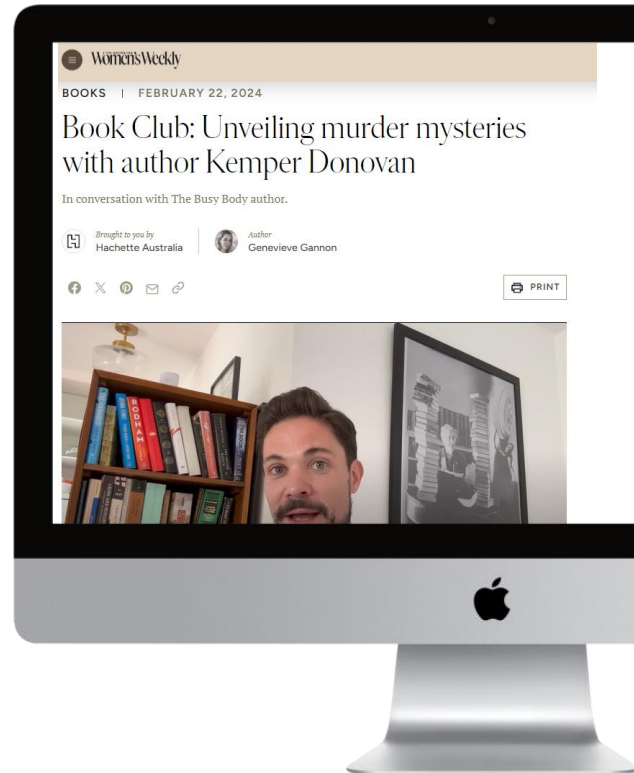
# SOLUTION BASED CAMPAIGNS

## We've loved

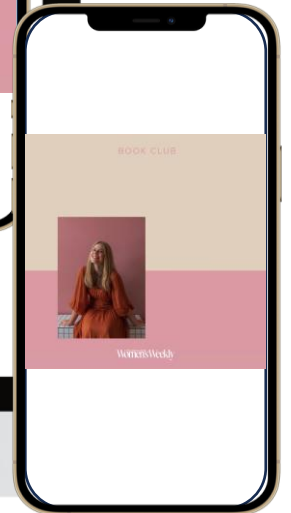
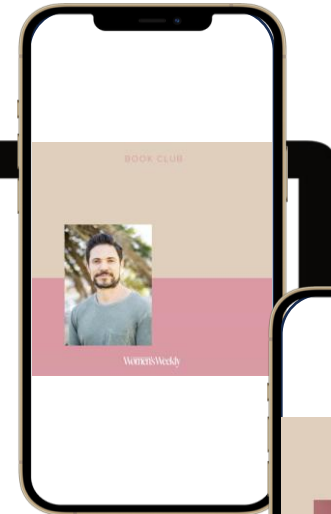
HACHETTE BOOK CLUB



Books & Bubbles



[VIEW HERE](#)



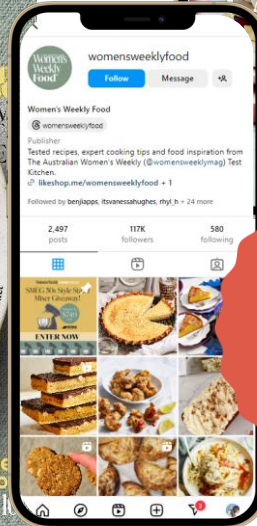
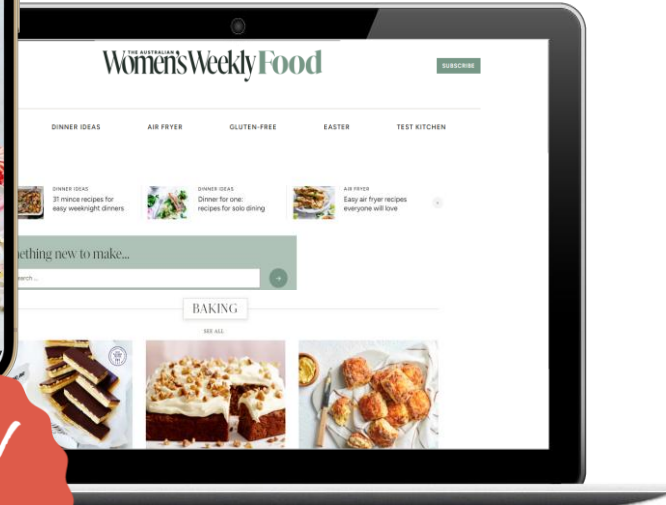
[VIEW HERE](#)



THE AUSTRALIAN  
**Women's Weekly Food**

*2026 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



**2M+**

RECIPES CREATED IN OUR  
TEST KITCHEN



**7**

COOKBOOKS SOLD EVERY  
HOUR

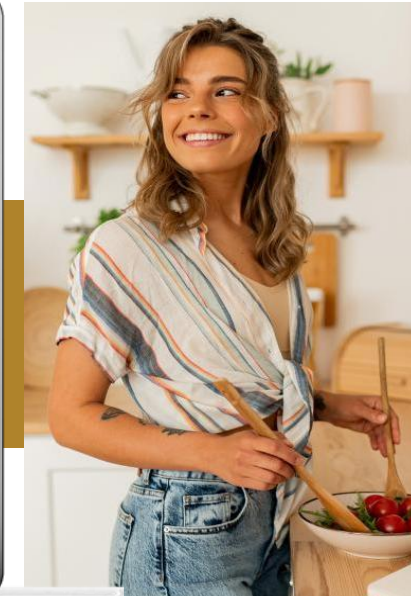
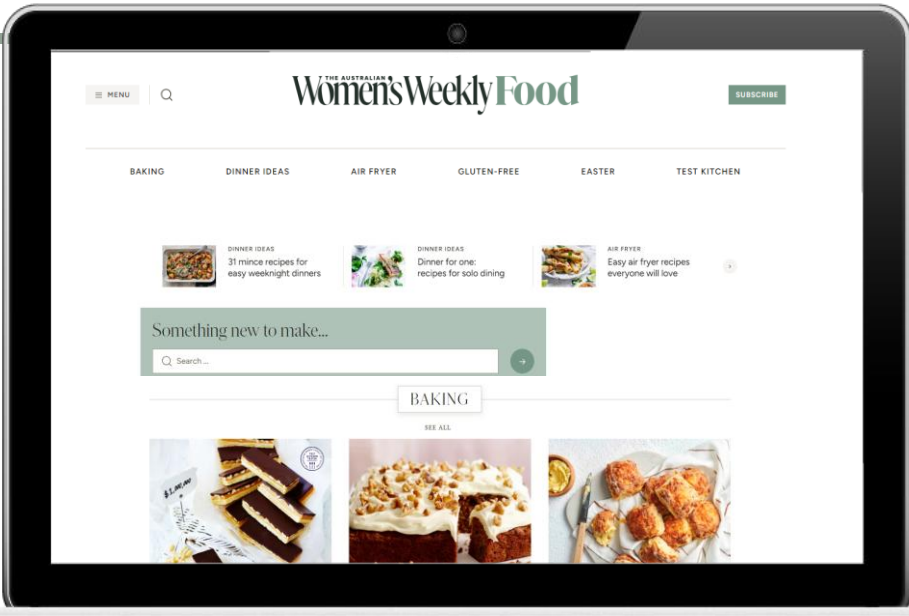
Reaching **659,683** Australians each month



