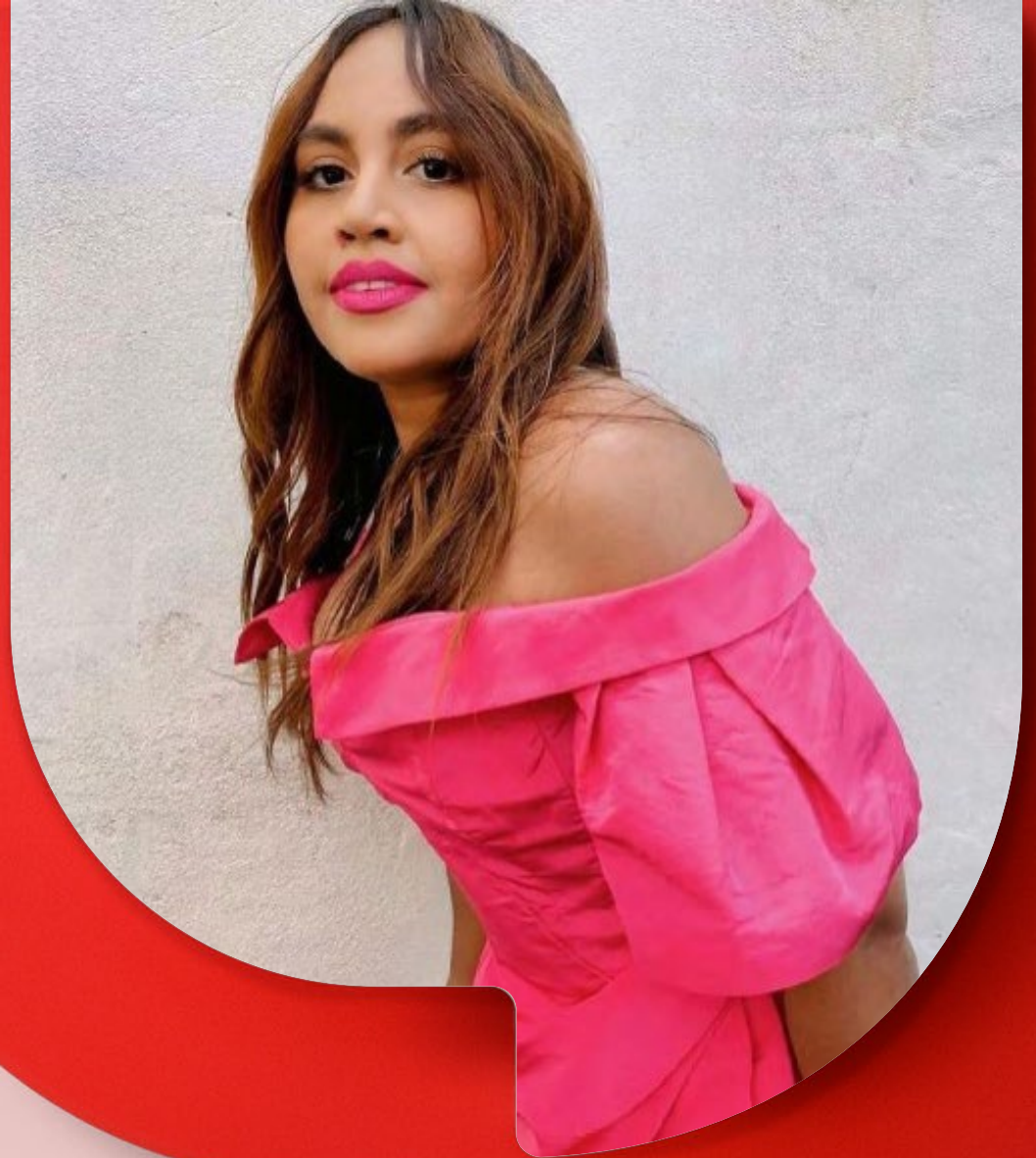


# Who

*Brand Overview*





# Who

is Australia's most trusted celebrity news and entertainment brand. WHO has unique credibility, access to the A-list and an engaged, loyal and highly affluent audience. Famous for its beautiful photographic galleries and intriguing interviews, WHO celebrates celebrity and shares the news stories impacting the contemporary woman and her world.

WHO offers their audience and advertisers the highest quality and most engaging content across a weekly magazine, dedicated website and daily Facebook and Instagram

# 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.

**Amber Giles**  
Editorial Director





# Editorial Team



**ELISE WILSON**  
Beauty Editor



**AIMEE BRUCE**  
Fashion Editor



**NAOMI TOY**  
Entertainment Editor



**JAYDE MALIFA**  
Digital Managing Editor -  
Lifestyle



**TINA BURKE**  
Digital Managing Editor -  
Entertainment

# Multiple touchpoints

WHO has several touchpoints bringing loyal readers celebrity, royal and entertainment content across an array of key categories including health, beauty & fashion.

Print  
Digital  
Social  
PR & Marketing  
Brand Extension



Solus Subscribers: **11,800**  
Newsletter Subscribers: **12,200**

Masthead Readership: **158,000**  
Cross-Platform Readership: **271,000**

Instagram Followers: **290,000**  
Facebook Likes: **271,226**  
Twitter Followers: **54,199**

Page Views: **365,593**  
Unique Audience: **141,603**



# Editorial Pillars



**News**



**Celebrity**



**Style**



**Beauty**



**Entertainment**



**Food**



**Wellness**



**Travel**

# Signature property



## Who's The Boss

With so much change upending people over the past year, employees are reevaluating priorities, home bases, and their entire lives. Whether it's due to fewer networking or career advancement opportunities, more people are considering their next move. Let's help them be their own boss.



# Our Audience

## Tech Savvy

**73%** believe the internet is far more informative

**64%** think computers and tech gives individuals more control

**55%** Always watch the news on TV to keep me up to date

## On Trend

**62%** of readers try to look stylish

**40%** believe its important to look fashionable

**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

**68%** always ready to try new and different products

**65%** of readers purchased from a shopping center in the last 4 weeks





# Editorial Calendar

Red carpet. News. Entertainment. Fashion & Style. Beauty. Wellness. Travel

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Box Office Blockbusters What to Watch Red Carpet Season	Back to School Sun Safe Special Magazine Millionaire (digital extension available)	3 Ways to Wear School Holiday Guide Easter Entertaining	Reality TV Season Celebrity Hot Spots	Mothers Day Beauty Tried & Tested Beauty Dupes	Winter Wellness School Holiday Guide Winter Style
2024					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
TV WEEK Logie Awards Box Office Blockbusters	Post-Logies coverage Best Reads Travel Tips	Beauty Dupes Fathers Day Steal her Style	Super Savers Special Winter Health Check	Summer of Streaming Christmas Gift Guides	Beach Bag essentials Beach reads Summer Style



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