

Insert Dispatches:

**450,000 weekly Circulation**

Snapshot:

## KEY FACTS

- Frequency - weekly, on sale.
- 2,100,000 readership per week

## READER PROFILE

- Women 35+
- Professional/Managers
- White Collar Workers
- Skilled Workers
- \$30,000 + pa

## Profile

*Women's Day* is Australia's number one selling magazine with 405,582 copies sold and over 2.2 million people reading every week!

Reaching 1 in 5 (21%) Australian women each week across all cities, towns and demographics, *Women's Day* provides readers with a current and relevant mix of celebrity, gossip, real life and lifestyle in a quality easy to read format.

*Woman's Day* is the most trusted and powerful weekly magazine and is a proven retail driver, with an audience that is highly interactive and responsive. *Woman's Day* reflects all its readers' interests - from the latest and most entertaining celebrity gossip to uplifting and amazing real-life reads, pages of recipes and the latest in beauty, fashion, food, health and family advice. Printed on glossy stock, *Woman's Day* has the sophistication and glamour of a monthly magazine and the immediacy and relevance of a weekly.

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Corporate Member since 1993

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**Specifications:**

**Sizing**

Minimum insert size - 148mm x 105mm.  
Maximum insert size - 267mm x 195mm

**Paper Stock**

- Folded inserts must have a closed edge to allow feeding onto the binders Z fold inserts cannot be accepted.
- Minimum order 50,000 inserts per issue
- Sample piece required prior to Publishers acceptance.

**Investment:**

2 pages	\$57-00 / £00
4 pages	\$86-00 / £00
8 pages	\$120-00 / £00
12 pages	\$156-00 / £00
Any larger POA	

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