Highly engaged in video how to content / cook via tech



Short on time / looking for hacks



Health conscious & tuned into new diets



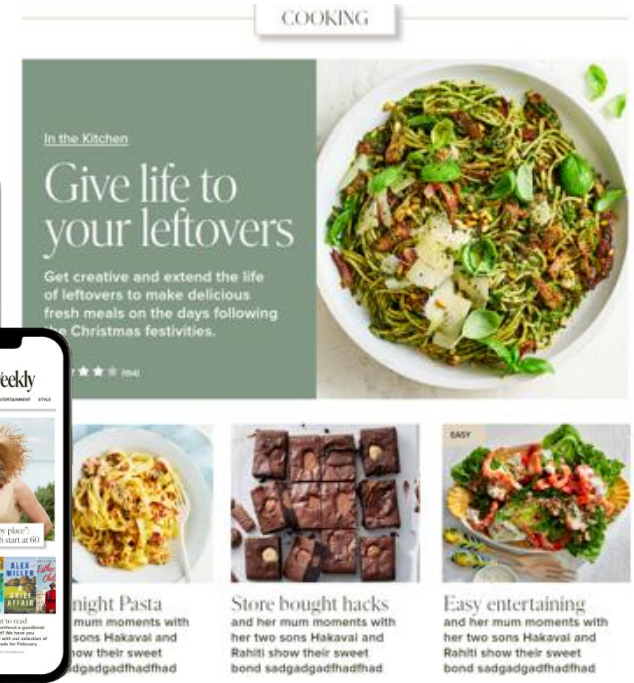
Adventurous cooks & entertainers (on an average HH budget)

**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”

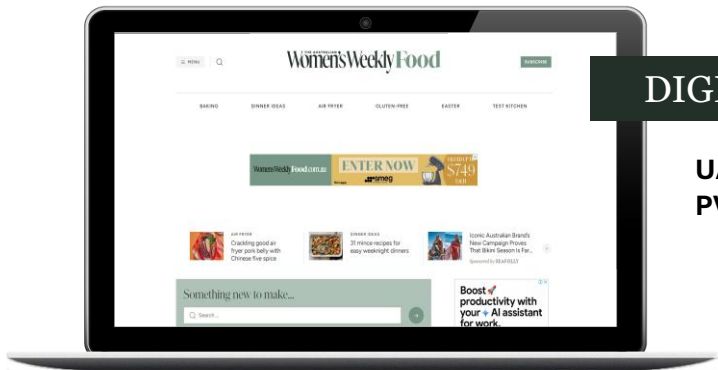
# ALONGSIDE OUR HERITAGE BRAND

Food #2 interest



1.8 Mil CROSS-PLATFORM REACH

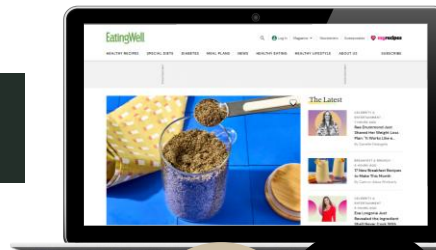
945k combined social touchpoints



**DIGITAL**

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

**PEOPLE INC. DIGITAL EXTENSION**



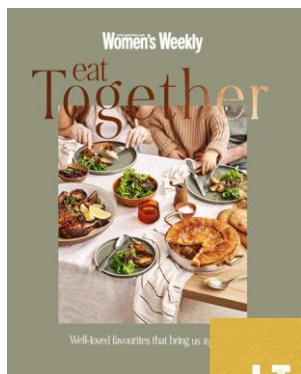
**8.807M**  
**MONTHLY**  
**UAs**



THE AUSTRALIAN  
**Women's Weekly Food**

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

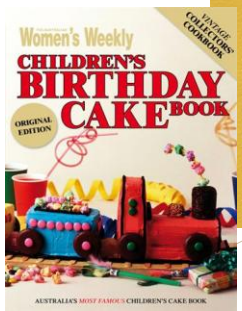
\*Ex- People Inc.



**BOOKS**

**Essential Cookbooks (Supermarket Paperback)**  
12 BOOKS PER YEAR

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



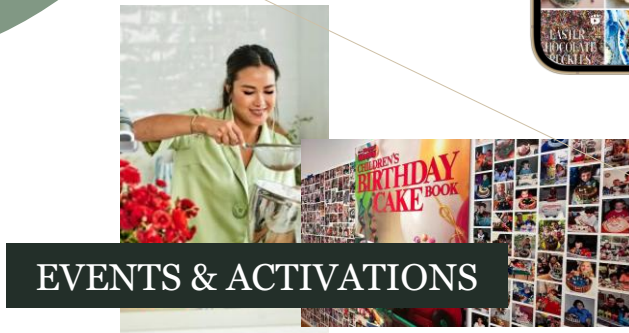
**SOCIAL**

**Facebook: 92,077**  
**Instagram: 127,041**  
**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

WomensWeeklyFood.com.au  
SMEG 50s Style Stand Mixer Giveaway!  
WORTH UP TO \$749  
ENTER NOW

You may need these ...

Braun Multi Quick 7 Fit Hand Blender (Myer)  
SHOP HERE

Thinking about dinner?

