

A group of people are gathered around a dark table in a restaurant, clinking glasses of pink wine in a toast. The table is set with various dishes including a bowl of shrimp, a plate of salmon, and a wooden tray with a fish steak and salad. A small vase of white and pink flowers sits in the center. The background is softly blurred, showing more of the dining area.

Fresh Ideas Media Kit | FY24



We are *Cartology*













Cartology gives you access to some of Australia's most valuable and unique media assets. We position your brand along the connected customer journey ensuring you're seen, considered and chosen.

Our marketing solutions are built on rich and detailed customer data, tailored to your brand's objectives with unrivalled insight into campaign effectiveness.



We get customers

Powered by the **scale** of the Woolworths Group

<div>Woolworths </div>	<div> metro</div>	<div></div>	<div></div>
<div> 21 Food & Grocery website in Australia</div>	<div> 90 ESB Metro stores</div>	<div> 176 BIG W stores</div>	<div> 14.3m Members</div>
<div> 35.1m Monthly visits on Woolworths.com.au (web+app)</div>	<div> >3.9m Transactions per month</div>	<div> 22.1m Monthly visits BIGW.com.au</div>	<div> 1 in 2 Australians have an Everyday Rewards card</div>

Source: Woolworths Group Q3 Results 2022, Woolworths Quantum, average monthly customers 07/04/2021-05/04/2022 (last 52 weeks) vs. 08/04/2020-06/04/2021 (YoY); BigW data 29/03/2021-29/03/2022.



Inspiring customers with *Fresh Ideas*!

Through inspiring recipes, expert tips and tricks and the latest Woolworths news, *Fresh Ideas* magazine is the ideal platform to inspire and educate customers.

A trusted kitchen companion for more than 15 years, the *Fresh* brand has evolved as customers' expectations and behaviours have shifted, playing a key role in its success. That's why we've given it a 'freshen up' to become *Fresh Ideas*.

Content consumption analytics, customer insights and trend forecasting help inform *Fresh Ideas* magazine's editorial approach. Plus, every recipe goes through rigorous testing, complemented by authentic food photography with each featured product widely ranged in stores.

This combined with our team's extensive publishing expertise, connection with readers and our brand's unique food identity is our proven recipe for success. It's what makes *Fresh Ideas* a leader in its category and a deeply engaging content platform for our brand partners.

Connect with customers by partnering with Woolworths, Australia's most trusted brand.

Source: Roy Morgan, Australian Print Magazine Readership, 12 months to March 2023. ThinkSpot Reader survey 2017. 9127-Australian-Magazine-Print-Readership-and-Cross-Platform-Audiences-September-2022-1.



Fresh Ideas magazine

is up **+9.9% YoY**

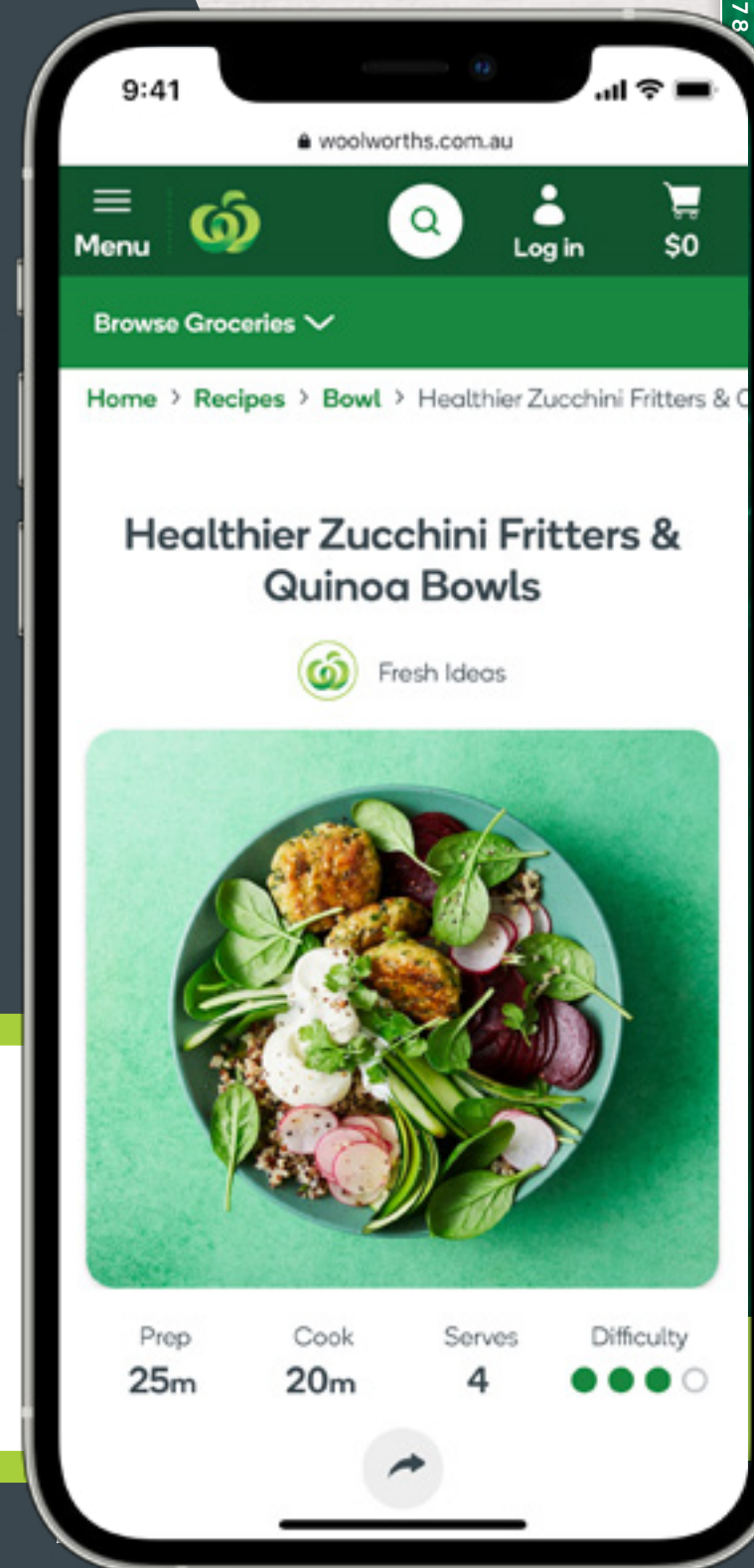
according to the latest Roy Morgan
research, taking the title to

No.1

as the *most widely read*
magazine in the country.

