



Who

MEDIA KIT

2018



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 growing audience.

WHO is trusted not only by our audience but also by celebrities and the world over who form the basis of our content.

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 readers and advertisers the highest quality and most engaging weekly magazine environment, and more great features on who.com.au which is updated multiple times daily with the latest celebrity news.

“WHO is Australia's trusted connection to the world's most fascinating and famous people, and the moments that shape their lives.

We don't just write about stars; thanks to our trusted relationships with some of the world's biggest names, we secure and deliver celebrity access beyond that of any other brand.

We curate a compelling mix of credible A-list news, interviews, and portraiture which lives alongside intriguing real life stories, told from the perspective of those most directly involved.”

Amy Reedy,
Acting Editor





*Perfect mix of pop
culture, substance,
balance of content,
exclusives, specials*

PRINT

In depth
Compelling imagery

DIGITAL/SOCIAL

Bite size
Picture led
Breaking news
Always on



Magazine



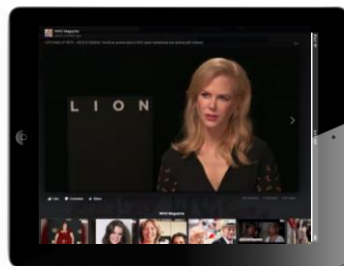
Digital



Social



Brand Extensions



Video

Who
Sexiest
People

Who
MOST INTRIGUING
PEOPLE

Signature Content

Who



Who

Brand reach

1.7 MILLION +
TOUCH POINTS

560,000
READERSHIP
(WEEKLY)

67,000
DIGITAL UNIQUE
AUDIENCE

30,850
AVERAGE
DAILY UBS

96,300
INSTAGRAM

272,018
FACEBOOK AU

36,000
SUBS EDM

Source: emma TM ending Sept 2017, Nielsen Market intelligence Sept 2017. Social media updated 21st Nov 2017

Our audience

WHO targets and reaches an affluent, educated audience who are discerning and culturally curious consumers. They view WHO as a brand that gives them social currency by keeping them on trend and across pop culture and topical news.

UNDERSTANDING THEIR WORLD

My life is about...

- Freedom
- Choice
- Opportunity
- Experiences

The WHO Consumer appreciates WHO's quality and intelligent take. They seek the newsworthy edit and on trend lifestyle.

They come to WHO for entertainment and depth.

- Confident
- Motivated with a positive outlook
- Natural leaders within their circles
- Unapologetically multi faceted
- Curious – always wanting to learn and be 'in the know'
- Discerning –they're early informed and influencers

They prioritise Living an 'experience rich' lifestyle – travel, eating out, staying healthy

Who I am...

- Informed
- Confident
- Curious
- Multi faceted



What I'm striving for...

- success balance
- self improvement

SHE COMES
TO US FOR
DIFFERENT
REASONS

- 46% are AB social grade
- 41% are tertiary educated
- \$821 million spent on fashion & beauty a year
- 79% more likely than the population to enjoy shopping for cosmetics
- 92% are grocery buyers
- 73% value quality over price
- 75% have an eye for luxury goods
- 55% are fitness fanatics

Emma Sept 17, Social media updated: 9 August 2017

Content pillars



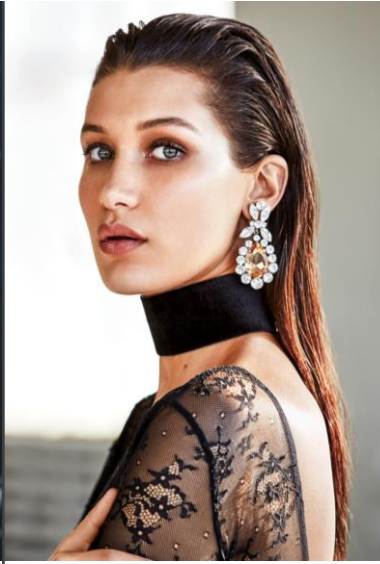
RED CARPET / NEWS/ENTERTAINMENT

A mix of celebrity news,
A list red-carpet events
and human interest.



GLOBAL FASHION & STYLE

Fashion news, hot
trends, must-haves and
celebrity
get-the-looks



BEAUTY

Guide to daily glamour. Hair
& make up professionals
share their advice and tips
to get that Hollywood glow
plus the hottest new
products



BODIES/HEALTH

The latest health and
wellbeing secrets direct
from the stars—and the
professionals who make
them look fantastic.