Bonus cookbook with this issue!  
Test Kitchen Classics

Chromes celebration

WomensWeeklyFood.com.au



Brand Ads

Monthly tip-ons

Women's Weekly  
VEGETARIAN  
PUT MORE VEGIES ON YOUR PLATE

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

Sunbeam Whisker hand mixer  
\$63.96 (usually \$79.95) at Myer

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



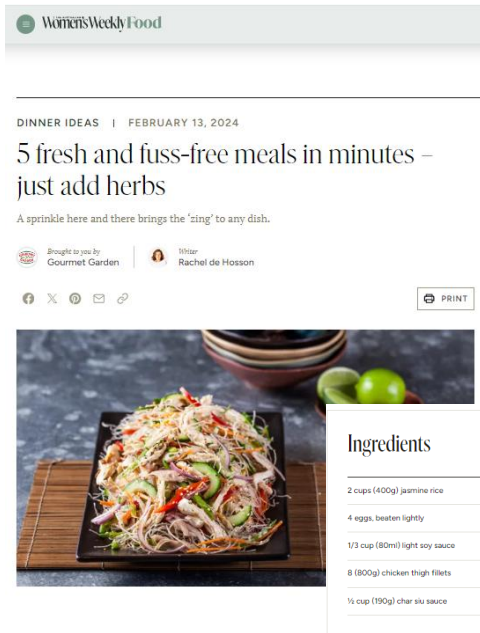
Occasions



Test Kitchen

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

# SPONSORSHIPS



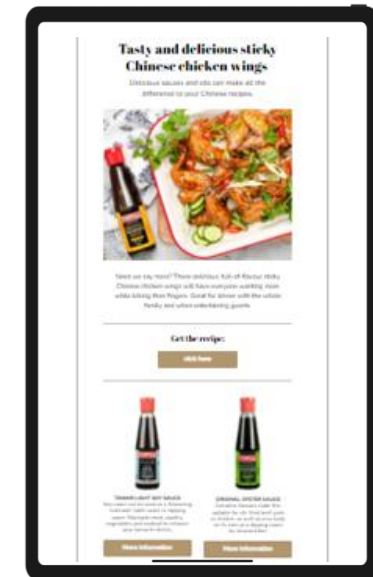
## RECIPE INTEGRATION

*Product integration into recipes  
CPM based.*



## HIGH IMPACT SPONSORSHIPS

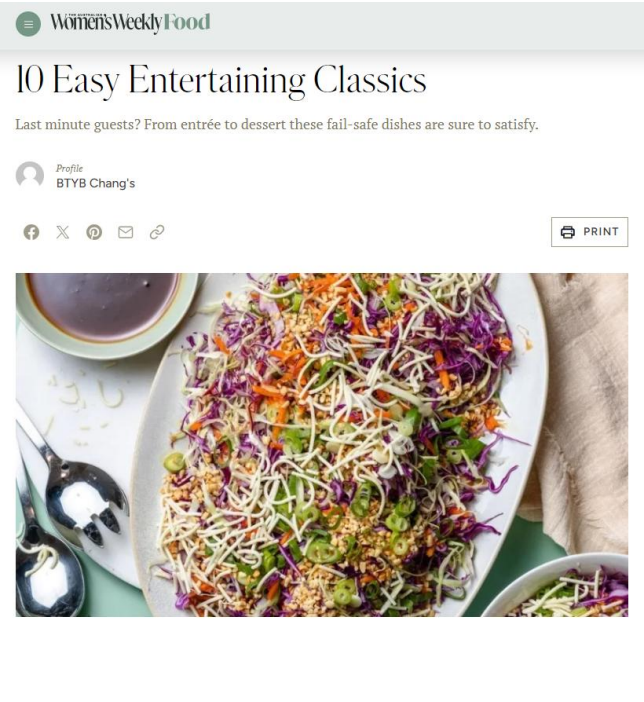
Drive awareness and create impact by owning an environment specifically designed to drive inspiration around all food moments



## 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.



IN SEASON | JUNE 6, 2023

## Pumpkin soup recipe ideas

Looking for the best pumpkin soup recipe? You're bound to find a favourite here. Includes roast pumpkin soup, slow cooker pumpkin soup and more!

Women's Weekly Food



Women's Weekly Food

Baking Dinner ideas Air fryer Gluten-free

IN SEASON | JUNE 6, 2023

## Pumpkin soup recipe ideas

Looking for the best pumpkin soup recipe? You're bound to find a favourite here. Includes roast pumpkin soup, slow cooker pumpkin soup and more!

