

**New  
Idea**

**2025**

**Brand Overview**

**are** media





# ***New Idea***

At *New Idea*, our mission is simple: to inspire, inform and entertain generations through our playful content, our exclusive access, our expert advice and our new ideas. In all our key pillars – royals, celebrity, real life, news, food, health, beauty, fashion, parenting and more – we strive to give our readers variety, value for money and that precious 'me time' and escape we all crave.

At *New Idea* we celebrate every area of a woman's life – and hope to help her make that life even better.

## 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.

**Erin Holohan**  
Editorial Director



# Editorial Team



**KARLEIGH SMITH**  
Editor



**CLAIRE ISAAC**  
Lifestyle Director



**ELISE WILSON**  
Beauty Editor



**ELIZABETH BARRY**  
Digital Managing Editor –  
Entertainment

# Multiple Touchpoints

For more than 120 years, *New Idea* has surprised, delighted, uplifted and entertained Australian women of all ages – with an unrivalled mix of celebrity news, food, fashion, beauty, health, home, parenting and travel.



Print  
Digital  
Events Social  
PR & Marketing  
Brand Extension

Solus Subscribers: **12,600**  
Newsletter Subscribers: **11,200**

Masthead Readership: **509,000**  
Cross-Platform Readership: **624,000**  
Total Touchpoints: **2,975,383**

Instagram Followers: **134,000**  
Facebook Likes: **1,119,625**  
Twitter: **24,200**  
Combined Social Following: **1,307,083**

Page Views: **710,850**  
Unique Audience: **601,662**

# Editorial Pillars



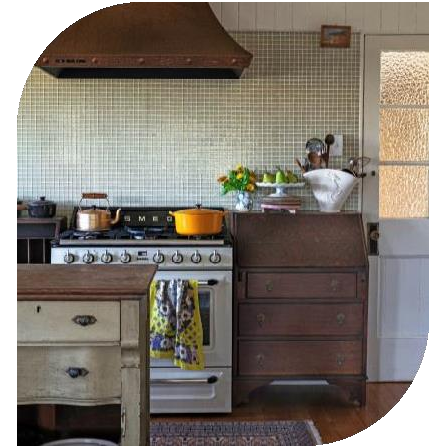
**Celebrity & Royals**



**Food & Recipes**



**Health & Fitness**



**Homes**



**Beauty**



**Fashion & Style**



**Travel**

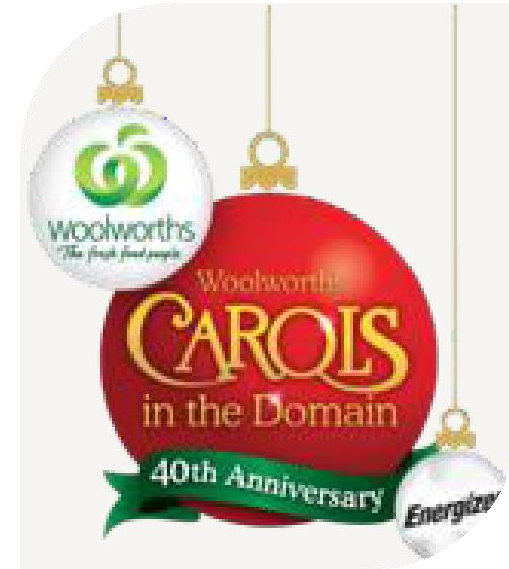
# Signature Properties



## RMHC Partnership

Heading into the 20<sup>th</sup> year, *New Idea* is proud to be RMHC's main media partner.

Our room sponsorship at Randwick has provided over 330 days per year for families in need. On top of cover donations, volunteering to host afternoon teas and dinners at the houses, Christmas outings and sitting on the RMHC Ball Committee, we are delighted to support RMHC.



## Carols in the Domain

*New Idea* is proud to be the official print partner of the Woolworths Carols in the Domain. This much-loved family event is an annual highlight for big and small kids alike. As ever, some of Australia's brightest stars grace the stage to perform your most loved festive songs. Singers, dancers and Christmas cheer ring loud as we celebrate all the magic of Christmas.

# Our Audience

## Foodies

**66%** of readers will see a new type of food and try it.

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

**70%** like to have traditional home-cooked meals.

## Tech Conscious

**73%** of readers are worried about invasion of privacy.

**75%** need a mobile phone for information and entertainment purposes.

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

## Connected

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

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

**67%** of readers try to disconnect when they can from technology.





# Editorial Calendar

Celebrity & Royal. Food & Recipes. Health & Fitness. Homes. Beauty. Fashion & Style. Travel.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Health – kick start the new year Back to School	Valentine's Day Ovarian-Cancer Awareness Month	Easter School Holiday Planning Budget Special Autumn Fashion	ANZAC DAY Winter Travel Ideas Food Poverty Winter Appeal Baking	Mother's Day Beauty Tried & Tested	Winter Wellness Winter Warmer Recipes
2025					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Parenting Special	Children's Book Week Pet Special	Spring Refresh – Homes, Health, Beauty & Fashion Father's Day International Day of Charity	Halloween Special Breast Cancer Awareness Grandparent's Day	Summer Health Christmas Gift Guides	Party Season – Fashion & Beauty Entertaining Guide Carols in the Domain



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