

New Idea

*Media Kit
2025*



New Idea



Connecting and engaging **the everyday woman** with *practical lifestyle tips, feel-good stories and breaking celebrity news.*

New Idea provides the ultimate everyday escape. With a relatable voice, it delivers celebrity news, royal updates, and exclusives that keep audiences entertained.

From quick and easy recipes, to expert-backed health and lifestyle advice, handy shopping guides and travel inspiration, New Idea aims to make life easier... and a little more fun!

Uniquely
Australian, readers
choose *New Idea*
to escape from
their day to day

1.8M
TOUCH-
POINTS

554K
UAs

1.2M
SOCIAL
FOLLOWERS



Roy Morgan Single Source Australia, DEC24 - print readership, cross-platform audience (L7D)

Ipsos Iris Online Audience, Jan25
Dash Hudson, Are Media socials followers/ likes, as of Jan25

Our Audience Spent

\$749M

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





She's....

A FOODIE

70% like to have traditional home-cooked meals

TECH CONSCIOUS

75% need a mobile phone for information and entertainment purposes

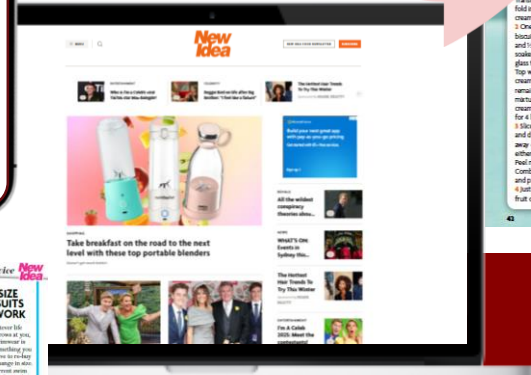
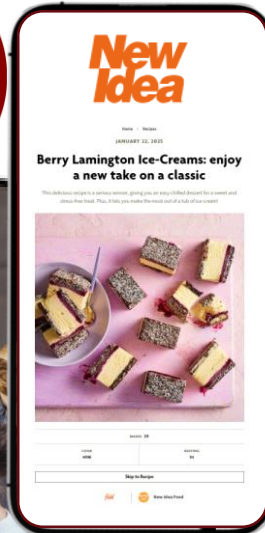
CONNECTED

80% of readers tell others when they try something they like

FROM a print-led
entertainment brand...