Women's Weekly Food



## 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.

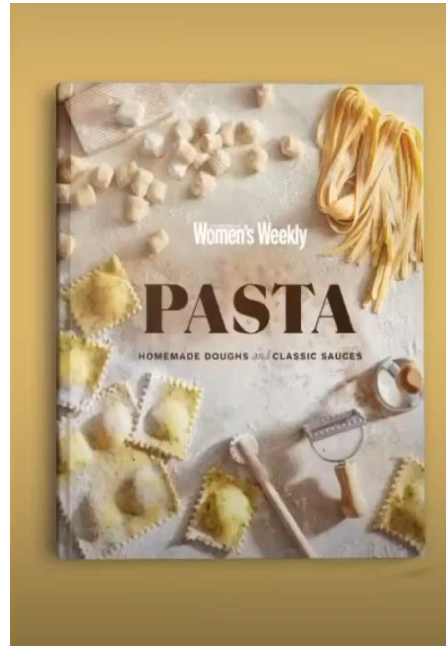
# VIDEO PACKAGES – off the shelf



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**

# 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



# “IN SEASON” PACKAGE



8-PAGE  
“IN SEASON”  
FEATURE WITH  
6 RECIPES



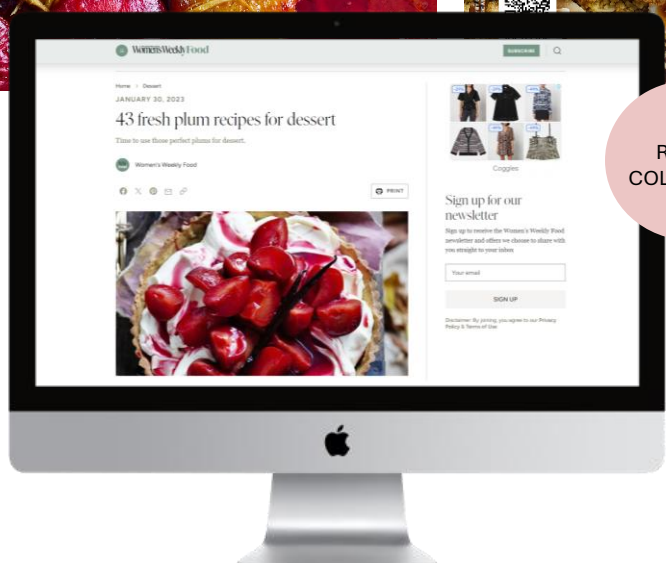
FOOD OPENER  
AND SCAN  
THE RECIPE



4X INGREDIENT  
INTEGRATION  
TEST KITCHEN  
TIPS



“QUICK BITES”  
MENTION



RECIPE  
COLLECTION



“FRAN'S  
FAVOURITES”  
EDM

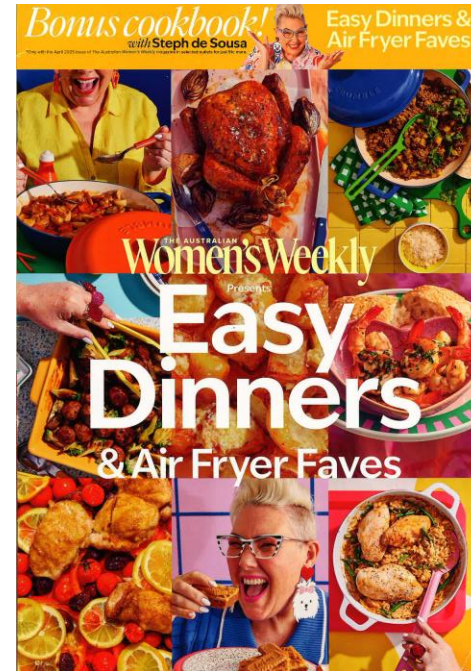


IG CAROUSEL  
WITH TEST  
KITCHEN TIPS

# ADDITIONAL INTEGRATION OPPORTUNITIES



DOWNLOADABLE COOKBOOKS



TIP-ON COOKBOOKS



FOOD OPENERS

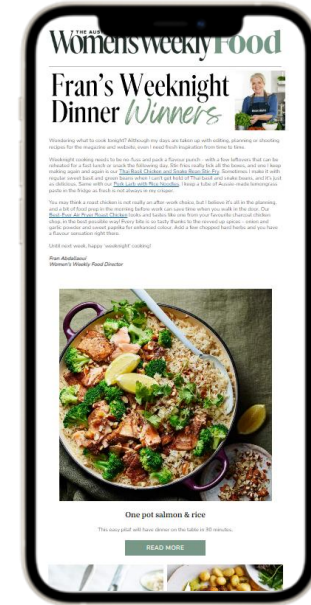
# ADDITIONAL INTEGRATION OPPORTUNITIES



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

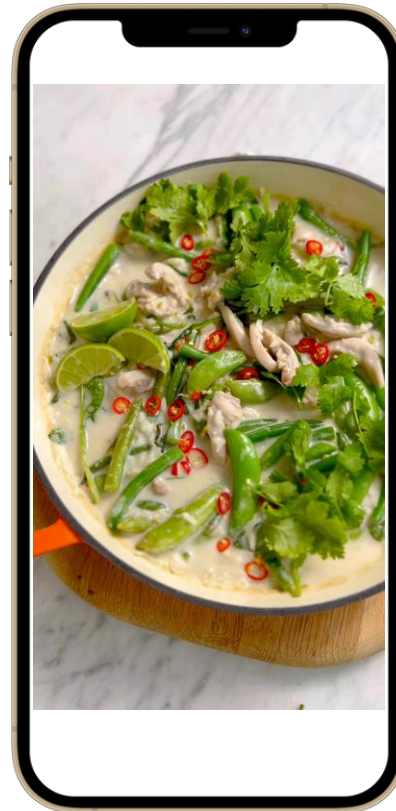
*We've loved*

AUSTRALIAN PORK



[VIEW HERE](#)

GOURMET GARDEN



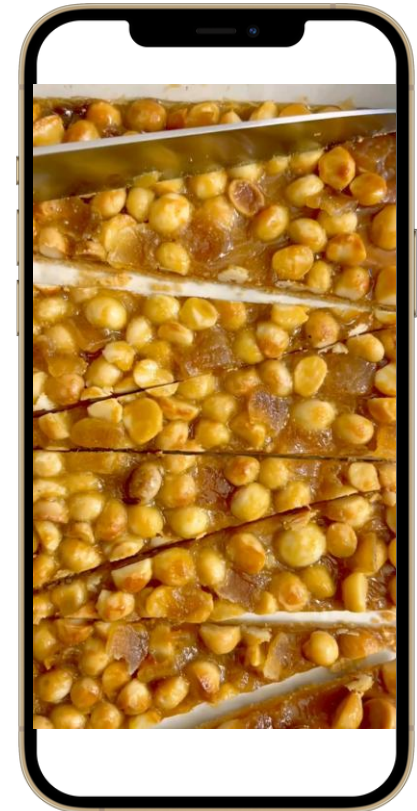
[VIEW HERE](#)

MANGOES



[VIEW HERE](#)

AUSTRALIAN  
MACADAMIAS



[VIEW HERE](#)