WHO FOOD

Simple, delicious recipes,
mouth-watering
photography and
shopping tips with a drink
recommendation.

2018 Calendar



Glamour signature issue

- Celebrity Homes



Spring Racing

- Sexiest People signature issue



Best & Worst signature issue

- Party Looks
- Xmas Gifting



Grammys

- New York Fashion Week
- Paris Fashion Week
- London Fashion Week



Most Beautiful People signature issue

- Anti ageing Beauty special



Winter Reading Guide

- Winter beauty
- Celebrity health & wellness trends

JUL

AUG

SEP

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

A list Travel – trends & destinations

- Stars without make up
- Fitness Special



Celebrity Dads / Fathers Day

- Spring Beauty



Swimsuit issue

- Most Intriguing Signature issue



Golden Globes red carpet

- Half their size signature issue
- Diet & Weight loss – 101 Body tips for weight loss



Oscars Red Carpet

- Autumn Reading Guide
- Hair Special



Met Gala

- Cannes Film Festival
- Celebrating Italy (content each week)
- Mothers Day gifting



Signature properties & partnerships



Half their Size – January



Golden Globes – January



Oscars – March



Most Beautiful People – April



Glamour Signature issue – August



Sexiest People signature – October



Best & Worst Dressed - November

Print rates – FY 18

AD SIZE	CASUAL	15% discount	30% discount	40% discount	50% discount	55% discount	60% discount
FULL PAGE (FP)	\$16,760	\$14,250	\$11,732	\$10,056	\$8,380	\$7,542	\$6,704
DOUBLE PAGE SPREAD (DPS)	\$33,520	\$28,500	\$23,464	\$20,112	\$16,760	\$15,084	\$13,408
HALF PAGE (HP)	\$12,570	\$10,685	\$8,799	\$7,542	\$6,285	\$5,656	\$5,028
THIRD PAGE (TP)	\$9,220	\$7,840	\$6,454	\$5,532	\$4,610	\$4,149	\$3,688

Print deadlines– 2018

Issue	Cover Date	On-Sale Date	Booking Deadline	Material Deadline
8-Jan-18	21-Dec-17	4-Dec-17	4-Dec-17	11-Dec-17
15-Jan-18	4-Jan-18	11-Dec-17	11-Dec-17	18-Dec-17
22-Jan-18	11-Jan-18	18-Dec-17	18-Dec-17	18-Dec-17
29-Jan-18	18-Jan-18	18-Dec-17	18-Dec-17	8-Jan-17
5-Feb-18	25-Jan-18	8-Jan-18	8-Jan-18	15-Jan-18
12-Feb-18	1-Feb-18	15-Jan-18	15-Jan-18	22-Jan-18
19-Feb-18	8-Feb-18	22-Jan-18	22-Jan-18	29-Jan-18
26-Feb-18	15-Feb-18	29-Jan-18	29-Jan-18	5-Feb-18
5-Mar-18	22-Feb-18	5-Feb-18	5-Feb-18	12-Feb-18
12-Mar-18	1-Mar-18	12-Feb-18	12-Feb-18	19-Feb-18
19-Mar-18	8-Mar-18	19-Feb-18	19-Feb-18	26-Feb-18
26-Mar-18	15-Mar-18	26-Feb-18	26-Feb-18	5-Mar-18
9-Apr-18	22-Mar-18	5-Mar-18	5-Mar-18	12-Mar-18
16-Apr-18	5-Apr-18	19-Mar-18	19-Mar-18	26-Mar-18
23-Apr-18	12-Apr-18	26-Mar-18	26-Mar-18	2-Apr-18
30-Apr-18	19-Apr-18	2-Apr-18	2-Apr-18	9-Apr-18
7-May-18	26-Apr-18	9-Apr-18	9-Apr-18	16-Apr-18
14-May-18	3-May-18	16-Apr-18	16-Apr-18	23-Apr-18
21-May-18	10-May-18	23-Apr-18	23-Apr-18	30-Apr-18
28-May-18	17-May-18	30-Apr-18	30-Apr-18	7-May-18
4-Jun-18	24-May-18	7-May-18	7-May-18	14-May-18
11-Jun-18	31-May-18	14-May-18	14-May-18	21-May-18
18-Jun-18	7-Jun-18	21-May-18	21-May-18	28-May-18

Please note, cancellation deadline is four weeks prior to booking deadlines.

