

New Idea

*Media Kit
2026*



New Idea



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

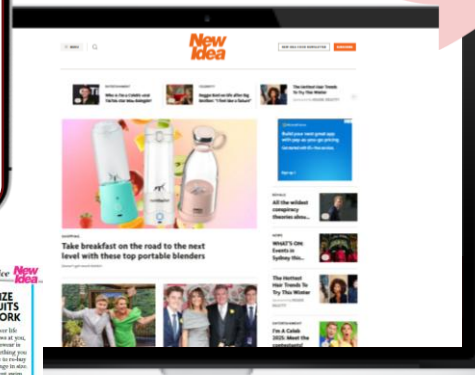
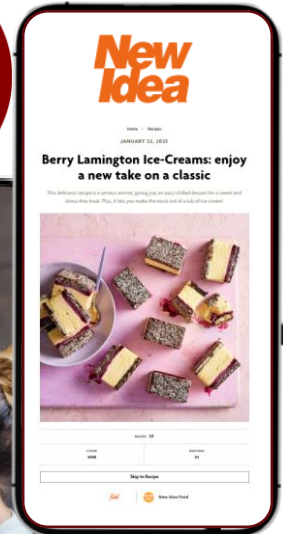
New Idea provides the ultimate everyday escape. With a relatable voice, it delivers celebrity news, royal updates, and exclusives that keep audiences entertained.

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!

FROM a print-led
entertainment brand...

SOCIALS

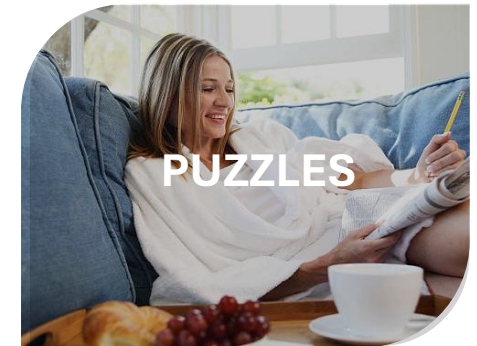
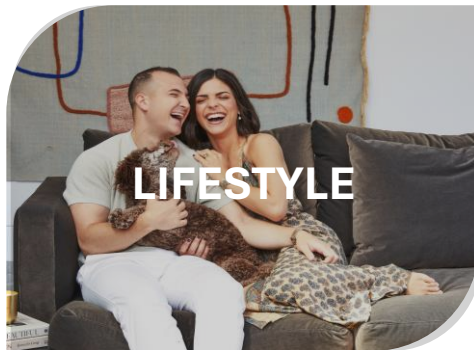
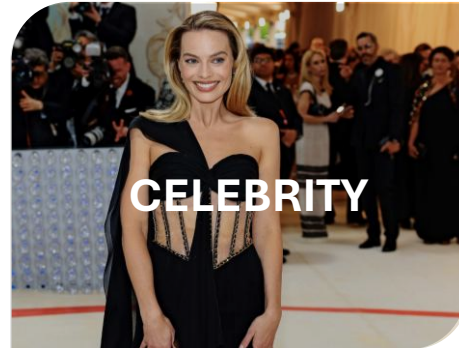
DEDICATED
DIGITAL
DESTINATION