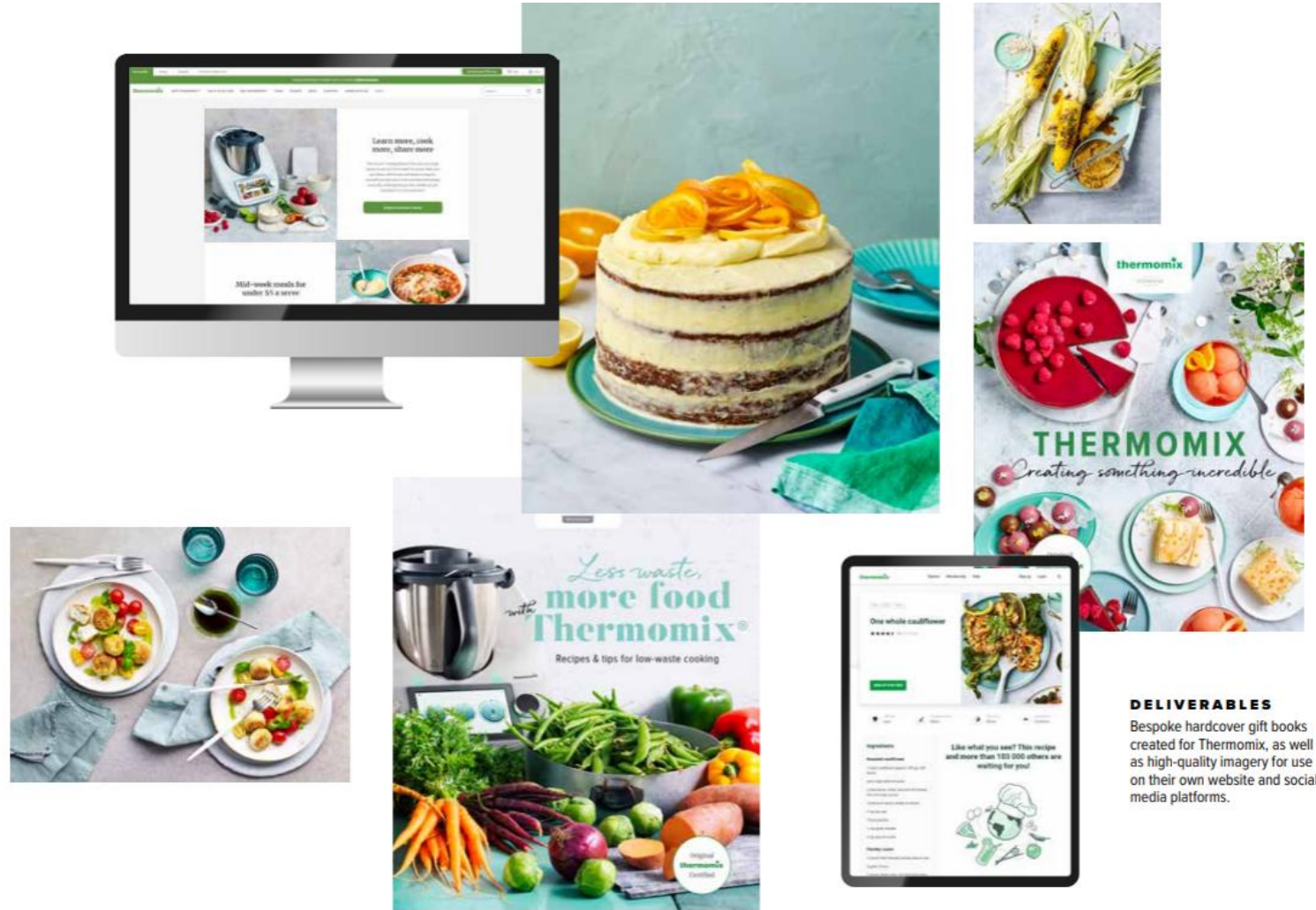
## *Thermomix*

### 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

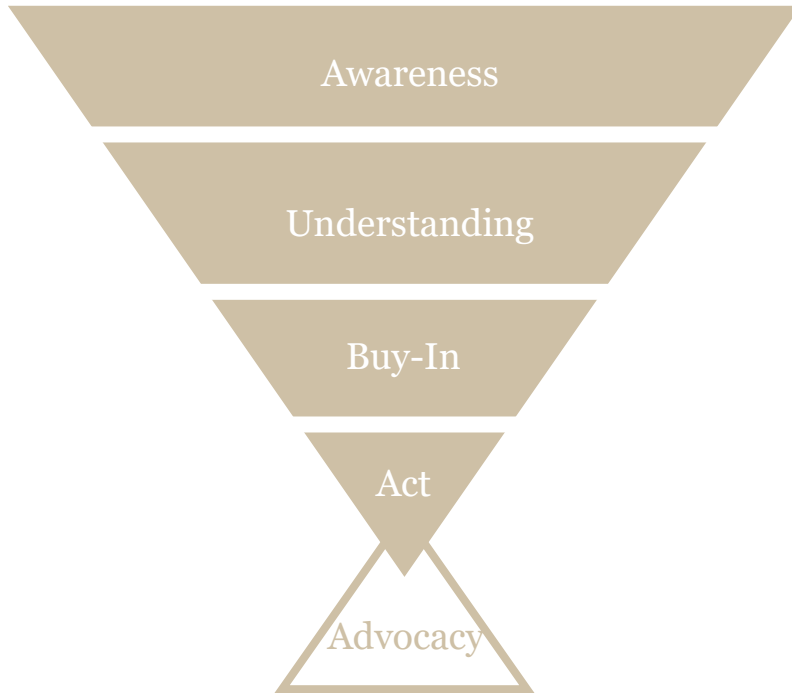
"Retail sales exceeded expectations, becoming one of The Weekly's best-selling mini cookbooks in recent history. A great result for Helga's and the campaign which led to creating a second book."



### 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



# bounty

PARENTS

Media Kit  
2026



Supporting Australian parents with expert advice, real stories, product reviews, and Bounty Bags with essential samples and resources from pregnancy to early parenting.

Bounty Parents is a comprehensive online resource supporting Australian parents from conception and pregnancy through to starting school. Offering expert advice, real-life stories, and product reviews, it empowers parents with the information they need to navigate their unique parenting journeys.

Bounty Bags are resource packs provided to expectant and new parents across Australia, offering product samples, informative materials, and support to assist during pregnancy and early parenthood.

**bounty**  
PARENTS

# Editorial Talent



**Fiona Wright**  
*Editor*

*"Bounty Parents is Australia's most trusted parenting resource, dedicated to making parenthood easier, more enjoyable, and fully supported. We provide expert advice, trusted product recommendations, and practical solutions to guide parents every step of the way.*

*Through our iconic Bounty Bags, we connect with new parents from day one, offering valuable insights, trusted product suggestions, and helpful samples to ease their transition into parenthood.*

*As we continue to grow our presence online and across social media, we're building strong connections with parents who value our knowledge, passion, and relatable approach to parenting. We're here to support parents at every turn, ensuring they have the resources and confidence to navigate this exciting, sometimes exhausting, but always rewarding adventure."*

# BOUNTY BAGS

Providing trusted information for expectant and new parents for over 40 years

Highly informative content reaching 86% of all pregnant women and new parents through a unique sampling option within Bounty Bags.

Over 420,000 Bounty Bags are distributed each year to parents, making our Bounty Bag distribution the largest of its kind within Australia.

All items sampled in the bags are approved and endorsed by the Australian College of Midwives, which ensures trust and authority behind every bag inclusion.

Through Are Direct, we pack and distribute over 8 million individual products and samples annually, all which are WHO Code Compliant.

