

BRAND  
OVERVIEW  
2020

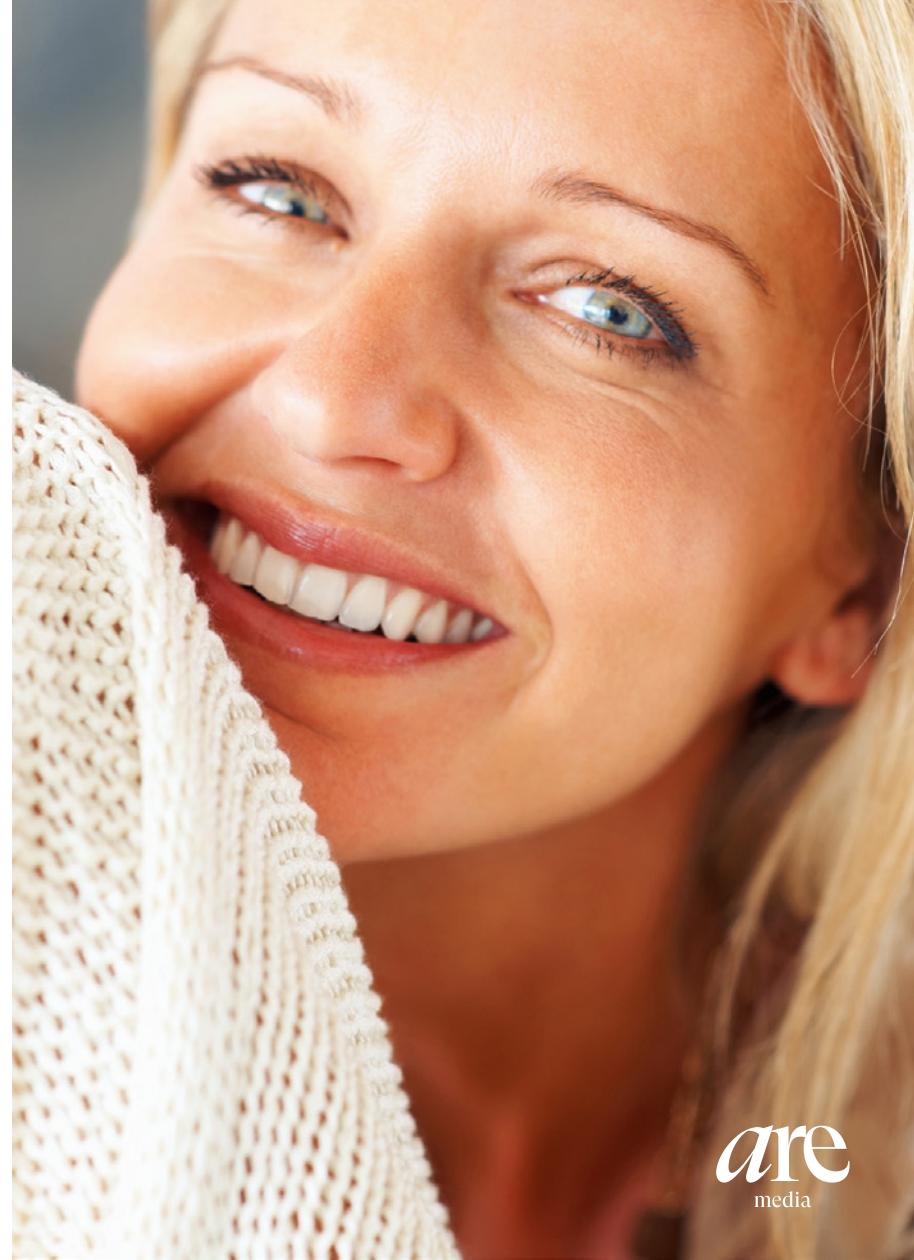
---

# Woman's Day

# Woman's Day

continues to 'make the day'  
of millions of Australian women.

*Woman's Day* is Australia's highest selling weekly magazine and the authority when it comes to all things royal and celebrity – both Hollywood and Aussie stars alike. Reaching close to one million women around the country each week, it is a household name and has become the go-to not only for celebrity gossip, but for all things fashion, food, health and beauty, too. While our everyday recipes, lifestyles tips and real life stories are inspirational and accessible for our readers, our ability to bring Aussie women closer to the stars they love provides them with the perfect escape from everyday life.





## A note from the Editor

---

"For over 70 years, *Woman's Day* has been a staple in the homes of women around the country, providing the perfect mix of royals, gossip, food, fashion and lifestyle. With something for everyone, it's become part of a very special weekly ritual for so many Aussies, passed on and shared between mothers, grandmothers, daughters, neighbours and friends. With stories to inspire, entertain and inform, it's perfect paired with a cup of tea and a biscuit for that much-needed 'me' time we all crave."

