

The Australian Women's Weekly



THE MARKET

Long the flagship of Australian magazines and the one by which others are measured, The Australian Women's Weekly continues to have the largest circulation of any magazine in Australia and the largest readership, too.

Over the past five years, The Australian Women's Weekly has had to deal with an unprecedented proliferation of new titles in specialist, homemaker and food markets, as well as in the more general celebrity and news markets. However, by staying current and contemporary and refusing to dilute its multi-dimensional base which covers everything from news to features to profiles to fiction, gardening, cooking, craft, relationships, health, diet, beauty, fashion and decorating, it has managed to remain Australia's

number one selling magazine.

While The Australian Women's Weekly has more competition than ever before, there is still no other magazine like it. The Australian Women's Weekly continues to be the voice of Australia's women and readers turn to it for information, entertainment and inspiration. While other magazines struggle to incorporate point of sale visibility, The Australian Women's Weekly, with its instant name recognition, remains the market leader in the women's magazine field.

ACHIEVEMENTS

The Australian Women's Weekly is the biggest selling magazine in Australia with a readership of more than three million. Its position as number one in the highly competitive women's magazine market has remained unchanged for the past 65 years.

HISTORY

The first issue of The Australian Women's Weekly appeared on June 10, 1933. Printed on newsprint in a newspaper format, the magazine cost twopence and touted itself as "the biggest value in the world." In touch with the times and women of the era, The Australian Women's Weekly was an instant success. The first issue sold out before lunchtime.

Through the war years, the magazine campaigned for women, offered support to the troops and even had its own war correspondents in Europe. The circulation climbed to half a million

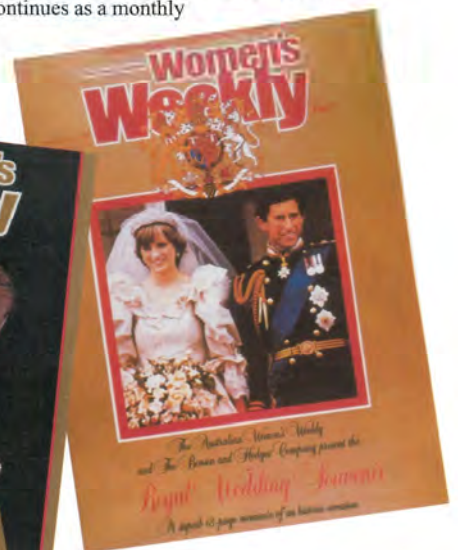
during the war years and in the 1960s The Weekly made history as the first-ever Australian magazine to achieve a circulation of more than one million.

Throughout the 1950s and '60s, the Royal family were staples of The Australian Women's Weekly together with Mandrake the Magician, Ross Campbell's gently humorous column about life and family and Dorothy Drain's column "It Seems to Me".

As rock and roll music hit the airwaves in the mid '60s, The Australian Women's Weekly kept pace by launching Teenagers' Weekly, which reported on the Beatles visit to Australia in 1964 and helped launch such groups as The Easybeats and the Bee Gees, Olivia Newton-John and Johnny Farnham.

In 1979 The Australian Women's Weekly changed its format and went from uncoated stock to perfect binding and coated stock. It became the first glossy weekly in the world. This was an expensive, risky innovation, aimed partly at keeping advertising away from television, and it worked. Advertisers stayed and circulation was boosted with a pullout television magazine.

However, by 1983, with the economy in recession and costs rising, The Australian Women's Weekly became a monthly. The first monthly issue was January 1983 and it was an instant success. More than a decade and a half later, The Australian Women's Weekly continues as a monthly





with the success that heralded its first issue in June 1933.

THE PRODUCT

The Australian Women's Weekly is seen not just as a magazine but as a reliable trusted friend - a part of the family. Since its inception the magazine has been the voice of Australian women, taking a stand on issues, reflecting changes in attitudes and the position of women and often leading change.

Today, with between 260 and 300-plus pages and contemporary vibrant covers, The Australian Women's Weekly continues to be a leader, whether it is tackling the subject of female circumcision, giving the latest information on arthritis treatments or simply having fun with Barbie's 40th birthday. While many magazines on the market are aimed at specific markets, The Australian Women's Weekly remains an across-the-board magazine that appeals to all women from eighteen to eighty.

For the best in cookery, The Australian Women's Weekly offers a free monthly 48-page magazine with the best recipes and the latest ideas. The best in gardening appears in every issue, along with special gardening pages designed specifically for the climate and conditions in each State. Whether it's fashion, relationships, health, cookery, decorative painting, knits, news or features, The Australian Women's Weekly leads the field.

RECENT DEVELOPMENTS

In the leadup to the millennium, The Australian Women's Weekly commissioned a wide-ranging survey of Australian women. Speaking to 500 women from all age groups and walks of life across Australia, the magazine explored attitudes and beliefs of today's women and discovered that

The

Australian

Women's Weekly not only reflects and echoes the dreams and aspirations of Australia's women, but is often a forerunner on issues and value systems.

The Voice of Australian Women proved a benchmark in research and is the most comprehensive study of Australian women undertaken in the past two decades.

Promoting and supporting women has long been a role of The Australian Women's Weekly. The magazine is one of the major sponsors of the Australian War Memorial and its special exhibit focusing on women and war. Sponsorship also includes the hugely successful Australian Women's Weekly craft fairs and expos such as the Our House Expo of 1998. In addition, the magazine publishes successful books such as the 1001 Best Ever Handy Hints and, in 1998 and 1999, joined forces with the Breast Cancer Institute of Australia to produce the Australian Women's Health Diary.

As well as health and women's issues,

The Australian Women's Weekly is a strong advocate for the environment and is a proud sponsor of the black rhino breeding program at Dubbo's Western Plains Zoo.

PROMOTION

"For women who want it all ... in one magazine" is the slogan that sells The Australian Women's Weekly on both television and radio. It's a jingle with a very real point and message. The magazine, with its multi-dimensional formula, really does offer something for everyone. TV and radio

commercials concentrate on the magazine's content - its big stories and its mix of features.

BRAND VALUES

The Australian Women's Weekly has built a reputation for quality and reliability since 1933 and, in return, has a large and loyal readership.

Refusing

to compromise on

its reputation, The Australian

Women's Weekly guards its legacy zealously. As a magazine that reflects the attitudes and dreams of Australian women, it has come to mean integrity, inspiration and truth to its readers. It is a reputation that The Australian Women's Weekly has fought hard for, and one of which the magazine is immensely proud.

THINGS YOU DIDN'T KNOW ABOUT THE AUSTRALIAN WOMEN'S WEEKLY

- The first editor of The Australian Women's Weekly was a man. George Warnecke, founding editor, was at the helm of the magazine from its birth on June 10, 1933 until 1938.
- The Australian Women's Weekly is the only Australian magazine to have its own television docudrama. The Weekly's War, which starred Noni Hazlehurst, traced the 1939-45 war years through the eyes of The Australian Women's Weekly. The series was shown on the Nine Network.
- During World War II, The Australian Women's Weekly ran a club for servicewomen staffed by the magazine's executives and writers.
- The readers of an average issue of The Australian Women's Weekly would fill all the major cricket grounds in Australia more than 12 times.
- One in three readers of The Australian Women's Weekly is male. However, while men love to read the magazine, the main buyers are women.
- The Australian Women's Weekly began as a newspaper for women. Printed on newsprint, it sold for two pennies.