Fresh Ideas magazine is also a fully interactive
digital magazine and *searchable recipe library*,
available on smartphone and tablet.

Delivering an average of 860k page views per month



Source: Roy Morgan, Australian Print Magazine Readership, 12 months to March 2023.



64% of readers *bought a product*
featured in *Fresh Ideas* magazine

4.9m
monthly readers



22%

higher weekly spend in store
of readers vs non-reader



79%

are main grocery buyers



42 mins

average engagement

Source: Roy Morgan, Australian Print Magazine Readership, 12 months to March 2023.
ThinkSpot Reader survey 2017. 9127-Australian-Magazine-Print-Readership-and-Cross-Platform-Audiences-September-2022-1.



Editorial calendar



Jul

Winter Budget

Contents

- School holidays
- Winter baking
- Pressure cooking
- Stocks and Spices
- Gravy and sauces
- Warm desserts
- Jams Advertorial - Marmalade highest searched
- Pasta and sauces
- 21st July National Lamington Day
- 7th July World Chocolate Day
- 14th July World Kebab Day



Aug

Fast and furious FID Experts

Contents

- School holidays
- Winter baking
- Pressure cooking
- Stocks and Spices
- Gravy and sauces
- Warm desserts
- Global cooking
- Lunch or dinner in seconds
- Salad dressing and marinades
- Mediterranean eating



Sept

Home grown Aussie farmers Spring/Father's Day

Contents

- School holidays
- Winter baking
- Pressure cooking
- Stocks and Spices
- Gravy and sauces
- Warm desserts
- Rise and shine - breakfast ideas
- BBQ/Picnics
- Fast food



Oct

Halloween/Spring/ Good for you

Contents

- School holidays
- Winter baking
- Pressure cooking
- Stocks and Spices
- Gravy and sauces
- Warm desserts
- Dips and chips
- Crackers
- Grazing boards - cheese, deli meats and fruit



Nov

Early Christmas Summer Entertaining/Party

Contents

- Entertaining
- Preparing for Christmas -
- Fruit and Nuts
- Entertaining - Chilled, Meat and Frozen
- Thanksgiving
- Summer BBQ - Sauces, dressing, salads and meats, ice cream
- Festival of Lights



Dec

Christmas Cookbook

Contents

- Christmas
- Summer Holidays
- Drinks
- Entertaining
- Picnics
- Kids holidays
- Snacks and treats
- BBQ
- Baking
- Take a plate
- Editable Gifts
- Cooking school - Meats and baking
- Ice cream feature

Editorial calendar



Jan/Feb

Fresh Start/Health/Back to Work/Budget/Summer

Contents

- Healthier start/New year
- Plant based Meals
- Pancake Day
- Back to school
- Adult lunches
- Valentines day
- Lunar New Year
- Summer BBQ
- 15 min meals
- Revive your house and home - cleaning and laundry tips
- Air-Fryer



Mar

Use it up/Lent/Eid

Contents

- Coeliac Awareness
- Lent
- Tin/frozen
- vegetables meals
- Autumn baking
- Harmony day
- Pancake Day
- Work Lunches
- Coffee and Tea
- Autumn Harvest - weeknight cooking
- Fake away at home
- Cooking 101 Seafood



Apr

Easter/Baking/Chocolate

Contents

- Easter
- School holidays
- Back to school lunches
- Chocolates/gifting
- Flower and drinks
- Baking
- Camping and holiday cooking
- BBQ items
- Cooking with Pears
- Easter Hunt with Chocolate eggs
- Caravan cooking



May

Mother's Day Retro/Soups

Contents

- Mother's Day
- Slow Cookers
- Recipe Bases
- Soups
- Citrus cooking
- Flour and oils
- Cheese and Deli Meats
- Pancake and cake mixes
- Jelly and Lollies
- Sip and crunch - tea and biscuits
- Meal solutions - frozen/ chilled



Jun

Winter

Contents

- Winter
- Roasts
- Air Fryers
- Stove cooking
- Back to Basic cooking
- Pasta and Italian cooking
- Oats and Cereal brekkie
- Pies / Pastry cooking
- Family time eating
- 1st June World Milk Day
- 12th June International Falafel Day
- 15th June World Tapas Day
- 18th June International Sushi Day



Advertising solutions

Fresh Ideas magazine brings together an extensive range of advertising solutions, creating unrivalled opportunities for brand partners to tell their brand story to over 4.9m readers each month.

Whether driving brand awareness with display or classified ads, or telling a deeper brand story through sponsored editorial *Fresh Ideas* magazine is a premium publishing environment and an integral part of the customer shopping journey.

Advertising solutions



Display Advertising
& Classifieds



Sponsored Product
Integration



Premium Editorial
Sponsorship



Themed Content
Alignment



Display advertising

Feature a full-page or double page spread display ad in *Fresh Ideas* magazine.

Position your brand for maximum exposure.

The inside front cover and back cover are the most highly viewed pages and a great way to promote your latest campaign or new products.

The benefits

- Get your brand into the hands of more than **4.9m** Australians every month
- Drive brand awareness and product sales in a contextually relevant publishing environment
- Benefit of doing creative using your brand assets in your tone of voice



Inside Front Cover | Back Cover | Inside Back Cover



Full-page



Double Page Spread



Full-page + Advertorial

Source: Roy Morgan, Australian Print Magazine Readership, 12 months to March 2023.

Woolworths promotion

SUPER BOWL

A steaming bowl of rich, tomato-based soup is the perfect antidote to a cool, crisp evening.

MINISTRONE
Prep 10 mins | Cook 20 mins | Serves 6

2 tbs Monini Extra Virgin Olive Oil
1 brown onion, chopped
1 carrot, chopped
1 stick celery, chopped
2 garlic cloves, crushed
1 large white washed potato, peeled, chopped
400g can Mutti Cherry Tomatoes
400g Mutti Passata
1L vegetable stock
400g can cannellini beans, rinsed, drained
½ cup small shells pasta
2 tbs chopped oregano
100g green beans
1 zucchini, diced
½ bunch silverbeet, stems removed, leaves shredded
1 cup finely grated parmesan, to serve

TIP
You can use passata to add instant flavour and creaminess to pasta sauces, casseroles and soups.

1 Heat oil in a large saucepan or stockpot over medium heat. Add onion, carrot and celery and cook for 5 minutes or until softened. Stir in garlic and potato and cook for 1 minute. Add cherry tomatoes, passata and stock, season and simmer for 5 minutes.
2 Add canned beans, pasta and oregano. Increase heat to medium-high and bring to the boil. Cook for 5 minutes. Add green beans, zucchini and silverbeet. Reduce to medium heat and simmer for 10 minutes or until vegetables and pasta are tender. Serve topped with parmesan.