Print deadlines– 2018

Issue	Cover Date	On-Sale Date	Booking Deadline	Material Deadline
25-Jun-18	14-Jun-18	28-May-18	28-May-18	4-Jun-18
2-Jul-18	21-Jun-18	4-Jun-18	4-Jun-18	11-Jun-18
9-Jul-18	28-Jun-18	11-Jun-18	11-Jun-18	18-Jun-18
16-Jul-18	5-Jul-18	18-Jun-18	18-Jun-18	25-Jun-18
23-Jul-18	12-Jul-18	25-Jun-18	25-Jun-18	2-Jul-18
30-Jul-18	19-Jul-18	2-Jul-18	2-Jul-18	9-Jul-18
6-Aug-18	26-Jul-18	9-Jul-18	9-Jul-18	16-Jul-18
13-Aug-18	2-Aug-18	16-Jul-18	16-Jul-18	23-Jul-18
20-Aug-18	9-Aug-18	23-Jul-18	23-Jul-18	30-Jul-18
27-Aug-18	16-Aug-18	30-Jul-18	30-Jul-18	6-Aug-18
3-Sep-18	23-Aug-18	6-Aug-18	6-Aug-18	13-Aug-18
10-Sep-18	30-Aug-18	13-Aug-18	13-Aug-18	20-Aug-18
17-Sep-18	6-Sep-18	20-Aug-18	20-Aug-18	27-Aug-18
24-Sep-18	13-Sep-18	27-Aug-18	27-Aug-18	3-Sep-18
1-Oct-18	20-Sep-18	3-Sep-18	3-Sep-18	10-Sep-18
8-Oct-18	27-Sep-18	10-Sep-18	10-Sep-18	17-Sep-18
15-Oct-18	4-Oct-18	17-Sep-18	17-Sep-18	24-Sep-18
22-Oct-18	11-Oct-18	24-Sep-18	24-Sep-18	1-Oct-18
29-Oct-18	18-Oct-18	1-Oct-18	1-Oct-18	8-Oct-18
5-Nov-18	25-Oct-18	8-Oct-18	8-Oct-18	15-Oct-18
12-Nov-18	1-Nov-18	15-Oct-18	15-Oct-18	22-Oct-18
19-Nov-18	8-Nov-18	22-Oct-18	22-Oct-18	29-Oct-18
26-Nov-18	15-Nov-18	29-Oct-18	29-Oct-18	5-Nov-18
3-Dec-18	22-Nov-18	5-Nov-18	5-Nov-18	12-Nov-18
10-Dec-18	29-Nov-18	12-Nov-18	12-Nov-18	19-Nov-18
17-Dec-18	6-Dec-18	19-Nov-18	19-Nov-18	26-Nov-18

Please note, cancellation deadline is four weeks prior to booking deadlines.

Digital Rates & Deadlines

RATES (EX GST)	DISPLAY MEDIA	VIDEO	SOCIAL & PAID CONTENT
Homepage buyout – Med Rec with Skins (1 week)	\$3,000		
Run of Site – Med Rec	\$40 CPM		
Run of site – Med Rec with Leaderboard Roadblock	\$60 CPM		
Run of Site – Rich Media	From \$60 CPM		
15" In Feed Video		\$60 CPM	
30" In Feed Video		\$70 CPM	
Pac Video Ad – Med Rec		\$60 CPM	
Shoppable Video		\$100 CPM	
Commissioned Content			From \$4,650
Advertorial Content			From \$3,150
Social Integration			From \$1,200
Social Video			From \$3,120

DEADLINES

- Standard display/simple rich media: 5 business days prior to live date
- Complex rich media: 10 business days prior to live date
- Paid Content: 4-6 weeks prior to live date
- Integration: 4 weeks prior to live date
- For anything outside of the above, contact your Client Services Manager

AD SPECIFICATIONS

- Please refer to http://www.pacificmags.com.au/info/information/Pacific_Ad_Specs.pdf for creative specifications
- Ads must conform to specifications outlined.
- Elements not meeting specifications will need to be revised, which may delay the launch date.