

# Who

BRAND  
OVERVIEW  
2023



*are* media

# 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 ([who.com.au](http://who.com.au)) and daily @WHOMagazine on Facebook and Instagram.







## **A NOTE FROM THE EDITOR**

“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.”

**Melissa Field, Editor**

# EDITORIAL PILLARS



**RED CARPET,  
NEWS,  
ENTERTAINMENT**  
A mix of celebrity news,  
A-list red-carpet events  
and human interest



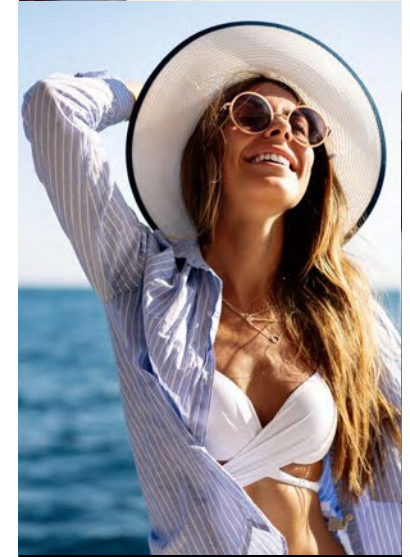
**GLOBAL FASHION &  
STYLE**  
Fashion news, hot  
trends, must-haves and  
celebrity get-the-looks



**BEAUTY**  
Guide to daily glamour.  
Hair & make up  
professionals share their  
advice and tips to get that  
Hollywood glow plus the  
hottest new products

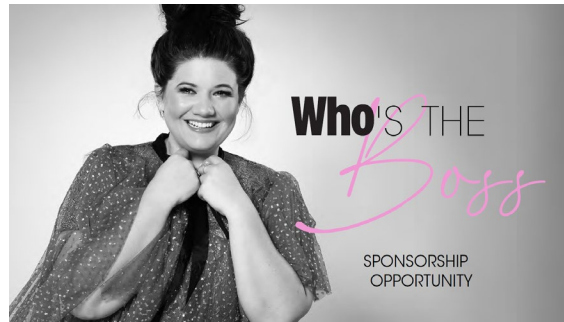


**WELLNESS**  
The latest health and  
wellbeing secrets direct  
from the stars — and  
the professionals who  
make them look  
amazing



**TRAVEL**  
The ultimate guide to  
all things travel and  
adventure tried, tested  
and reviewed by team

# SIGNATURE PROPERTIES



## **WHO'S THE BOSS**

Who's The Boss is for those of us who want to excel in our career, turn our side hustle into our main hustle or just simply have an idea but don't know where to start! It is also about becoming the best version of you with top tips and advice from the women who have made it to the top of their game. It's a day to network with other business women, have a sip of bubbles with friends and hopefully be inspired to go out there and kick goals.