TO an omnichannel lifestyle brand

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

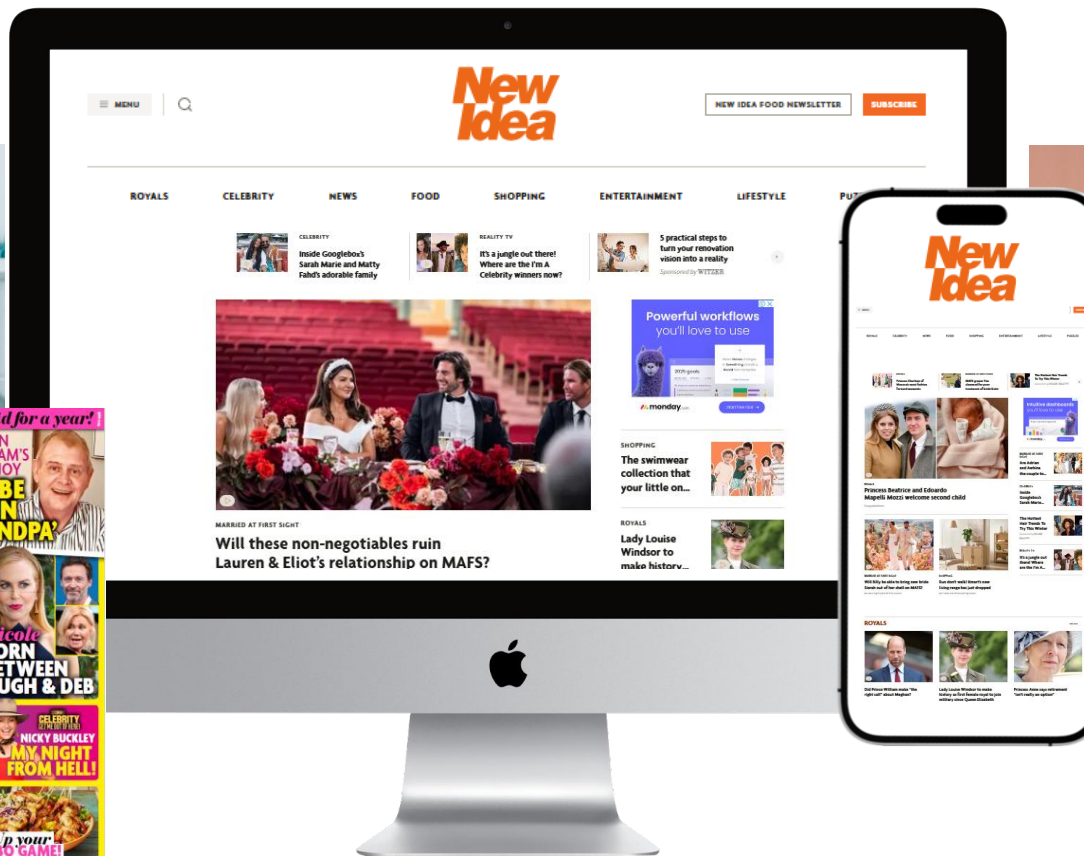
REACHING 669k AUSTRALIANS EACH WEEK

1.2M
SOCIAL
CONNECTIONS

10.9K
NEWSLETTER
SUBSCRIBERS

1.9M
TOUCHPOINTS

1M PVs
750K UAs



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

**New
Idea**

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



DIGITAL

Unique Audience: 750,510
Page Views: 1,011,364
Average Dwell Time:
2.146 minutes

are media × People Inc.

**People inc. DIGITAL
EXTENSION***

VIA People Inc.
Partnership

**8.807M
MONTHLY
UAs**



People

People EN ESPAÑOL

Entertainment WEEKLY

Cross-Platform Reach:
669,000



New Idea

1.93M TOUCHPOINTS

**Ex-People Inc.*

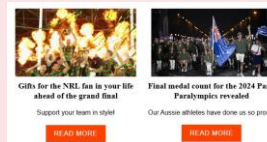


PRINT



Weekly Reach: 501,000

EDMS



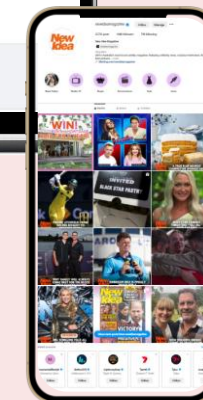
Newsletter: 10,900 subscribers

Solus: 16,300 subscribers



SOCIAL

Facebook: 1,097,065 likes
Instagram: 149,300 followers



Roy Morgan Single Source Australia, JUN25 - print readership, cross-platform audience (L7D)
Ipsos Iris Online Audience, October25
Dash Hudson, Are Media socials followers/ likes, as of Jan26
Are Media Internal Solus & Newsletter subscribers as of Jan26

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

Content 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

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

1.9M
TOUCH-
POINTS

750K
UAs

1.2M
SOCIAL
FOLLOWERS



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

“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.

DRIVING INFLUENCE IN ENTERTAINMENT AT SCALE
Via our People Inc. Partnership



are
media
x
People Inc.

2.9M

ADDITIONAL
ENTERTAINMENT
AUDIENCE

People

People
EN ESPAÑOL

Entertainment
WEEKLY

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Driving connection and intention through the ***purchase funnel***

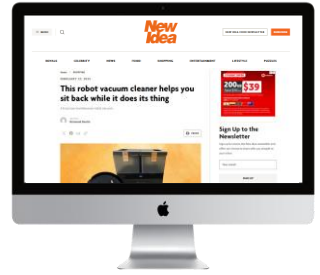
From inspiration



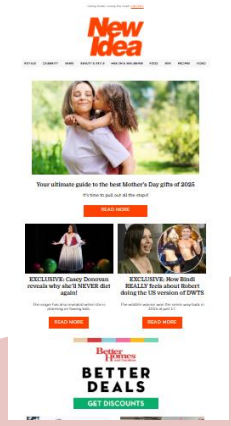
High Impact Display



Native Articles



Competitions



EDMs

AWARENESS

CONSIDERATION

INTENT & EVALUATION

PURCHASE

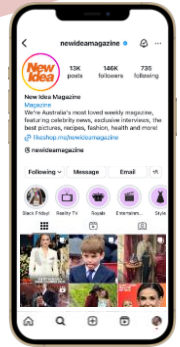
ADVOCACY



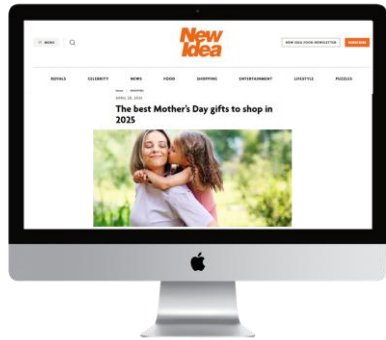
Shop



Social



Affiliate Links



Editorial Integration

To making it happen



Where connection ignites intention

Judy Taylor

QLD Head of Sales

Judy.Taylor@aremedia.com.au

Nisar Malik

VIC Head of Sales

Nisar.Malik@aremedia.com.au

Jimmy Kerr

NSW Head of Sales

Jimmy.Kerr@aremedia.com.au

Anna Quinn

National Director of Sales

Anna.Quinn@aremedia.com.au

Jessica Ashworth

Commercial Brand Manager

Jessica.Ashworth@aremedia.com.au