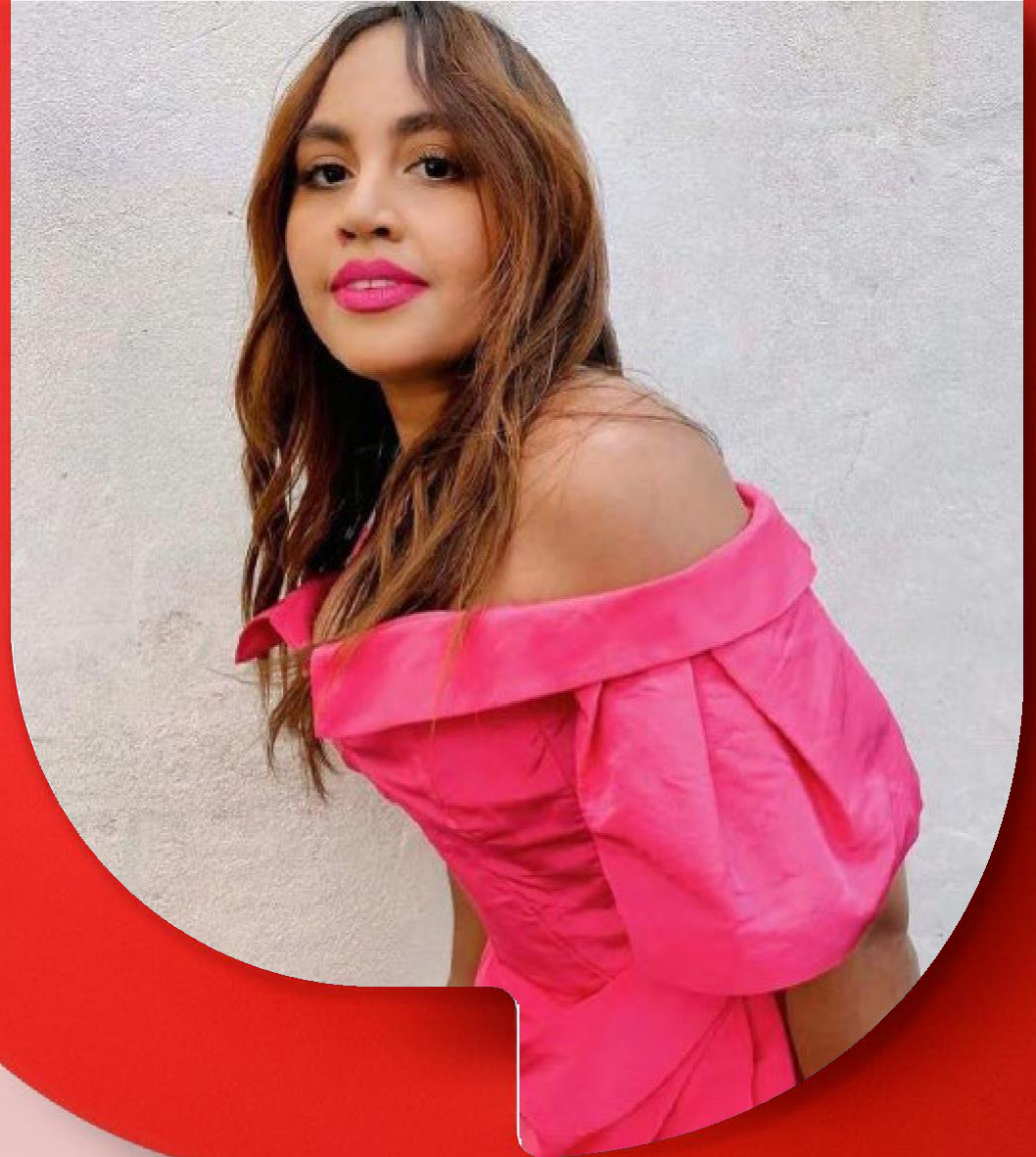


Who

2025

Brand Overview





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 and daily Facebook and Instagram.

In the words of our experts...

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.

Amber Giles
Editorial Director



Multiple Touchpoints

WHO has several touchpoints bringing loyal readers celebrity, royal and entertainment content across an array of key categories including health, beauty and fashion.

Print
Digital
Social
EDM
Marketing



Solus Subscribers: **10,900**
Newsletter Subscribers: **11,200**

Masthead Readership: **136,000**
Cross-Platform Readership: **207,000**
Total Touchpoints: **1,376, 424**

Instagram Followers: **423,851**
Facebook Likes: **285,183**
Tik Tok Followers: **173,490**
TikTok Likes: **35.6 million**
Combined Social Following: **713,524**

Page Views: **494,463**
Unique Audience: **384,676**

Editorial Pillars



News



Celebrity



Style



Beauty



Entertainment



Health



Wellness



Travel

Our Audience

Tech Savvy

73% believe the internet is far more informative

64% think computers and tech gives individuals more control

55% always watch the news on TV to keep me up to date

On Trend

62% of readers try to look stylish

40% believe it's important to look fashionable

81% say if they try something new and really like it they will tell people about it

Spenders

78% of readers try to buy Australian products more often

68% are always ready to try new and different products

65% of readers purchased from a shopping centre in the last 4 weeks



Editorial Calendar

Red Carpet. News. Entertainment. Fashion & Style. Beauty. Wellness. Travel.

| JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|--|--|--|---|---|--|
| Box Office Blockbusters What to Watch Red Carpet Season | Back to School Sun Safe Special Magazine Millionaire (digital extension available) | 3 Ways to Wear School Holiday Guide Easter Entertaining | Reality TV Season Celebrity Hot Spots | Mother's Day Beauty Tried & Tested Beauty Dupes | Winter Wellness School Holiday Guide Winter Style |
| 2025 | | | | | |
| JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
| TV Week Logie Awards Box Office Blockbusters | Post-Logie's Coverage Best Reads Travel Tips | Drink Notes Father's Day Steal Her Style | Spring Health Special Drinks Pairing Guide Seasonal Food Guide | Summer Streaming Guide Sun Safety Special Black Friday | Beach Bag Essentials Beach Reads Summer Style |



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