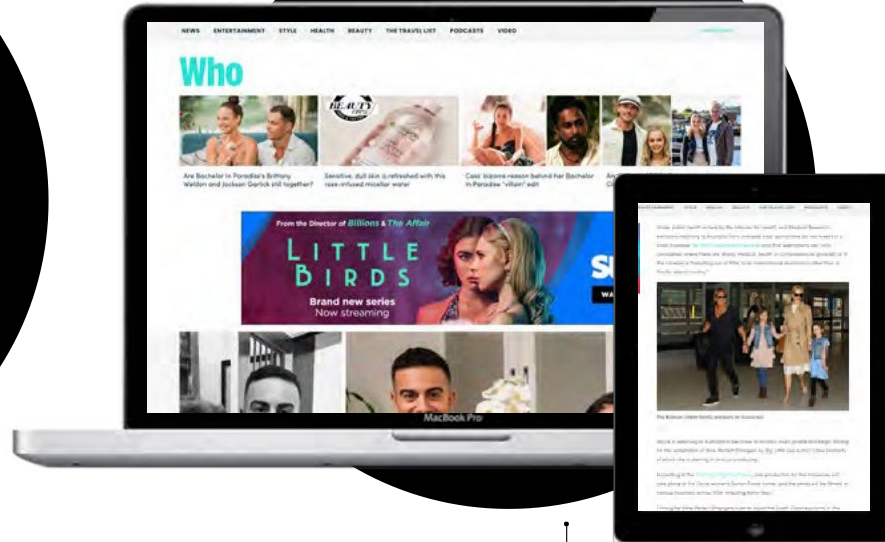
# BRAND OVERVIEW



**READERSHIP**  
136,000

**DISTRIBUTION**  
WEEKLY\*

\*Via Coles, Woolworths and newsagents nationally Source: Roy Morgan June 2022



**PAGE VIEWS**  
810,068

**UNIQUE AUDIENCE**  
372,273

Source: PowerBI September 2022



**FACEBOOK**  
271,928

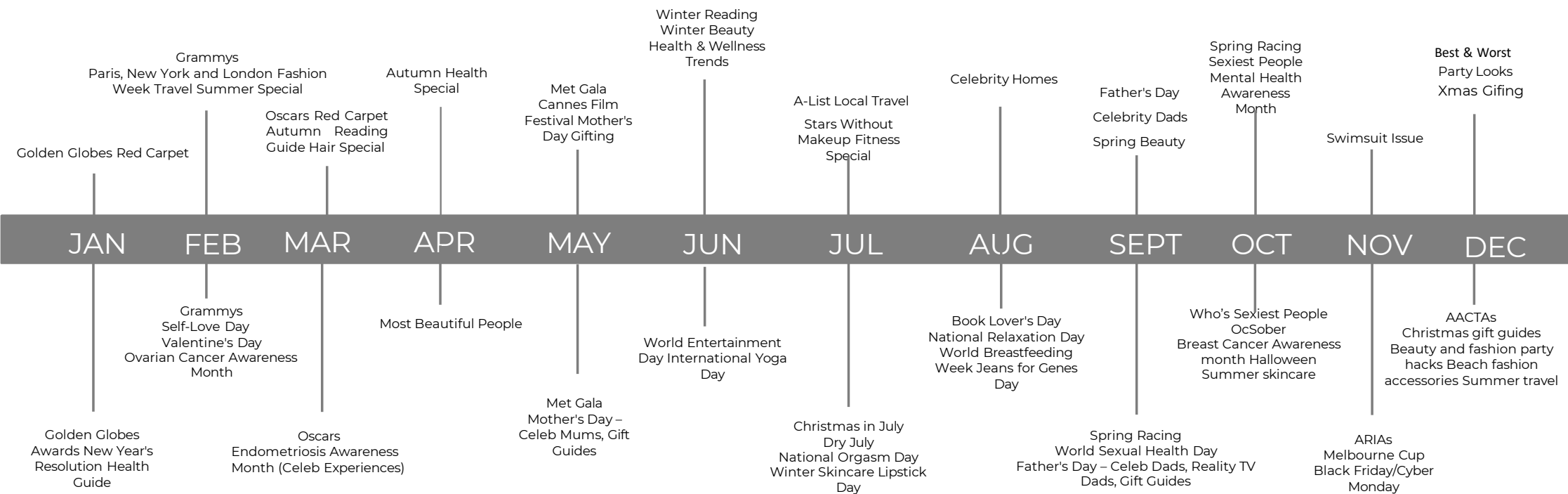
**INSTAGRAM**  
145,093

**TWITTER**  
55,603

Updated as at October 2022



# EDITORIAL CALENDAR





# AUDIENCE

- Average HH income is \$121k which is about equal to the average Australian
- 82% of the Who audience are the main grocery buyer
- Over half of the Who audience have a diploma or degree (51%)
- 70% of the Who audience are in employment
- Over a third of the Who audience (37%) are Big Spenders
- Over 2 in 5 of the Who audience (42%) still buy luxuries

## ATTITUDES

- 15% of the Audience have bought a skincare product in the last 4 weeks
- 73% believe that quality is more important than price
- 79% of the Who audience bought from a shopping centre in the past 4 weeks, with 26% agreeing that they were 'born to shop' and 47% agreeing that they enjoy clothes shopping
- Over half (57%) like to go away on weekends
- Who audience are 70% more likely than average to be trusted advisors across buying skin care and beauty products
- The Who audience love international cuisines, with 82% agreeing that they enjoy food from all over the world



# FAST FACTS

	WHO PRINT	WHO DIGITAL*
GENDER SPLIT	71% female/ 29% male	88% female/12% male
EMPLOYMENT	Employed 74% (FT & PT)	Employed 67% (FT & PT)
HOUSEHOLDS	Skews young parents/young couples without children	Skews young parents or young couples without children
MAIN GROCERY BUYER	82% of audience	80%
TRY TO LOOK STYLISH	59 % agree	62% agree
QUALITY OVER PRICE	75 % agree	73% agree



CORE TARGET	MONTHLY DIGITAL REACH (UA'S)*
W30+	737,038
PRINT REACH	WEEKLY CROSS PLATFORM REACH
140,000	996,000

Source: Roy Morgan Single Source Australia, June 22– Print and digital readership, AP 14+  
\*Crossover based on total magazine and digital audience base, incremental reach based on 4-weeks month print vs 4-weeks month print & online

# SOCIAL ENGAGEMENT



## SOCIAL REACH

472,624

Source: Power BI Instagram & Twitter as of October 2022

# WHO ONLINE



## MONTHLY DIGITAL REACH (UA'S)<sup>2</sup>

661,571

## ENGAGEMENT METRICS

3.23% page views  
per unique  
audience

Source: Nielsen DCR,  
February 2022, Digital UAs (C/  
M), text, AP2+

## TOP 3 CONTENT PILLARS ACROSS WHO.COM.AU: ENTERTAINMENT – PAGE VIEWS

258,205

## NEWS – PAGE VIEWS

196,661

## BEAUTY – PAGE VIEWS

95,305

Source: Google Analytics, June 2022, digital website events, Australian audience

# CONTACTS

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