SOURCE: Australian Bureau of Statistics 2023



**PRINT**

**Print Readership**  
180,000  
Annual Issue



**PEOPLE INC. DIGITAL EXTENSION**



**health verywellmind**  
**verywellhealth**  
**verywellfit**  
**Parents**

**8.807M**  
MONTHLY  
UAs

**are**  
x  
**People Inc.**

**SOCIAL**



**Instagram: 60,180**  
**Facebook: 63,911**

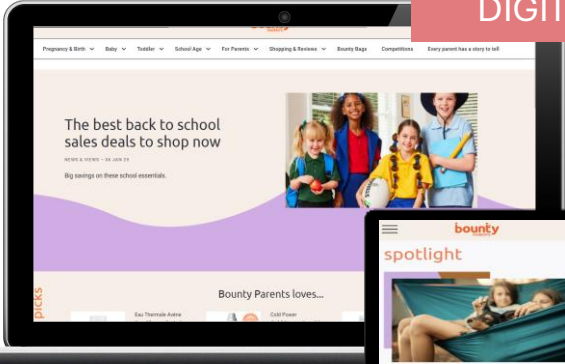


**BOUNTY BAGS**



**Parent-To-Be Bag:**  
180,000 distributed annually  
**New Parent Bag:**  
240,000 distributed annually

**DIGITAL**



**Monthly Page Views:**  
171,234  
**Monthly Unique Audience:**  
130,576



**EDMS**

**Newsletter: 59,900**  
**Solus: 65,700**



**BABY AWARDS**



**AVE AGE: 37YRS | AVE HHI: \$125K | AVE GROCERY SPEND: \$266**

Bounty Source: Roy Morgan Single Source Australia, Sep24; Ipsos iris Online Audience Measurement Service, November 2024, Age 14+. Social followers as of December 2024. . People Inc. source: Ipsos iris Online Audience Measurement Service, March 2024 - February 2025, Age 14+

DRIVING INFLUENCE IN LIFESTYLE AT SCALE  
*Via our People Inc. Partnership*



**1.97M**  
ADDITIONAL  
LIFESTYLE  
AUDIENCE

**health**

474,167 MONTHLY UAs

**Parents**

217,008 MONTHLY UAs

**verywell** health

1,144,814 MONTHLY UAs

**verywell** mind

323,932 MONTHLY UAs

**verywell** fit

168,069 MONTHLY UAs

PRODUCT OFFERING  
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

# Bounty Content *Pillars*



**PREGNANCY & BIRTH**



**BABY**



**TODDLER**



**SCHOOL AGE**



**PARENTS**



**BOUNTY BAGS**



*advertising*  
**OPPORTUNITIES**

*driving intention through connection*

# Opportunities for Bounty Parents

By aligning with Bounty Parents, you can connect with parents when they're most receptive to discovering products that meet their needs, ensuring greater trust and influence in their decision-making process.

## Digital and Social

Bountyparents.com.au  
@bountyparents

## Sampling and Trial Teams

Parent to Be & New Parent  
Bounty Bags

## Print

Annual Bump to Birth magazine

## Bounty Baby Awards

Annual Baby Awards,  
as voted by mums

# DIGITAL AND SOCIAL



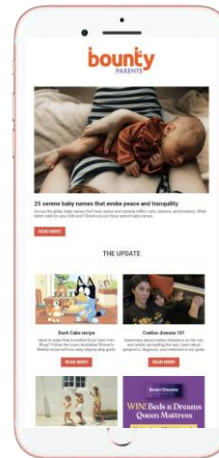
Digital Membership



Trial Teams



Native & Expert Tried and Tested



Solus eDMs



Our Bounty Parents **community** love to share their experiences, be educated and are looking for what to purchase next for their **family**.



Sponsorships



Social Media Reviews & Content



# SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



## HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.

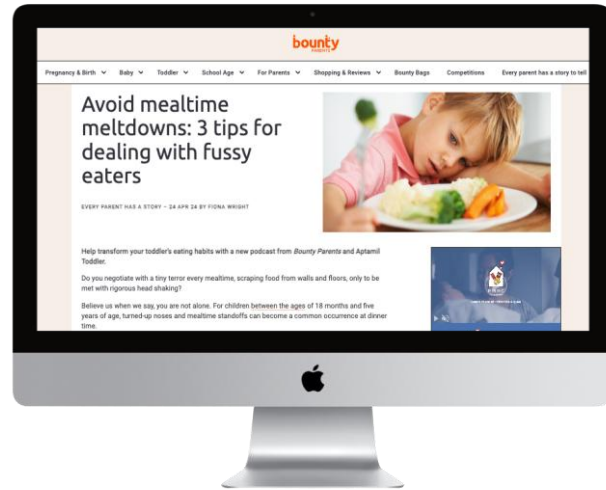


## SOLUS EDM

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. Subscriber base: 65,700.

# CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



## NATIVE ARTICLE

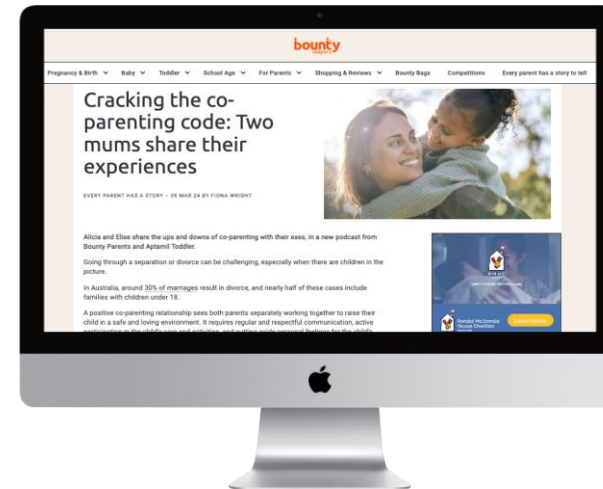
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

### INCLUSIONS

- 5,000 PVs and 1 social post
- 500 words of copy + 2 x Brand mentions
- BTYB Client name at Head and Foot of article.
- 1 x Internal body copy product mention.
  - No product image guarantees

### EXAMPLE

[Link](#)



## ADVERTORIAL ARTICLE

An article entirely themed around client's desired messaging, written by our content team in the tone of the brand it's housed on. Client has 100% Share of voice (SOV)

### INCLUSIONS

- 2,500 PVs & 1 social post
- 500 words of copy + 5 x brand mentions
- BTYB Client name at Head and Foot of article
- Can include multiple (2) product imagery

### EXAMPLE

[Link](#)

# CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN ANNUAL BUMP TO BIRTH MAGAZINE



## FEATURE INTEGRATION

Integrate your product into our existing relevant features and sections



## ADVERTORIAL

Using your brand assets, our creative team will create a FPC advertorial with the design elements of the magazine, aligning it closely in look and feel to editorial content.