SOCIALS

DEDICATED
DIGITAL
DESTINATION



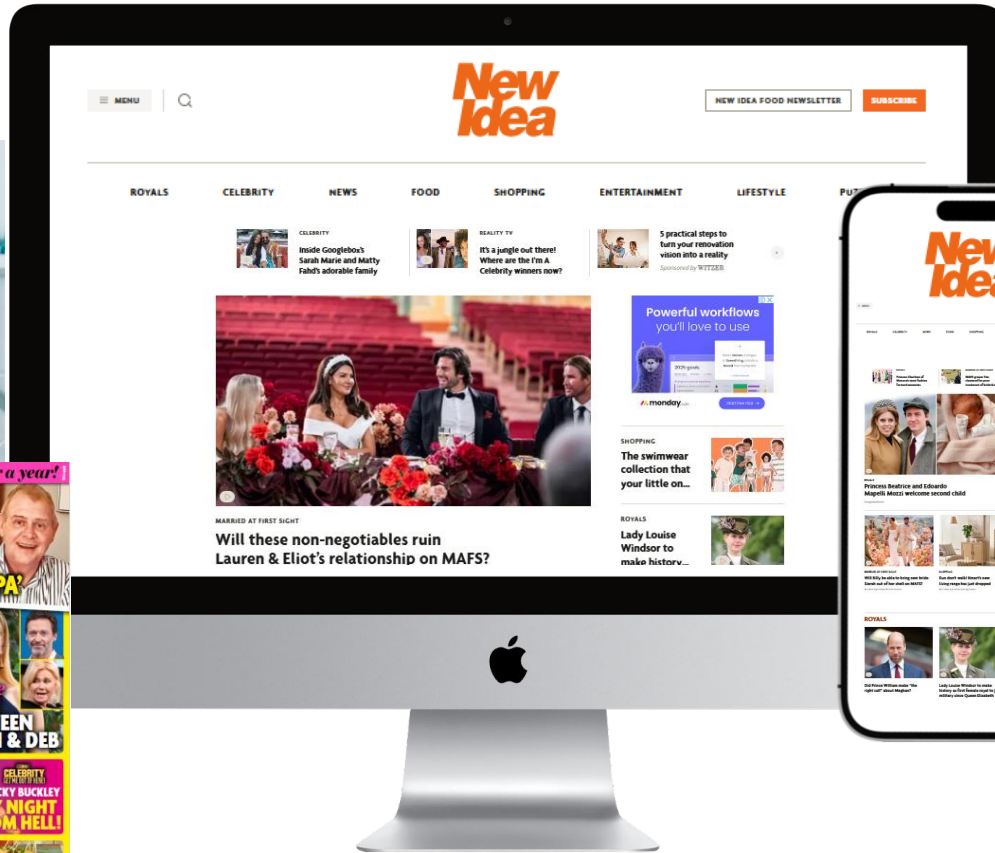
TO an omnichannel lifestyle brand

REACHING 620k AUSTRALIANS EACH WEEK

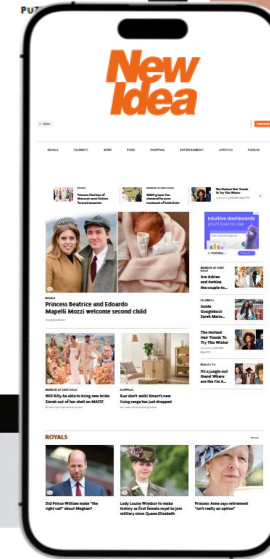


FOODIES

66% love to cook and enjoy food from all over the world



For more than 120 years, *New Idea* has surprised, delighted, uplifted and entertained Australian women of all ages



TECH CONSCIOUS



58% of readers believe technology gives them more control over their lives



CONNECTED

77% of readers want to enjoy 'now' because they don't know what the future will bring.

CELEBRITY NEWS | EXCLUSIVE ACCESS | EXPERT ADVICE | PRODUCT REVIEWS | RECIPES

SUPPORTED BY A NETWORK OF OVER
15M touchpoints



Woman's Day



**New
Idea**



Take5



Who



**TV
WEEK**



that's life!

Editorial and Content *Pillars*



CELEBRITY & ROYALS



HOMES



FOOD



FASHION



TRAVEL



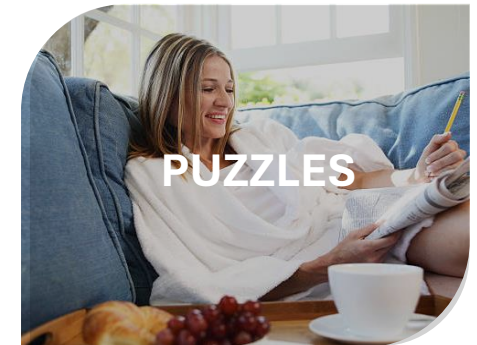
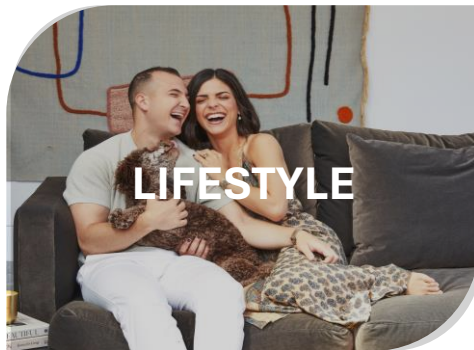
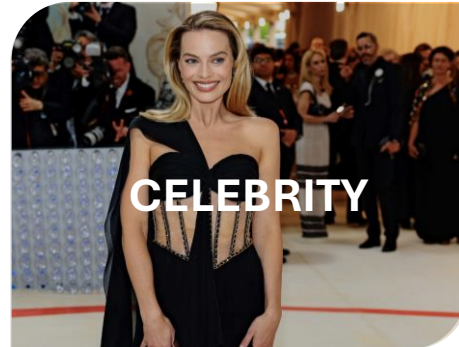
HEALTH



BEAUTY

WEBSITE VERTICALS

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



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


“They seem to help me 'escape' from all of the negativity of the day and the rush rush rush that goes on around me.”

NEW IDEA READER

In the words of our experts...

New Idea is an entertaining and playful catch up with a good friend. It's a one-stop read that mixes international and local celebrity with royal news, entertainment and real-life stories, plus adds a whole heap of informative lifestyle content, from health-wellbeing to parenting and food.