RED ALERT
The Mutti family has been in the tomato business for more than 120 years and prides itself on producing exceptional quality products. With their superior flavour and vibrant red colour Mutti Cherry Tomatoes and Mutti Passata can transform your meals.




See specifications page for more information

woolworths promotion

MADE TO SHARE

There's no better way to celebrate the joys of family and friends than with a bountiful cheese platter.

TRY THIS
Maggie Beer Cabernet Paste pairs beautifully with the ash brie and try the vintage cheddar with her Quince Paste.

BEST IN SHOW
Maggie Beer Triple Cream Brie is creamy and buttery, while Maggie Beer Ash Triple Cream Brie is given a dose of natural ash, infusing it with a delicious smoky flavour. Maggie Beer Aged Vintage Cheddar is a delicately crumbly cheese with an irresistible sharpness, and Maggie Beer Traditional Camembert is the ultimate indulgence.




Advertorials

Advertorials allow a brand to integrate into the magazine in a more meaningful and natural way. Recipes are developed by a highly reputable and trusted content team and brought to you by Woolworths, the most trusted brand in Australia.

The benefits

- Advertorial recipes are **developed, tested and photographed** by the editorial team
- Readers are **more likely to purchase a product** promoted through a recipe inspiration
- Advertorials **seamlessly integrate into the magazine** allowing your brand to benefit from the trusted *Fresh Ideas* magazine voice
- Recipes **inspire the reader** with new ideas using your product
- Advertorials provide **value to the reader** showcasing different ways they can use your product

Recipes have been tried and tested 3 times



Four ways

In a double page spread format, showcase the utility and versatility of your brand four ways.

Inclusions

- One Masterbrand can participate
- No more than two different brands can share a Four Ways DPS
- Only two pack shots are permitted per recipe
- Recipes will be fast serving suggestions with no more than five ingredients and no more than three steps
- Products are to adhere to a theme

The benefits

- Differentiated Advertorial Style
- Seamless product integration
- Recipe inspiration in Fresh Ideas' tone of voice



advertising promotion



MEXICAN FLAVOUR

Make your easy weeknight meal a winner an all-season hit with this delicious, flavourful cuisine!



Taco cups with mince

PREP 10 mins COOK 1 hour SERVES 6

1 Preheat oven to 200°C/180°C fan-forced. Line a baking tray with baking paper. Heat **1 tbs oil** in a large ovenproof non-stick frying pan over medium-high heat. Add **400g butternut pumpkin, coarsely chopped, 1 red onion, cut into wedges and 3 celery sticks, thickly sliced** and cook for 2 minutes or until lightly browned. Transfer to tray.

2 Place **6 Woolworths skin-on chicken thigh cutlets** in a bowl. Add 1 tbs oil, paprika and garlic. Toss to coat. Heat same pan over medium-high heat. Cook chicken, skin-side down, in batches, for the tray. Season.

3 Bake chicken for 45 minutes or until chicken is brown and almost cooked through. Place bread in a bowl with half of the and remaining oil and toss. Bake for a further 10 minutes or until chicken, vegetables and fruit are cooked and bread toasted. Remove from the oven.

► **Nutrition** Per serve: 2890kJ (690 cals), 34g protein, 50g fat, 13g sat fat, 25g carb, 15g sugars, 6g dietary fibre, 205mg sodium



Easy skillet shawarma

PREP 10 mins COOK 1 hour SERVES 6

1 Preheat oven to 200°C/180°C fan-forced. Line a baking tray with baking paper. Heat **1 tbs oil** in a large ovenproof non-stick frying pan over medium-high heat. Add **400g butternut pumpkin, coarsely chopped, 1 red onion, cut into wedges and 3 celery sticks, thickly sliced** and cook for 2 minutes or until lightly browned. Transfer to tray.

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Spicy open tortillas with a crunchy slax

PREP 10 mins COOK 1 hour SERVES 6

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Crunchy taco shells with mexican bean dip

PREP 10 mins COOK 1 hour SERVES 6

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Fast four

Differentiated from Four Ways, Fast Four has a back to back format showcasing a quadrant of four recipes with accompanying methods and pack shots on the reverse page.

Inclusions

- One Masterbrand can participate
- No more than two different brands can share a Fast Four DPS
- Only two pack shots are permitted per recipe
- Recipes will be fast serving suggestions with no more than five ingredients and no more than three steps
- Products are to adhere to a theme

The benefits

- Differentiated Advertorial Style
- Seamless product integration
- Recipe inspiration in Fresh Ideas' tone of voice

13

Sponsored features

Inclusions

- Minimum size of 6pp
- Premium sponsor to have **“Fresh picks” call-out** on recipe
- **Integration of feature** called out on contents page
- Must include **premium partner sponsor** to take out double page spread including opener

The benefits

- Sponsored features allow **multiple brands** to create a story that **engages our readers** through a particular theme, season or topic

Engage readers by joining other brands within a *themed or seasonal feature* around key celebration or cultural moments.

MAGICAL MOMENTS

You won't be short of inspiration Sprinkle on the fun to colour delight your guests with tiny colourful excitement

FLAMINGO CAKE
Prep 30 mins + cooling | Cook 1hr
Serves 12

flamingo meringues
300g pkt Queen Meringue & Pavlova Powder Mix
Queen pink gel food colouring, black edible marker and black gel food colouring, to decorate
vanilla cake
oil cooking spray
4½ cups plain flour
1½ cups caster sugar
1½ tbs baking powder
900ml thickened cream
2 tbs Queen Organic Vanilla Essence
3 Woolworths free range eggs, lightly beaten
buttercream
4 eggs
1½ cups caster sugar
800g unsalted butter, softened
1 tbs Queen Organic Vanilla Essence
Queen pink gel food colouring and Queen Flamingo sprinkles, to decorate

1 Preheat oven to 120°C/100°C fan-forced. Add meringue powder to the bowl of a stand mixer with half a cup water. Whisk on high speed for 12 minutes or until stiff peaks form. Tint with pink food colouring. Transfer meringue to two piping bags each fitted with a large closed star piping tip and a small round piping tip. Line three baking trays with baking paper, and place a small amount of meringue mixture on the corners to secure. Pipe flamingo shapes, using the round tip to create the beak, head and neck, then pipe a swirl with the closed star nozzle for the body. Bake for 1 hour or until completely dry. Use an edible marker to draw eyes and gel to paint on beaks.

