

BRAND
OVERVIEW
2021

Woman's Day

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TO LOVE

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

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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.

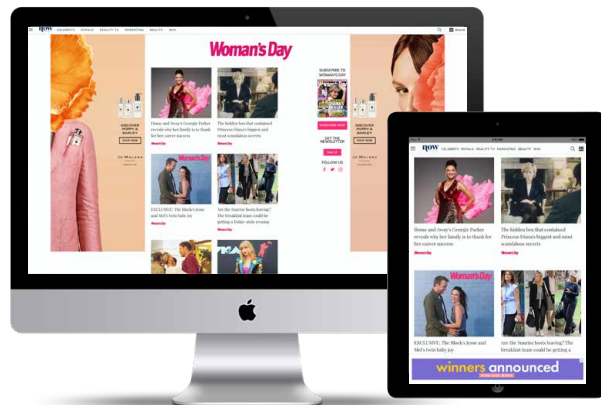


READERSHIP
752,000

FREQUENCY
WEEKLY

Source: Roy Morgan June 2021

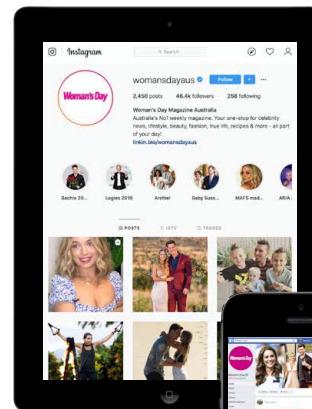
Woman's Day is the absolute authority on Australian and international celebrities. From cover to cover, we take readers inside the stars' lives – the good, the bad and the ugly. We show readers all the latest startrends, from fashion and beauty to homes and travel. Readers love our everyday food recipes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



NOWTOLOVE.COM.AU

PAGE VIEWS
25,871,274
UNIQUE AUDIENCE (AUS)
1,779,764

Source: Roy Morgan July 2021



INSTAGRAM
58,992

FACEBOOK
1,051,867

TWITTER
12,561

Updated as at August, 2021

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**

Source: Facebook Insights, 2019

**9 in 10 readers are Main
Grocery Buyers**

Source: Roy Morgan June 2021

**Strong cross-
platform readership at 3.11
million**

Source: Roy Morgan June 2021



Woman's Day 2021



THE LOVE LINGERIE
SPECIAL / TRAVEL
CRUISING SPECIAL
VALENTINES DAY



WARMING UP
FOR WINTER
EASTER GUIDE
ANZAC DAY
DROUGHT
SPECIAL



HEALTH SPECIAL
BACKYARD AND
TRAVEL SPECIAL
WINTER FOOD
SPECIAL



AUTO SPECIAL
FATHER'S DAY
SPECIAL



CRUISE MONTH
NATIONAL
GRANDPARENTS
DAY
HALLOWEEN
SPECIAL



PET SPECIAL
CHRISTMAS GIFT
GUIDE
FIRST WEEK OF
SUMMER

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

BACK TO SCHOOL
AUSTRALIA DAY
LUNA NEW YEAR
SUMMER BODY



WORLD
HAPPINESS DAY



BEAUTY SPECIAL
MOTHER'S DAY
SPECIAL



INTERNATIONAL
FRIENDSHIP DAY



HEALTHY BODY
SPECIAL
TRAVEL SPECIAL



OUTDOOR
ENTERTAINING
SPECIAL
ANTI-STRESS PRE
CHRISTMAS
SPECIAL



*Subjected to editorial change

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AUDIENCE

- *Woman's Day* readers have an average HHI of \$104K
- Nearly 9 in 10 are MGB's (that's 639,000 we reach each week!)
- One quarter (26% or 196,000) are parents of children under 16
- *Woman's Day* readers love shopping, with 76% having bought from a shopping centre in the past 4 weeks
- 35% of *Woman's Day* readers are heavy TV viewers (3+ hours per day)
- More than 2 in 5 agree that it is important to look fashionable
- 87% or 652,000 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
- 32% of *Woman's Day* readers agree that they often enter competitions run by magazines, newspapers or radio stations

Source: Roy Morgan Single Source Australia, Jun 21 – Print and digital readership, AP 14+

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