**ERIN HOLOHAN** EDITOR IN CHIEF

# EDITORIAL PILLARS



## FASHION

We make fashion friendly and accessible for real women. Through our beautiful shoots, using popular budget-friendly brands, we bring readers stylish looks and fashion inspiration they'll want to wear.



## HEALTH

Our health content is fun and friendly with bite-size tips that can be actioned immediately. The *Woman's Day* reader is looking to our pages for snappy, tailored content that's up to date and informative.



## REAL LIFE

Incredible Australian stories about everyday people are what sets our real-life pages apart. Celebrating the most resilient and heroic people, our team scour the country to bring these amazing stories to life.



## FOOD

Our everyday recipes are real and relevant but also delicious, nutritious, easy to make and good value. Including step-by-step hints and tips with recipes that are achievable.



## TRAVEL

Our Travel section lifts the lid on the best budget-friendly family breaks around the world and Australia. We satisfy your curiosity with insight, tips and insider info on the hottest destinations at the best prices.



## BEAUTY

We bring readers the most affordable products, most accessible trends that real women can follow PLUS the best feel-good beauty tips and everyday ideas so every reader can look and feel her best – at any age.

# SIGNATURE PROPERTIES AND PARTNERSHIPS



## STUDIO 10 MORNING SHOW

Studio10 is a live broadcast airing nationally on the TEN network weekday mornings from 8.30am – 12.30 pm. The show has five entertaining hosts including Angela Bishop and Denise Drysdale who cover current issues, fashion, beauty, food and lifestyle content which is a direct match for Bauer Christmas editorial. 'The Twelve Days of Christmas' with lifestyle segments co-presented by a 10 host and a relevant Bauer Media Editor. The segment will bring to life the clients sponsored content which appears in magazine with the sponsors' choice of either: *The Australian Women's Weekly*, *FOOD*, *Woman's Day*, *Real Living* or *Inside Out*.



## REBUILD OUR TOWNS

In January 2020, as the country was brought to its knees by devastating summer bushfires, *Woman's Day* launched Rebuild Our Towns, a practical campaign focused on the rebuilding of our local communities ravaged by fire. The message was simple – practical help doesn't have to cost a fortune, but it does take many hands to bring a community back to life. Each week, we focused on a different town around the country and the practical ways in which we can continue to support them as they pick up the pieces and start their lives over.



## 2020 AUSTRALIA'S BEST NEIGHBOUR

In association with  
*Woman's Day* *smoothfm*

## AUSTRALIA'S BEST NEIGHBOUR

*Woman's Day*, *Now to Love* and *Smooth FM* partner together to promote Neighbourly love by asking Australian's to nominate their best and kindest Neighbour. Online nominations will be brought to life in the pages of *Woman's Day* and live on air across *Smooth FM*'s Sydney and Melbourne network. The winner will be honoured with a neighbourly lunch hosted in their honour. The proudly associated headline sponsor will receive logo recognition on content and verbal mentions on air.

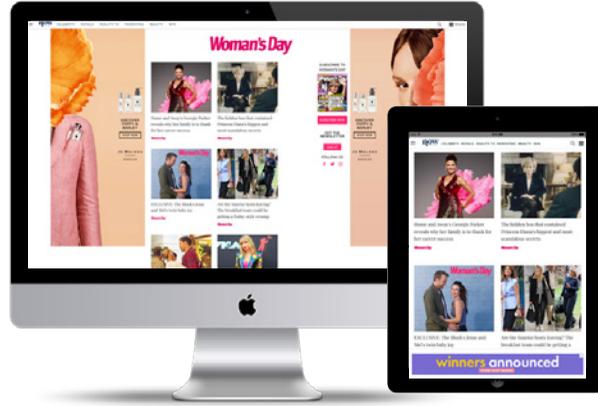


READERSHIP  
779,000

FREQUENCY  
WEEKLY

Source: Roy Morgan June 2020

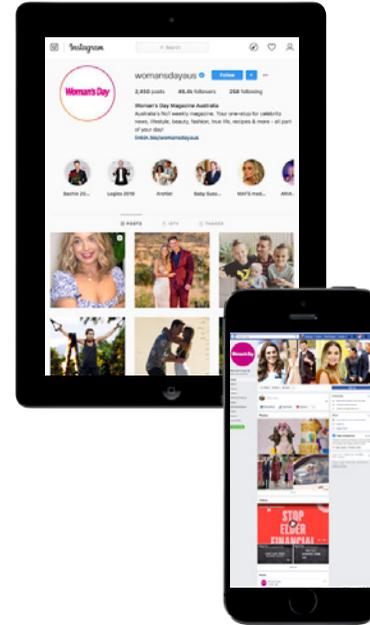
*Woman's Day is the absolute authority on Australian and international celebrities. From cover to cover, we take readers inside the stars' lives – the good, the bad and the ugly. We show readers all the latest startrends, from fashion and beauty to homes and travel. Readers love our everyday food recipes and expert advice on health and pets.*