2 Increase oven to 160°C fan-forced. Spray 3 x 20cm round cake pans with oil and line bases with baking paper. Combine dry ingredients in a large bowl. In a medium bowl, whisk wet ingredients. Add to dry ingredients. Whisk until just combined. Divide mixture among pans and bake for 25-30 minutes or until a skewer inserted into centres comes out clean. Cool cakes completely in tins.

3 Meanwhile, to make the buttercream, whisk eggs in a large mixing bowl on medium speed until thick and pale. Add sugar and ¼ cup water to a small saucepan over medium heat. Bring to the boil without stirring, then cook until temperature reaches 117°C. Pour sugar syrup over the egg mixture with mixer running on medium speed.

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ADVERTORIAL FEATURE
Sponsors this page and in 1783. Inspired by his obsession for craft, quality and the finest ingredients, Schweppes has re-imagined its classic flavours for the gined its classic flavours for

fresh LOVES

FLAMINGO CAKE

Themed feature

Make your brand top of mind with one of our monthly features showcasing on-trend, seasonal and delicious recipe inspiration.

Inclusions

- Monthly **seasonal themed** features 6pp+ per issue
- Multi-partner or single partner opportunity (maximum two partners per page)
- Standard offering for all partners
- **Simple, everyday family recipes** with minimal ingredients (six or less)

woolworths promotion

PASTA FEATURE

Range of products buy into the one feature about pasta or sauces or Easter baking.

PUMPKIN SAUCE

Prep 20 mins | Cook 4 hrs | Serves 12

2.5kg boneless pork shoulder
¼ cup whole egg mayonnaise
1 tbs apple cider vinegar
¼ red cabbage, finely shredded
2 Granny Smith apples, cut into matchsticks
1 fennel, finely shredded
1 red onion, finely sliced
½ bottle Stubb's Hickory Bourbon
Legendary Bar-B-Q Sauce

1 Preheat oven to 150°C.
2 To make the braising liquid, combine all the ingredients in a bowl.
3 Place pork in roasting pan and pour braising liquid into pan. Cover with foil. Bake for 3 hours or until tender.
4 Meanwhile, combine mayonnaise and vinegar in a small bowl. Season. Place cabbage, apple, fennel and red onion into a large bowl. Add mayonnaise mix, tossing to combine.
5 Remove foil and baste pork with braising liquid. Increase oven to

PASTA PASSATA

Prep 20 mins | Cook 4 hrs | Serves 12

2.5kg boneless pork shoulder
¼ cup whole egg mayonnaise
1 tbs apple cider vinegar
¼ red cabbage, finely shredded
2 Granny Smith apples, cut into matchsticks
1 fennel, finely shredded
1 red onion, finely sliced
½ bottle Stubb's Hickory Bourbon
Legendary Bar-B-Q Sauce
12-pack Woolworths damper rolls
1 bunch coriander, leaves picked
braising liquid
1 cup chicken stock
½ cup apple cider vinegar
½ bottle Stubb's Hickory Bourbon
Legendary Bar-B-Q Sauce

1 Preheat oven to 150°C.
2 To make the braising liquid, combine all the ingredients in a bowl.
3 Place pork in roasting pan and pour braising liquid into pan. Cover with foil. Bake for 3 hours or until tender.
4 Meanwhile, combine mayonnaise and vinegar in a small bowl. Season. Place cabbage, apple, fennel and red onion into a large bowl. Add mayonnaise mix, tossing to combine.
5 Remove foil and baste pork with braising liquid. Increase oven to 180°C and cook, uncovered, for a further 1 hour, basting pork every 15 minutes or until braising liquid has reduced by half and pork is a dark caramel colour. Transfer ¼ cup braising liquid to a medium jug. Combine with Bar-B-Q sauce.

ADVERTORIAL FEATURE

Sponsors this page and in 1783. Inspired by his obsession for craft, quality and the finest ingredients, Schweppes has re-imagined its classic flavours for the gined its classic flavours for the modern palate. Each blend

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Inserts



October 2023
Health and Beauty



November 2023
Festive Inspiration



April 2024
Back to School*



May 2024
Health and Beauty

*Product restrictions apply

Feature your brand in a bonus insert section with *themed features* spanning health, beauty and entertaining.

Inclusions

- **High impact** 16pp feature section in the centre of the magazine
- Product integration into themed feature
- **Front cover placements** available for inserts only



The benefits

- Inserts offer brand partners a **contextually relevant environment** for **deep engagement with readers**
- Promote your product with **a packshot inclusion on the insert cover**
- Allows **multiple brands** to align



That's classified

Classifieds are a cost-effective form of advertising that groups individual products into categories.