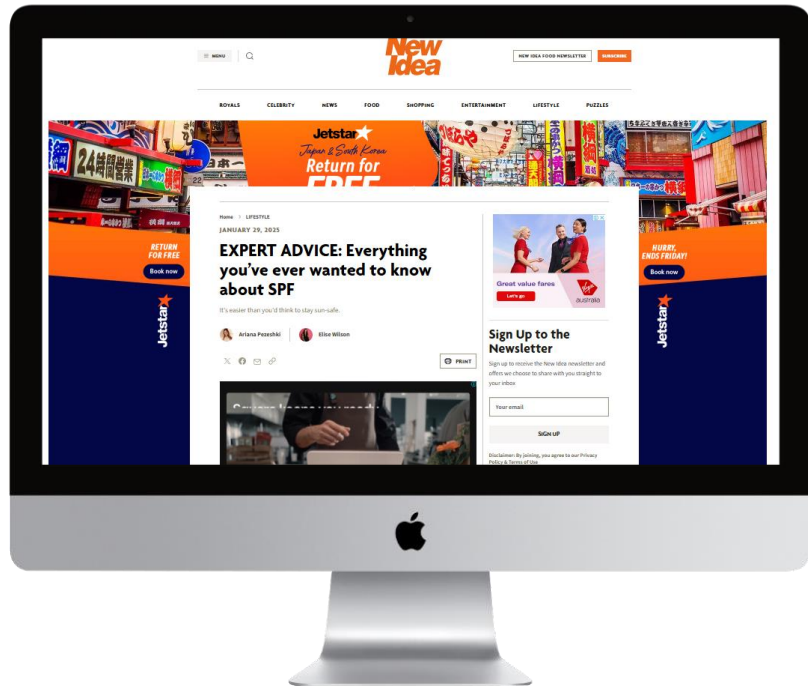
New Idea strives to give readers the latest news and up-to-date information, while also celebrating the past and taking the occasional nostalgic trip back in time. Uniquely Australian, readers choose *New Idea* to escape from their day to day and feel connected to the people and places that matter to them.

A woman with long braids, wearing a blue sleeveless dress and a light-colored straw hat, is sitting on a grassy hill. She is looking out over a vast landscape towards a sunset. The sky is filled with soft, colorful clouds in shades of orange, yellow, and pink. The sun is low on the horizon, creating a warm, golden glow. The woman is holding a notebook and a pen, appearing to be writing or sketching. The overall mood is peaceful and contemplative.

