

New Idea

Insert Dispatches:

341,000 Weekly Circulation

Snapshot:

KEY FACTS

- Frequency - Weekly, on sale Mondays
- 1,971,000 readership per week
- Cover price - \$4.00

READER PROFILE

- 49% are aged between 25-54 years
- 80% female, 20% male
- 58% capital cities, 42% country areas
- 36% have children under 16 in the household
- 73% are main grocery buyers

CATEGORY FACTS

FOOD:

- New Idea's main grocery buyers collectively spend \$259.4 million at the supermarket each week.
- 76% of New Idea readers do not read any food or entertaining magazine.

BEAUTY:

- New Idea readers collectively spend \$23.2 million on perfume, cosmetics and after shave a month.

FASHION:

- New Idea readers collectively spend \$239.1 million on clothing each month.
- 87% of New Idea readers do not read any fashion magazine.

HEALTH:

- New Idea has more editorial health and fitness pages than any other mass women's magazine.
- 85% of New Idea readers do not read any health magazine.

FINANCE:

- A New Idea reader has an average of \$148,170 in all their savings / investments.

LIFESTYLE:

- In one month New Idea reaches 36% more home owners (those who own or are paying off their home) than the 10 homemaker magazines combined.

PETS:

- 3 in 5 (59%) New Idea readers are dog or cat owners, this is equivalent to more than 1.1 million readers.

TRAVEL:

- New Idea has more editorial travel pages than any other mass women's magazine.

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Corporate Member since 1993



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Specifications:

Minimum insert size - 148mm x 105mm.
Maximum insert size - 267mm x 180mm

Single Leaf Insert - minimum 120gsm and maximum 250gsm
Four Page Insert - minimum 80gsm and maximum 200gsm
Eight Page Insert - minimum 56gsm and maximum 200gsm
Greater than Eight Pages - minimum 56gsm and maximum 150gsm

- Folded inserts must have a closed edge to allow feeding onto the binders Z fold inserts cannot be accepted.
- Minimum order 25,000 inserts per issue / per region)
- Sample piece required prior to Publishers acceptance.

Investment:

2 pages	\$50-00 / £00
4 pages	\$55-00 / £00
6 pages	\$65-00 / £00
8 - 12 pages	\$75-00 / £00
16 pages	\$85-00 / £00

Any larger POA.

State selection POA

\$350-00 Booking fee
+ 10% GST for Australian customers