NOWTOLOVE.COM.AU

PAGE VIEWS  
290,404  
UNIQUE AUDIENCE (AUS)  
65,705

Source: Nielsen Digital Content Ratings, July 2020, Digital



INSTAGRAM  
1,062,373

FACEBOOK  
51,300

TWITTER  
12,900

Updated as at 28th April 2020

**Woman's Day**  
QUICK FACTS



WOMAN'S DAY IS AUSTRALIA'S  
NO 1 WEEKLY MAGAZINE!

Loyal following 2 in 3 readers  
have been reading for 9+ years

Facebook Insights July-August 2017

Over 8 in every 10 readers  
are main grocery buyers

Source: Roy Morgan March 2019

Strong social  
engagement, 1.8 Million  
connected with *Woman's Day*  
facebook last month.

Facebook Insights July-August 2017



Home and Away's Georgie Parker  
reveals why her family is to thank for  
her career success

Woman's Day

# Woman's Day 2020



**FLIP BOOK**  
THE LOVE LINGERIE  
SPECIAL / TRAVEL  
CRUISING SPECIAL  
VALENTINES DAY

**JAN**

**FEB**



**FLIP BOOK**  
WARMING UP  
FOR WINTER  
EASTER GUIDE  
ANZAC DAY  
DROUGHT  
SPECIAL

**MAR**

**APR**



**FLIP BOOK**  
HEALTH SPECIAL  
**FLIP BOOK**  
BACKYARD TRAVEL  
SPECIAL  
WINTER FOOD  
SPECIAL

**MAY**

**JUN**



**FLIP BOOK**  
AUTO SPECIAL  
FATHER'S DAY  
SPECIAL

**JUL**

**AUG**



**CRUISE MONTH**  
NATIONAL  
GRANDPARENTS  
DAY  
HALLOWEEN  
SPECIAL

**SEPT**

**OCT**



**FLIP BOOK**  
PET SPECIAL  
CHRISTMAS GIFT  
GUIDE  
FIRST WEEK OF  
SUMMER

**NOV**

**DEC**

**FLIP BOOK**  
STAYING COOL  
IN SUMMER  
BACK TO SCHOOL  
AUSTRALIA DAY  
LUNA NEW YEAR  
SUMMER BODY



**WORLD  
HAPPINESS DAY**



**FLIP BOOK**  
BEAUTY SPECIAL  
MOTHER'S DAY  
SPECIAL



**INTERNATIONAL  
FRIENDSHIP DAY**



**FLIP BOOK**  
HEALTHY BODY  
SPECIAL  
TRAVEL SPECIAL



**FLIP BOOK**  
OUTDOOR  
ENTERTAINING  
SPECIAL  
ANTI-STRESS PRE  
CHRISTMAS  
SPECIAL





# AUDIENCE

- *Woman's Day* readers have an average HHI of \$87k
- 8 in 10 are MGB's (that's 675,000 we reach each week!)
- Well over one third (39% or 324,000) are parents with kids in the household
- *Woman's Day* readers spent +8% above average on music, movies and tv shows over the past 4 weeks
- *Woman's Day* readers skew 74% more likely to be heavy TV viewers (3+ hours per day)
- 9 in 10 (764,000) went shopping in store in the past 4 weeks
- 87% or 736,000 agree that helping others is an important part of who they are
- *Woman's Day* readers skew 27% more likely to have been to a discount store in the past 4 weeks
- *Woman's Day* readers skew an impressive 65% more likely than average to agree that they often enter competitions run by magazines, newspapers or radio stations

Source: Roy Morgan Single Source, Mar 20

# CONTACTS

NAME	POSITION	PHONE NUMBER	EMAIL
Andrew Cook	National Director of Sales	+61 (02) 9282 8676	Andrew.Cook@aremedia.com.au
Anna Mistilis	Head of Brands	+61 (02) 9282 8111	Anna.Mistilis@aremedia.com.au
Ange Crotty	Brand Manager	+61 (02) 9282 8171	Ange.Crotty@aremedia.com.au
Karen Holmes	NSW Sales Director	+61 (02) 9282 8733	Karen.Holmes@aremedia.com.au
Jaclyn Clements	Victoria, SA and WA Sales Director	+61 (03) 9823 6341	Jaclyn.Clements@aremedia.com.au
Samantha Lowe	NSW Head of Direct Sales	+61 (02) 8114 9442	Samantha.Lowe@aremedia.com.au
Will Jamison	VIC Head of Direct Sales	+61 (03) 9823 6301	Will.Jamison@aremedia.com.au