Multiple classified pages

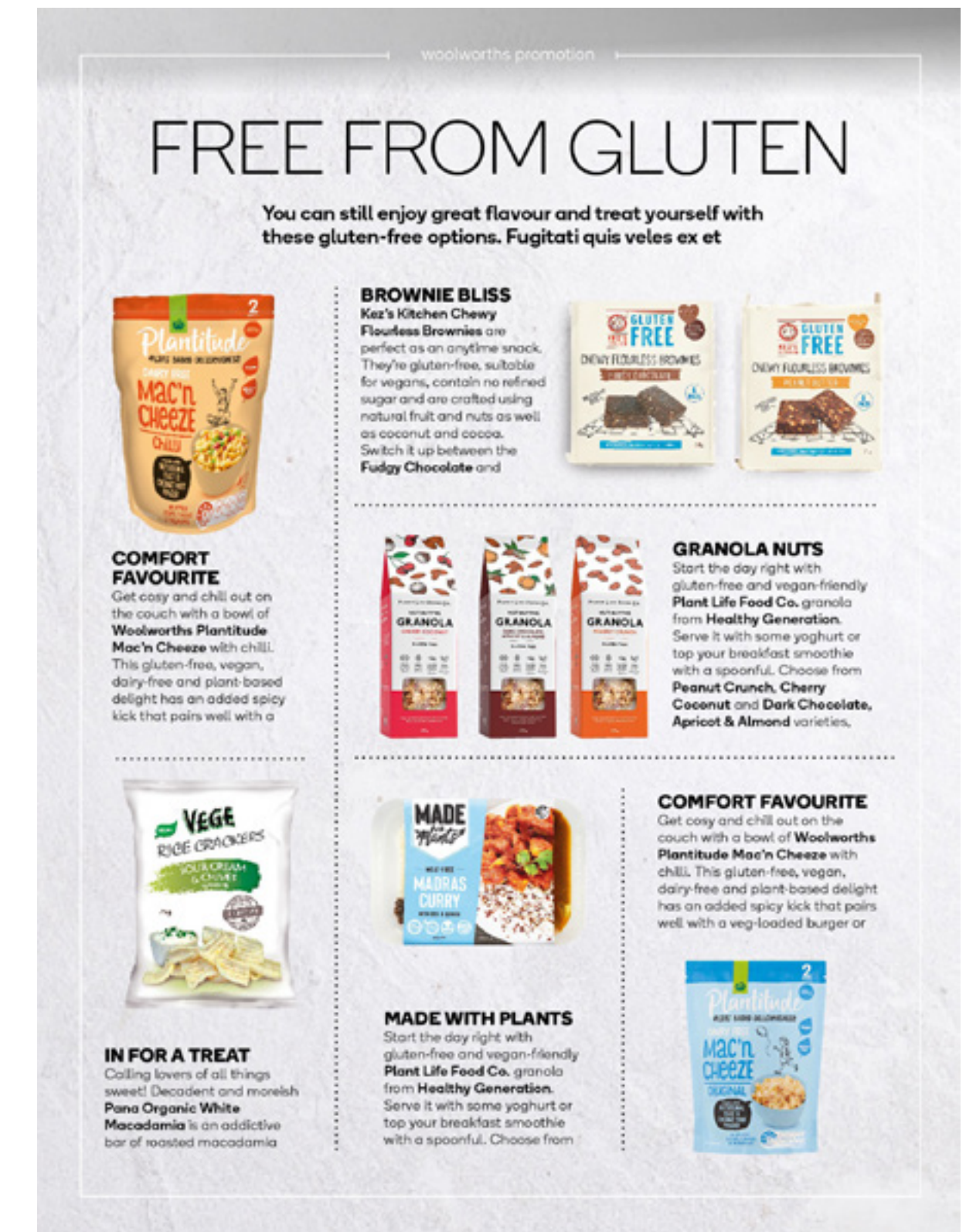
- Haircare, alcohol, underwear*
- Personal hygiene products*
- Sustainability / green products
- Pets; Beauty & Skincare
- Cooking accessories
- Cleaning products
- Christmas gift guide

*new categories to sell in



Stylised classified

- Maximum of four products per page, so more space for each**
- Products styled and individually photographed by the *Fresh Ideas* team
- Products will always form part of a themed page
- Up to 50 words of product copy per partner



Standard classified

- Up to six products per page
- Grid style layout with assets supplied by brand partner*
- Pages may or may not be themed
- Up to 50 words of product copy per partner

*The *Fresh Ideas* team is able to shoot unstyled packshots for an additional fee, if required.

** Packshot sizes are at the *Fresh Ideas* editorial team's discretion.

Front cover sponsorship

Inclusions

- Recipe Featured on Front Page with branding
- Double Page Spread advertorial in First 1/3 of mag
- “How to” video on Woolworths Instagram
- Recipe Featured on Woolworths Fresh Recipes section of Woolworths.com.au

The benefits

- **Brand logo featured on front cover**, which will be seen by more than 4.9 million Woolworths customers
- **Drive sales uplift.** Recent covers have increased associated product sales by **more than 100%**

Source: Roy Morgan, Australian Print Magazine Readership, 12 months to March 2023.

High-impact execution for brands, proven to impact and drive product sales.



Cover sponsorship dates

- November 2022 • December 2022 • Jan/Feb 2023 • March 2023 • April 2023 • May 2023 • June 2023

The Fresh Ideas team is able to shoot unstylised packshots for an additional fee, if required.



Case study: Leggo's

Inspiring customers with a taste of Italy

Leggo's partnered with *Fresh Ideas* magazine to inspire home cooks to warm up their winter with a taste of Italy.

The partnership included a *Fresh Ideas* cover sponsorship featuring an enticing roast tomato ragu with pappardelle recipe, made with Leggo's tomato paste.

The cover included recipe imagery, product inclusion and logo association, to make Leggo's a part of the winter shopping list.

Campaign results



+18%

uplift in sales of featured product

+59%

increase in customers making purchases of Leggo's products





Highlight different varieties, reasons to love and how to use it through *visually engaging photography and informative content.*

Product road test

Put your product to the test with a special product story page.

Inclusions

- New native opportunity with one sponsored page per issue
- Focused around themed product range with up to three different SKUs
- Product packshot inclusion

The benefits

- Opportunity to showcase a different form of content integration beyond recipes
- Offers one partner the chance to tell a range story
- An **exclusive offer**, with only one page available to sponsor each issue



Full client story

Inclusions

- Native opportunity for food and alcohol partners only
- One partner per spread with styled packshot
- Brand approval by *Fresh Ideas* editorial team
- Brand imagery to be supplied

The benefits

- Tell a **deeper brand story** through engaging editorial content integration
- Inclusion of **recipe inspiration** centred around product
- Editorial style layout
- **Exclusive native integration** for a single partner

Share your brand's story and *unique product benefits* through an extended editorial feature.



OLIVE OIL

We head to the olive grove at Hills End to get the whole story about it's beautiful provenance.

MARINATED OLIVES
Prep 20 mins | Cook 4 hrs | Serves 12

Preheat oven to 150°C. To make the braising liquid, combine **1 tbs apple cider vinegar, 1 red onion, finely sliced, 1 cup chicken stock and 1kg Ariston olive oil** in a bowl. Place pork in roasting pan and pour braising liquid into pan. Cover with foil. Bake for 3 hours or until tender. Meanwhile, combine mayonnaise and vinegar in a small bowl. Season. Place cabbage, apple, fennel and red onion into a large bowl. Add mayonnaise mix, tossing to combine. Remove foil and baste pork with braising l

Feature sponsors

Integrate your brands into an exclusive, relevant editorial feature.

Inclusions

- A guaranteed recipe mention
- A packshot
- A hack or tip
- Up to 25 words of copy
- A feature sponsor has to be booked with a brand ad

The benefits

- Showcase inspiring recipes, educating engaged readers
- Contextually relevant brand integration
- Increase brand awareness, reach and engagement

Requirements: Please check nutritional guidelines prior to confirming your booking into a relevant feature. Feature opportunities by issue are supplied by Editorial.



Feature sponsors - Cooking School

Sponsored feature of existing Cooking School 101 with food brands, or equipment.