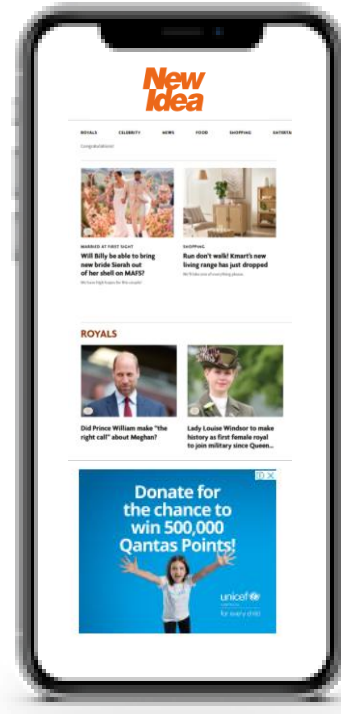
advertising
OPPORTUNITIES

driving intention through connection

DRIVING AWARENESS | *Examples*



SPONSORSHIP



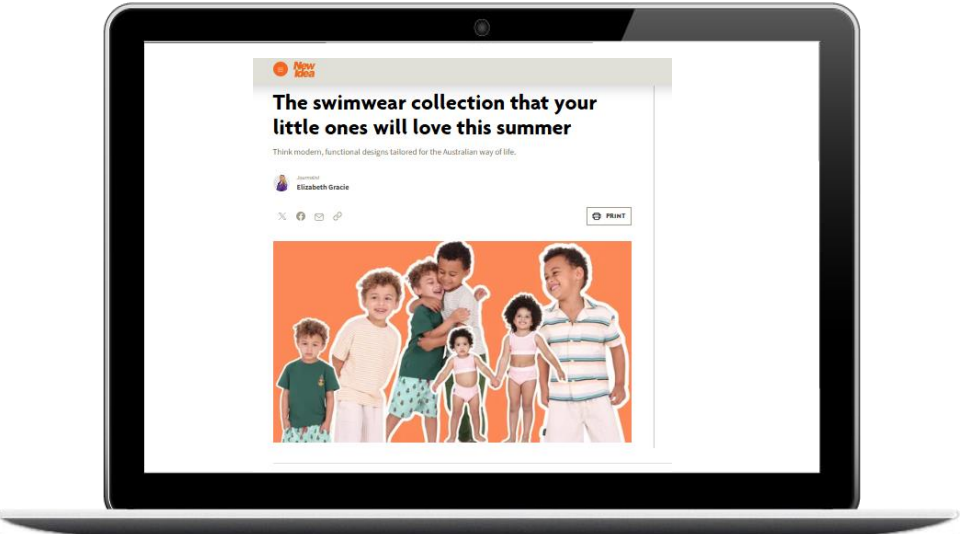
ROADBLOCK



VIDEO AMPLIFICATION

AWARENESS

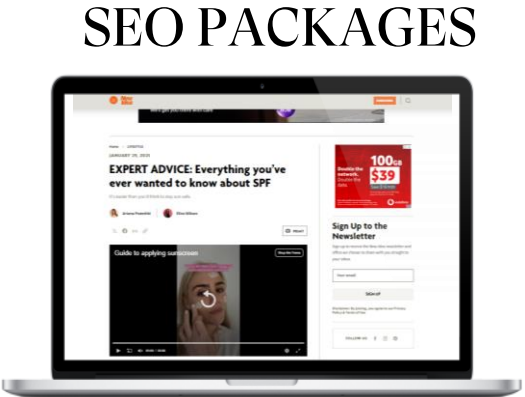
UNDERSTANDING & BUY-IN | *Examples*



EDITORIAL, ADVERTORIAL & NATIVE ARTICLES

A vertical email template for Stella insurance. At the top is the 'New Idea' logo in orange and the 'stella.' logo in black. The main headline reads 'Stella insurance is flexible to help support you on your journey'. Below this is a photo of a group of women. The text describes Stella's insurance products and mentions a donation to the Women's & Girls' Emergency Centres (WAGEC) National Donations Collective. At the bottom is a 'LEARN MORE' button.