## BESPOKE BRANDED SPONSORED CONTENT

Integrate your products seamlessly; beautifully shot and curated by our editorial team with your brand in mind

# VIDEO PACKAGES – *off the shelf*



TIER ONE

## SUPPLIED VIDEO

Using video supplied by brand that is informative and links to content on site.

**EASY EXPLAINER**

[Link](#)



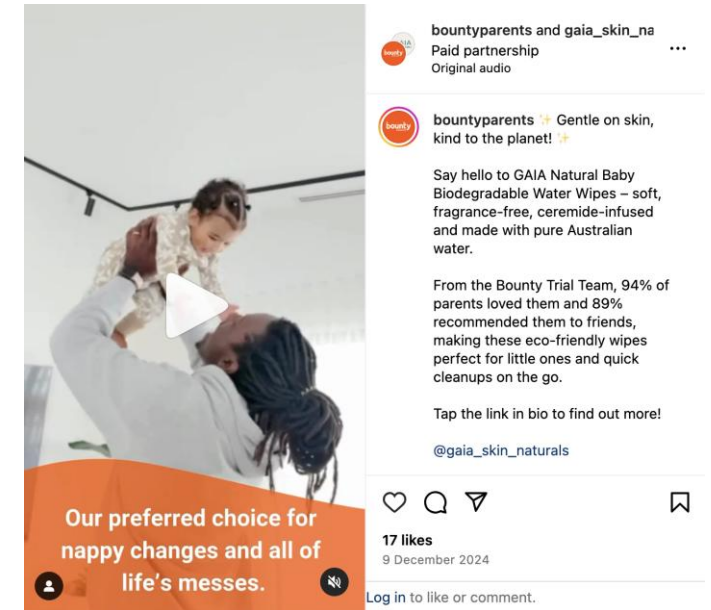
TIER TWO

## STOP MOTION

Compiling still images to create a simple and effective video asset with your brand at the forefront.

**QUICK ENGAGEMENT**

[Link](#)



TIER THREE

## SOCIAL REEL WITH TALENT

A scripted reel featuring talent sourced by the Bounty team, bringing the brand's message to life.

**ENGAGING CONTENT**

[Link](#)

# SOCIAL OPPORTUNITIES



## POST

A social post on Facebook or Instagram 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

[Link](#)



## STORY

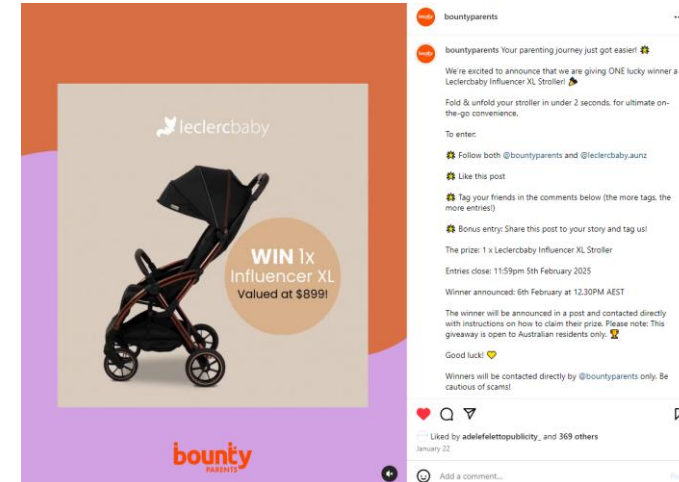
A simple and effective reach driver, using created or client assets (where relevant) – option to link out to recipe/coupon and able to be boosted to specific audiences with defined reach goals

# SOCIAL OPPORTUNITIES



## INSTAZINE

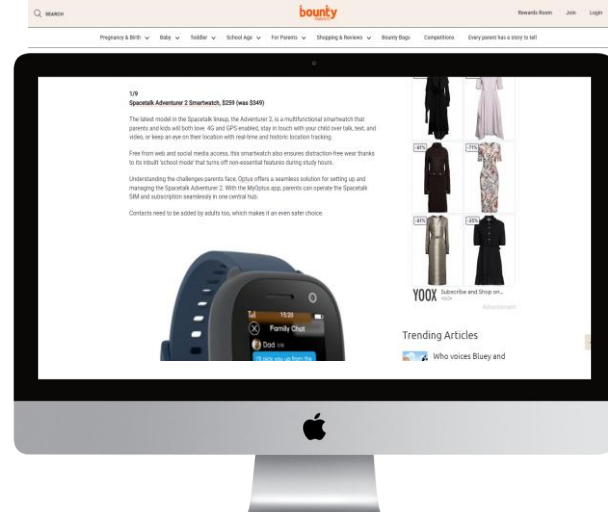
A social format that elevates a carousel making it feel more like flipping through pages of a magazine – produced by our creative studio and incorporating branding through title and end cards.



## SHOPPABLE SOCIAL

Showcase new collections, top products and key sale events with a shoppable post. Choose from client supplied static image, video, collection or carousel. Designed to boost sales by making shopping seamless and convenient across IG & Facebook. Engaging visuals with enticing purchase opportunities, featuring products and shoppable links.

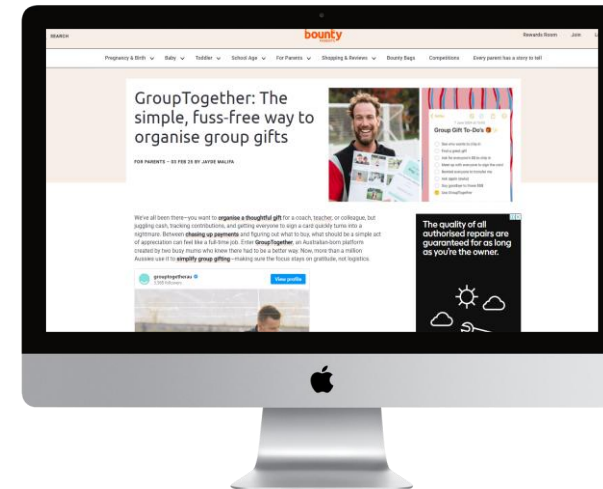
# AFFILIATE OPPORTUNITIES



## FIXED FEE

Speak to an audience of intent using a shopping editorial format. Showcase your brands' best-selling product range in a seasonal or evergreen format or in a hands-on, in-depth review style or in a range of related listicles. Promote an upcoming sale event and highlight discounts across your product range.