Timing: December, Jan/Feb, April & June

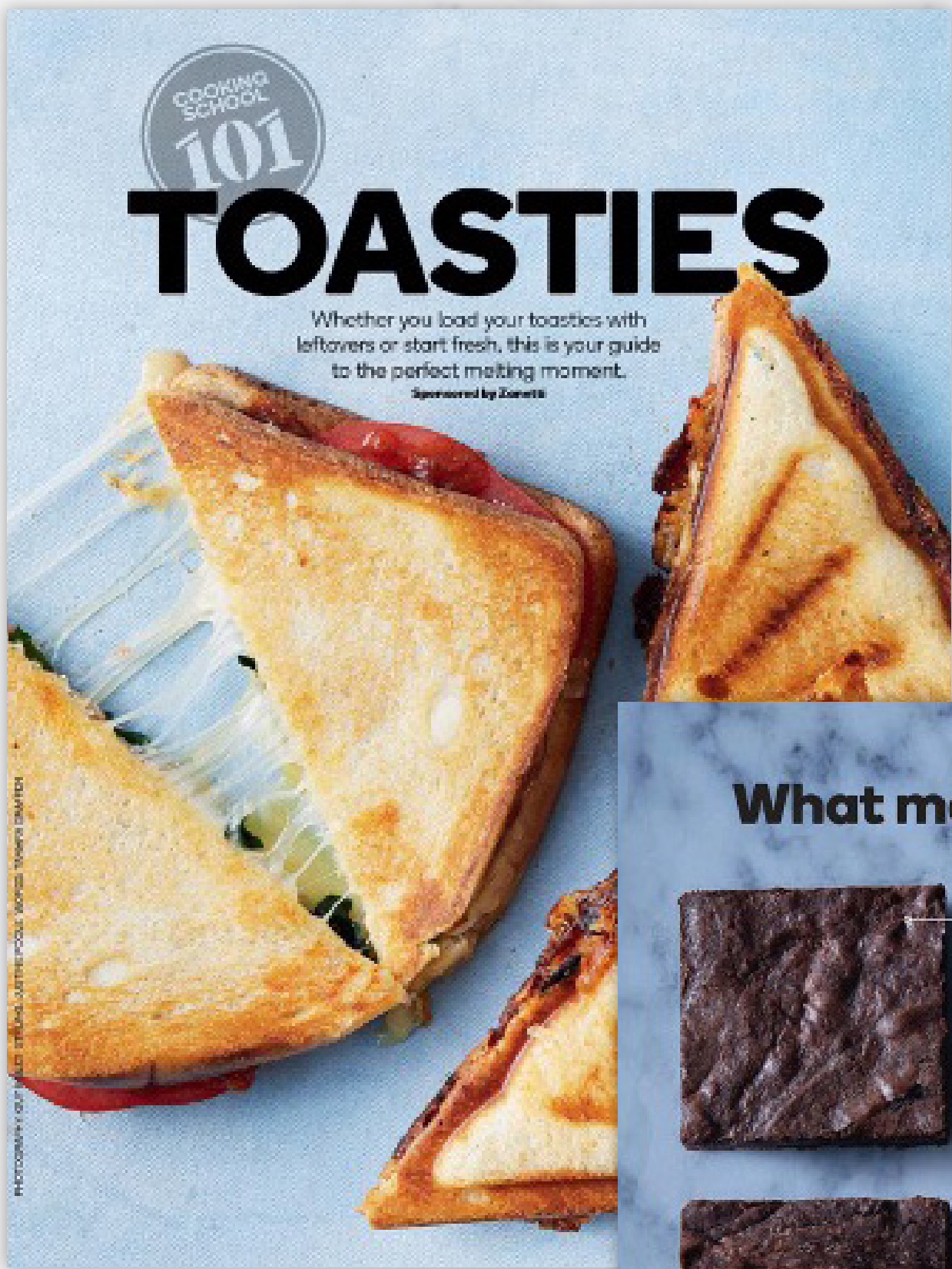
Inclusions

- Packshot
- 25 words of copy
- Product call out in recipe instructions
- Has to be bought with a brand ad

The benefits

- Leverage editorial integration within a key editorial feature
- Encourage utility and inspire creativity

For Cooking School Themes per issue, please consult your Cartology representative.



What makes the perfect fudge brownie?

MINIMAL CRACKS
The top of the brownie should appear glossy and shiny. Too many cracks can be a sign of over-mixing, particularly after the eggs have been added. These cracks can cause the brownie to collapse.

GOOEY CENTRE
The gooey, fudge centre of a brownie is a result of a higher fat (butter and chocolate) to flour ratio. Adding too much sugar gives the brownie a slightly chewy texture.

ADDITIONAL FLAVOURS
Adding coffee and a pinch of salt will enhance the rich chocolate flavour.

AVOID OVER-BAKING
When you insert a skewer into the centre of your brownie, it shouldn't come out clean. Instead, the skewer should have moist, runny fudge clinging to it, which means the brownie will be just set in the centre.

Fudge brownie top tips

- Grease and line a slice pan with baking paper to prevent the brownie from sticking to the pan.
- Ensure you sift the cocoa and flour so they'll incorporate easily into the mixture – you don't want lumps of cocoa or flour in your baked brownie.
- Allow the melted chocolate and butter mixture to cool slightly before adding the eggs to it – doing this prevents the eggs from scrambling.
- If you think the brownie is too soft when you take it out of the oven, don't worry as it will firm up upon cooling. Allow the brownie to cool completely in the pan before removing and slicing it.
- For a cokey brownie, use less fat (butter and chocolate), and more flour and baking powder.

Fudge brownies

PREP 15 mins • **COOK** 20 mins standing
COOK 20 mins **MAKES** 16

200g unsalted butter, chopped
150g **Cordbury Baking Dark** Chocolate, roughly chopped
1 cup caster sugar
3 **Weekworth** free range eggs
1 tsp brewed espresso coffee
2 tsp vanilla extract
5 cups Dutch processed cocoa
1 1/2 cups plain flour

1 Preheat oven to 160°C/325°F. Line a 16 x 26cm slice pan. Line base and sides with baking paper, extending paper 2cm above edges (see pic 1).

2 Place butter and 200g chocolate in a large microwave-safe bowl (see pic 2). Microwave on high for 1 min, stirring halfway through with a metal spoon, or until melted and smooth. Allow to cool for 10 minutes.

3 Stir sugars into chocolate mixture (see pic 3). Add eggs, 1 at a time, stirring until combined after each addition. Add coffee and vanilla, then stir until combined. Sift over cocoa, flour and a pinch of salt (see pic 4). Stir until well combined. Fold remaining chocolate through mixture.

4 Spoon mixture into pan, level top using a metal spoon (see pic 5). Bake for 25 minutes or until top is just firm and a skewer inserted into centre comes out with moist crumbs clinging to it. Cool completely in pan. Cut into 16 pieces. Serve.