SOLUS EDM



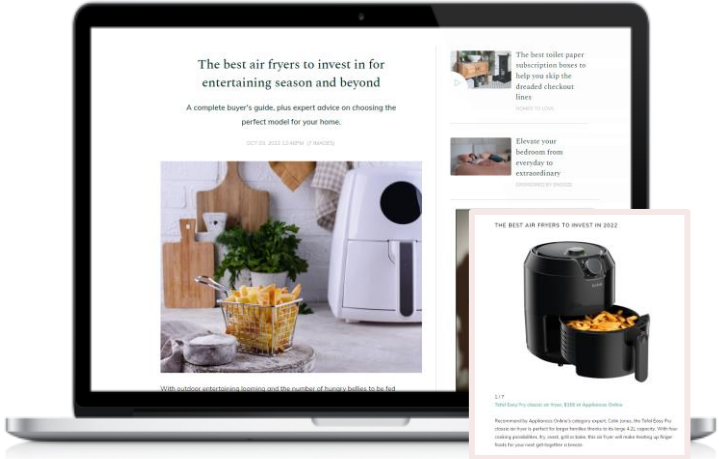
INSTAZINE

UNDERSTANDING AND BUY-IN

DOWN THE FUNNEL | *Examples*



SHOP THE LOOK



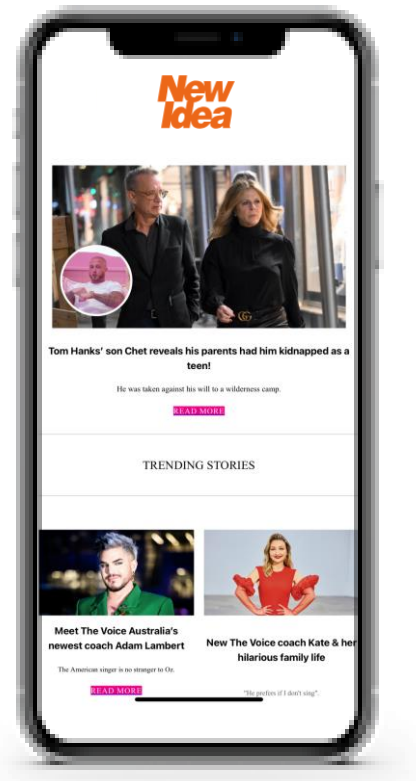
AFFILIATE LINKS



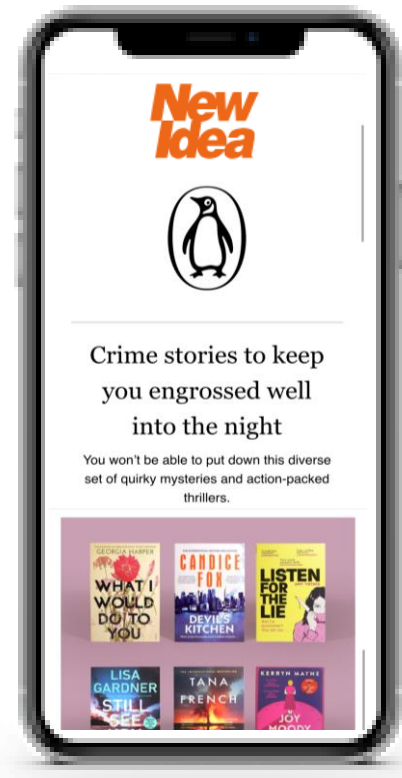
SHOPPABLE SOCIAL

SHOPPABLE FORMATS

DOWN THE FUNNEL | *Examples*



MREC & DRIVERS IN ENEWSLETTER



SOLUS



CUSTOM EDM'S

EMAIL OPPORTUNITIES

PRINT CONTENT CREATION | Examples

THE KING'S REIGN CONTINUES!

CAN YOU BELIEVE ELVIS WOULD BE TURNING 90?

RITA MOREN-OOH!

HAIR-TRIGGER

WHAT COULD'VE BEEN

PRAISE, BE!

CLOSET FASHIONISTA

A BAD INFLUENCE

SUPPORT ACT

ON ELVIS' BIRTHDAY ... you get the presents!

QUIRKY COLLECTION

ADVERTORIAL

SHOP IT

FEATURE
INTEGRATION

Pan-Fried Cheesy Egg Toasties

Makes 2 | Prep 10 min | Cook 15 min

2 minutes. Place one slice of bread, buttered-side down, in your pan to toast. Top with 2 cheese slices. Cook for 1 minute.

4 Using an egg-slide, place egg on top of cheese. Top with another bread slice, buttered-side up. Turn over toastie. Cook for a further 1 minute, or until golden brown underneath and cheese is melted. Remove from pan. Repeat with remaining bread, egg and cheese.

5 Cut in half to serve.

GOLDEN GRAINS

Did you know Corn Thins slices aren't rice cakes? They're actually made from grains of corn, so they taste like popcorn. These moonah or gluten-free and they're ideal for a healthy snack or work's lunch. Visit cornthins.com for delicious toppings and recipe ideas. You'll find Corn Thins in the biscuit aisle of most supermarkets.

Clean QUEEN

JESSICA ROWE PROVES THAT TIDYING DOESN'T HAVE TO ALWAYS BE TEDIOUS!

HAVE A CLUTTER CUPBOARD

When guests come over, shove everything into a cupboard. Or, better still, your junk room. Remember that your guests are there for you – not your perfectly organised home.

PICK THE RIGHT PRODUCTS

Get yourself some Vanish Gold Pro! It saves time in the laundry as all you need to do is put a scoop in with your regular detergent and

DESIGNATE TASKS

Get your kids involved in sorting their clean washing into piles with their own laundry baskets. My child has always loved doing that, and now she's in charge of our washing!