**EXAMPLE**  
**Spacetalk**



## LINKBY

Linkby is a platform where we, the publisher, can connect with brands and retailers who are looking to get more editorial coverage via cost-per-click press releases.

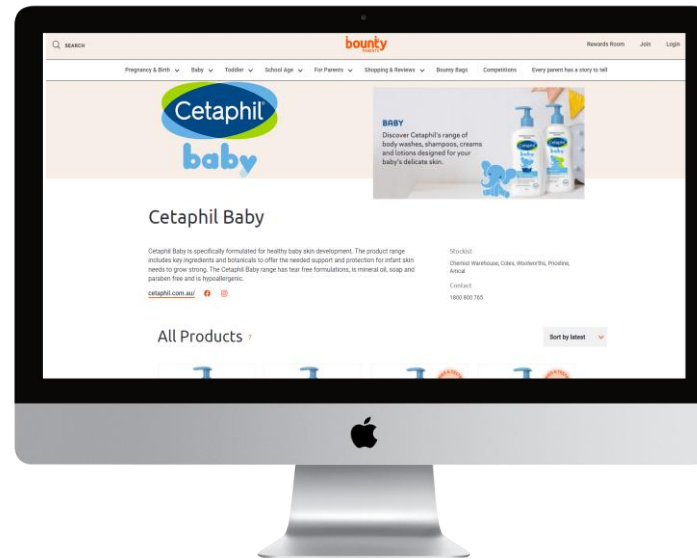
**EXAMPLE**  
**GroupTogether**



# Digital Membership

## 12-month Brand and Product Listings

Each brand membership on Bounty Parents includes a brand overview page along with individual product listings for all your brand's products. Product listings includes a Buy Now link, moderated consumer-generated reviews through Bazaarvoice and unlimited updates for new products, news and launches throughout the year.



## Inclusions

- 10 x Guaranteed Reviews on 1 product
- 2 x Editorial Inclusions (minimum)
- 1 x MREC advertisement in Weekly Newsletter
- 1 X Homepage Top Picks Product Spotlight
- 1 x Branded competition hosted on Bounty
- 2 x Nominations into the Bounty Baby Awards

# Trial Team Content Packages

## Reviews, advertorial and amplification

Trial Teams provide brands with consumer generated content that is directly in line with a brand's requested target audience. The results generated can also form a wider marketing and communications strategy when products are launching which is invaluable for instilling trust in new products to market.

- Recruitment, administration and send out of product to targeted demographic.
- Guaranteed reviews on Bounty Parents product listing
- Up to 5 Survey questions included
- Native article summary page
- Social media driver
- Newsletter driver
- On-going SEO benefits from permanently archived content
- Star-rating badge to utilise across all assets for a 12-month period



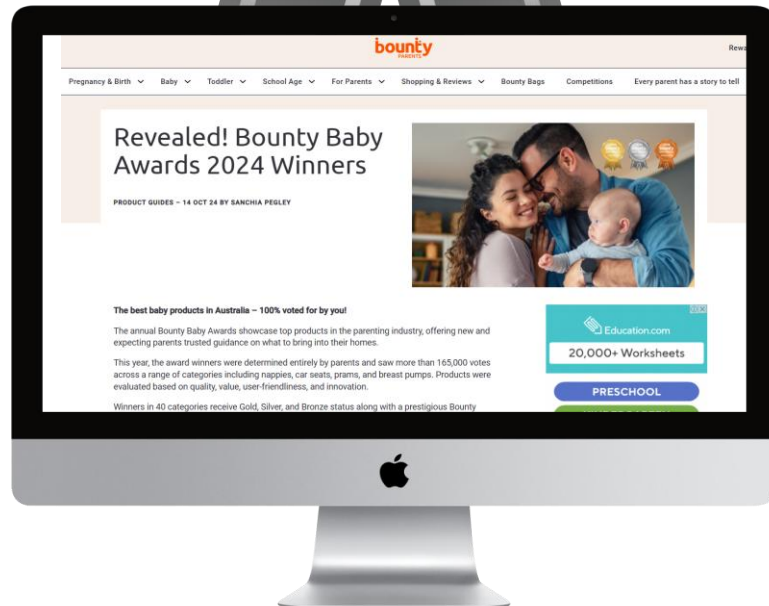
# Bounty Baby Awards 2025

**Over 165,000 votes were cast in 2024!**

Our Annual Bounty Baby Awards provide expectant mothers and new parents with a trusted list of the best products in market, as voted for by real parents

The Awards have more than 30 categories and the voting period is promoted in July 2025 across the Are Media network to encourage as many votes as possible

Winners of the Bounty Baby Awards receive a Bounty Baby Awards logo to use across their marketing material, packaging and POS along with it being featured across Bounty.



# BIGGER INTEGRATION OPPORTUNITIES

EVENTS (IRL OR VIRTUAL)

COMPETITIONS

CONTENT HUB

PODCASTS

TIP ONS /  
SAMPLING  
GIFT WITH  
PURCHASE

IP

Comp



bounty  
PARENTS

Every  
Parent

Has A Story To Tell

Brought to you by Aptamil

Podcast

Content  
Hub





Bounty is compliant with the World Health Organisation (WHO) code guidelines for the promotion and protection of breastfeeding and supports SIDS recommendations for aiding in prevention of suffocation. Bounty cannot feature editorial or accept advertising for the products below.

#### RESTRICTED PRODUCTS

Dummies

Bottles

Cot bumpers

Infant/toddler  
formula

Formula Containers

Bottle warmers

Cot pillows

Cot quilts/doonas

Teats





# WHERE CONNECTION *ignites intention*

## **Anna Quinn**

National Director of Sales  
Anna.Quinn@aremedia.com.au

## **Judy Taylor**

Head of Sales – QLD, SA, WA  
Judy.Taylor@aremedia.com.au

## **Ange Crotty**

Commercial Category Lead - Lifestyle  
Ange.Crotty@aremedia.com.au

## **Jimmy Kerr**

Head of Sales - NSW  
Jimmy.Kerr@aremedia.com.au

## **Nisar Malik**

Head of Sales – VIC  
Nisar.Malik@aremedia.com.au

## **Alyssa McCorquodale**

Brand Executive - Lifestyle  
Alyssa.McCorquodale@aremedia.com.au