5 **Modification:** For brownie: 4g protein, 20g fat, 12g net carb, 21g carb, 21g sugar, 1g dietary fibre, 25mg sodium, 1350kJ (320 cal)

EVERYONE HAS A FAVOURITE TYPE OF BROWNIE. OURS IS WITH A RICH FUDGE CENTRE. HERE'S HOW TO PERFECT IT.



● Greek-style baked risoni

PREP 10 mins COOK 35 mins SERVES 4



1 PREHEAT oven to 220°C/200°C fan-forced. Place chicken, oregano, garlic and half of the oil in a medium bowl and toss to coat.



2 HEAT a medium ovenproof frying pan over high heat. Cook chicken mixture for 5 minutes, stirring, or until browned. Place chicken in a medium heatproof bowl and set aside.



3 HEAT remaining oil in same pan over medium-high heat. Cook onion and capscum for 5 minutes, stirring, or until onion has softened. Add stock, diced tomatoes and risoni, then stir to combine. Bring to the boil. Remove pan from heat. Stir in chicken and cherry tomatoes. Bake for 20 minutes or until risoni is tender.

► **Nutrition** Per serve: x1g protein, x1g fat (xg sat fat), x1g carb, x1g sugars, x1g dietary fibre, xxxmg sodium, xxxkJ (xxx cal)



4 TOP risoni with feta and parsley, then serve with lemon wedges.

YOU'LL NEED:



1 small brown onion, finely chopped →

1 tbs dried oregano

2 garlic cloves, crushed

1 1/2 cups salt-reduced chicken stock

1 yellow capsicum, deseeded, thinly sliced

1 cup risoni

400g can no-added-salt diced tomatoes

1/2 x 250g punnet cherry tomatoes

80g Woolworths Greek-style feta, crumbled

1/4 bunch continental parsley, leaves picked, to serve

1 lemon, cut into wedges

Pantry staples

2 tbs extra virgin olive oil

Editorial Recipe Integration - Meal Planners

Brands have the chance to have their product featured in our new meal planner recipe section in *Fresh Ideas* magazine (all issues except Christmas). One brand can feature per recipe (names of themes TBC):

- Budget
- Healthier Easier

Inclusions

- Meal planners will fall within the **first third** of the magazine
- Recipes are **easy, four-step meals**
- Each recipe will have a **QR code** that allows the reader to open a shopping list of these items that they can add to their cart
- Cartology can access the recipes **three weeks before** booking deadline to book clients in



Editorial Recipe Integration - Meal Planners

Inclusions

- Your brand's product packshot and product name will feature on the ingredients section of one recipe in the issue. This will appear to the reader as a seamless integration of the product into a Woolworths recipe.

The benefits

- Exclusivity within the meal planners (one cheese brand or one tinned tomato brand will appear in the planner sections); and only one branded product will appear in their recipe.

Available to the following categories only:

- Cheese (must be able to be a full range, eg cheddar, parmesan, grated, blocks, sliced)
- Rice (must be all varieties, long, short, brown, white)*
- Pasta (must be all varieties eg. spirals, spaghetti, lasagne sheets)*
- Tinned tomatoes*
- Stock (must be all varieties eg chicken, veg, beef)*
- Yoghurt (again must be all varieties, Greek, plain, fruit etc)*
- We can access content to align on brand integration for each issue. Please liaise with your Cartology Representative for further information

*Creative look and feel is at Fresh Idea's discretion



Index

List your advertorials on our popular Index page.

Inclusions

- For an additional cost to an advertorial; advertorial clients can appear on this list and include their brand name in the recipe title. E.g ‘Continental Asian-style chicken salad.’

The benefits

- Popular page for our readers
- A direct call to action to find the recipe by its brand name
- Clickable to relevant page in the digital flip book on www.Woolworths.com.au

recipe index

starters, sides & extras		meat-free		HEALTH & NUTRITION	
Gluten-free buckwheat & mushroom buddha crêpes	42	Easy Italian-style baked beans	42	vegetarian	Contains no ingredients that are derived from animals, except for milk and milk products, honey and eggs.
Shrimps dip	48	Eggplant parmigiana	21	vegan	A vegan diet is typically based on products that contain grains, fruits, vegetables, beans, pulses and peas. Vegan products generally don't contain any animal-based ingredients, like meat, fish, shellfish, dairy, eggs, honey or by-products from the farming industry. They also don't contain some other typically non-vegan ingredients, like vitamin D3, casein, collagen, D20 and lanolin.
Warm marinated mushrooms	42	Roasted tomatos saup with toasted cheesy olive bread	52	gluten-free	Contains no wheat, rye, barley or barley, or foods derived from these. Processed products may, in some instances, have gluten free and gluten containing versions so it's important to always check labels and only ingredients without gluten.
meat		Sweet potato & lentil curry	22	low salt	Contains no more than 120mg of sodium in 100g or 100ml of the recipe.
Baked gnocchi with beef & pork ragu	49	poultry		low saturated fat	Contains no more than 2.75g/100ml for liquid food or no more than 1.5g/100g for solid food.
Continental Asian-style poached chicken salad	55	Greek-style baked risotto	21	*suitable for vegans & vegetarians	
Easy meatballs & slow subs	77	Simple chicken & corn stir-fried noodles	46	Some of these recipes include a cheese, which may contain animal-derived ingredients. Ingredients vary between brands so always check the label.	
Easy meatballs	76	Slow cooker lemon chicken	14	*cost per serve	
Herbed beef & rice traybake	32	vegetarian		The approximate figure is calculated in Weeknight Dinners by dividing the approximate cost of the ingredients (excluding ingredients marked as 'extra') by the number of serves in the recipe, and is correct at the time of printing (13 June 2023).	
Meatballs with cheesy broccoli rice	77	Bombay-style potato fritters	34	Ingredient prices used in calculations are based on standard RSP (Retail Price) Supermarket shelf prices. Prices and product ranges vary between shops and may not be available at Woolworths Metro, MetroGo, Woolworths online and Coles Woolworths co-branded outlets. Where a specific brand is not listed for an ingredient, calculations are based on the price of the Woolworths own brand version of the ingredient or the next cheapest alternative.	
Mexican-style bean soup	37	Mushroom pitheer	41	These recipes are based	
Mushroom risotto with hazelnut & herb cremolata	42	seafood		around the 15 core food groups, and align with specific guidelines and nutrition targets developed by our team of nutritionists.	
One-pan carbonara	18	Quick crispy-skinned barramundi with coconut rice	46	Storage suggestions for leftover food are	
Spaghetti with beef & zucchini meatballs	77	sweets & baking		provided in the recipe. It is recommended to keep perishable food cold and clean, and always check the label, if in doubt, throw it out.	
		Banana puddings with miso caramel sauce	56		
		Biscoff mascarpone fridge cake	56		
		Coconut, rum & raisin rice pudding	56		
		Healthier poached apples	52		
		Honey & thyme pear tartlets	52		
		Mulled wine cobbler	52		

Continental Asian-style poached chicken salad (sponsored content) 55



STOCK UP

Adding loads of flavour to your home-cooked dishes is a cinch with high-quality ingredients such as Continental Superb Stock Pot.