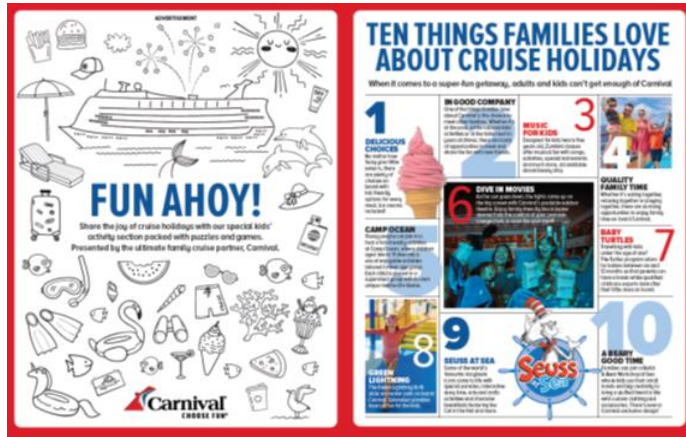
MOVE AND GROOVE

Do your best daggly mum dance moves and crank

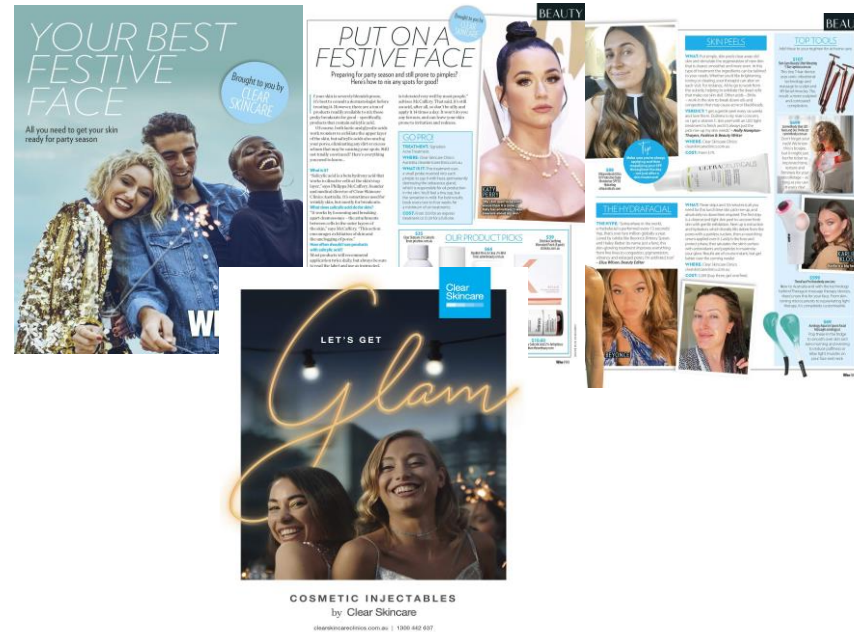
BESPOKE BRANDED
SPONSORED CONTENT

CUSTOM CONTENT

PRINT CONTENT CREATION | *Examples*



CUSTOM PUZZLES



FLIPBOOK



CUSTOM EDITORIAL MINI-MAG

CUSTOM CONTENT

Editorial Calendar 2025

JAN

Health – kick start the new year
Back to School

FEB

Valentine's Day
Ovarian-Cancer Awareness Month

MAR

Easter School Holidays
Budget Special
Autumn Fashion

APR

ANZAC DAY
Winter Travel
Food Poverty
Winter Appeal
Baking

MAY

Mother's Day
Beauty Tried & Tested

JUNE

Winter Wellness
Winter Warmer Recipes

JULY

Parenting Special

AUG

Children's Book Week
Pet Special

SEPT

Father's Day
International Day of Charity
Spring Refresh – Homes, Health, Beauty & Fashion

OCT

Grandparent's Day
Halloween Special
Breast Cancer Awareness

NOV

Summer Health
Christmas Gift Guides

DEC

Carols in the Domain
Party Season – Fashion & Beauty entertaining guide



DIGITAL

Unique Audience: 554,727
Page Views: 772,138
Average Dwell Time:
2.06 minutes

Cross-Platform Reach:
620,000



PRINT



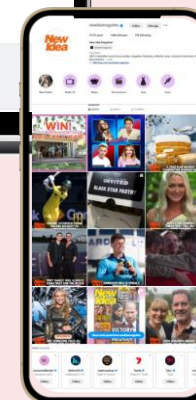
Weekly Reach: 494,000

1.88M
TOUCHPOINTS

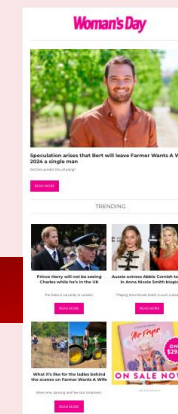


SOCIAL

Facebook: 1,097,065 likes
Instagram: 144,159 followers



EDMS



Newsletter: 10,700 subscribers
Solus: 11,800 subscribers

*Roy Morgan Single Source Australia, DEC24 - print readership, cross-platform audience (L7D)
Ipsos Iris Online Audience, Jan25
Dash Hudson, Are Media socials followers/ likes, as of Jan25
Are Media Internal Solus & Newsletter subscribers as of Feb25*



Where connection ignites intention

Judy Taylor

QLD Head of Sales

Judy.Taylor@aremedia.com.au

Will Jamison

Head of Sales (VIC, SA, WA)

Will.Jamison@aremedia.com.au

Blake Wright

Head of Sales (NSW)

Blake.Wright@aremedia.com.au

Anna Quinn

National Director of Sales

Anna.Quinn@aremedia.com.au

Jessica Ashworth

Commercial Brand Manager

Jessica.Ashworth@aremedia.com.au