Asian-style poached chicken salad
PREP 20 mins + 15 mins standing + 1 hr chilling **COOK** 25 mins **SERVES** 4

400ml can coconut milk
1 lemongrass stalk, thinly sliced
2 Continental Superb Chicken Stock Pots
2 x 200g chicken breast fillets
1/2 wombok, thinly shredded
300g pkt shredded carrot
250g pkt snow peas, thinly sliced lengthways
1/2 bunch coriander, 1 cup chopped, remaining leaves to serve
1/2 bunch mint, 1/2 leaves picked, chopped, 1/2 leaves picked, to serve
2 times, juiced
1/2 cup sweet chilli sauce
2 tbs rice vinegar

2 tbs rice bran oil
1/2 cup fried shallots

1 Place milk, lemongrass and 1 stock pot in a medium saucepan. Heat over medium heat for 2 minutes, stirring, or until stock pot has dissolved. Add chicken and bring to the boil. Reduce heat to low and cook, uncovered, for 20 minutes, turning chicken halfway through cooking, or until just cooked through. Remove pan from heat and set aside for 15 minutes to cool. Transfer chicken and stock to a bowl and refrigerate for 1 hour until cold.

2 Transfer chicken to a chopping board and discard cooking liquid. Shred chicken. Place in a large bowl with wombok, carrot, snow peas and chopped herbs.

3 Whisk lime juice, sauce, vinegar oil and remaining stock pot in a bowl until stock pot has dissolved and is well combined. Pour over salad and toss to coat. Serve sprinkled with shallots and remaining herbs.



FLAVOUR YOU'LL LOVE
Continental Superb Chicken Stock Pot is a rich, concentrated, premium stock that tastes just like homemade stock. It's simmered into a flavoured stock pot that melts easily.



Call-outs on page

Letter Page - one per issue. Has to be bought with an advertorial.

Inclusions

- Integration within our Editor's welcome page in the form of a 'Promoted Product' or 'Fresh's product of the month'
- Packshot and up to 20 words

The benefits

- Upfront, premium integration
- Invaluable opportunity for NEW products to market or showcase inspiration and usage from its advertorial page*

*Excludes advertorial rate. Only available to Food Category.



Contents call-out

For a client that sponsors an editorial feature e.g. Mother's Day feature sponsored by Western Star.

Inclusions

- Only one content call-out per issue
- Brand name mention in a prominent upfront position (has to be bought with a feature sponsor package + brand ad). No logo placement on contents page, only copy

The benefits

- Exclusive brand opportunity
- Prominent brand association, offering clear navigation to the feature

*Contents call-out can be bought with an advertorial special themed feature.



SPRING'S IN BLOOM

As the weather warms up, it's time to champion Dad, enjoy school holidays, head outdoors to dine, and make the house sparkle.



1

A burst of fun

There's something about blowing bubbles that never fails to delight, so banish school holiday woes by taking the kids outside for a spot of fun with this classic activity. DIY bubble solution is easy; simply combine equal amounts of dishwashing liquid and water in a large jar. Make your own bubble wands by unfolding paper clips and moulding them until they resemble the shape you want.



2

Clear the clutter

Make spring cleaning the kitchen a fuss-free affair by:

- Putting on a pump-me-up music playlist to up the fun-factor.
- Removing everything in cupboards to make wiping down easy. Ideal for this task is Macro's Whole Living Multipurpose Cleaner – it's better for you and better for the environment, and is certified by Good Environmental Choice Australia (GECA).
- Going through the pantry and getting rid of out-of-date items.



3

Save a bunch

Often recipes call for only one or two spring onions, which means the remainder is left sitting in the fridge until they wilt. To bring spring onions back to life, soak the root ends in chilled water for about an hour, then use them up by making spring onion salsa verde, spring onion pancakes or spring onion omelettes. Alternatively, chop up the stems (don't throw out the roots as they can be planted to re-grow more), place in an airtight container covered with a damp paper towel and store in the fridge. By doing this, you can garnish your spring salads, soups, pastas and stir-fries at a moment's notice.

PUT A LITTLE SPRING IN YOUR PREP AND PRE-CHOP VEGGIES FOR SNACKS AND SALADS, AS WELL AS FRUIT FOR SUPER-SPEEDY SMOOTHIES AND AS AN EASY ICE-CREAM TOPPING.

— TAMARA GRAFFEN,
FRESH IDEAS MAG FOOD DIRECTOR

Listicles call-out

Upfront mentions on listicles with a benefit for readers such as hack or tip.

Inclusions

- One mention per issue with products styled in or out of the packaging
- Designed at editorial discretion in the look, feel and tone of voice of the magazine. Please speak to your Cartology representative regarding themes by issue

The benefits

- Seamless integration nestled into *Fresh Ideas* editorial style and tone
- Brand awareness

Drinks Pairing Editorial call-outs

Inclusions

- Seamless "matching" integration into a contextually relevant recipe
- Offer beer and wine matching with some of the non meal-planner editorial recipes

The benefits

- Alcohol or drinks - two per issue
- Offer beer and wine matching with some of the non meal-planner editorial recipes



MATCH WITH...

Parker Coonawarra Estate Cabernet Sauvignon

Cus voloreicias eae sit, sit unt volor sus ex eniae dolore quae quo quis nonectis nam, nonsequi imax



Call-outs on page

Equipment - one per issue.

Let the reader know where to get the roasting tin, measuring jug, cake tin, whisk, slow cooker or muffin tray to make the recipe, brought to you by a sponsoring brand.

Inclusions

- Product shot in situ of recipe editorial, one per issue. Includes up to a 25 word call out
- Shot and designed at editorial discretion

The benefits

- Seamless integration to inspire and encourage utility
- Available for a 12 month buyout to ensure placement in every issue



Hack It sponsorship

Inclusions

- Sponsor the Hack It editorial pages
- One ingredient spot
- Product listed in the ingredients list (only three ingredients are in the recipe)
- One high-resolution image required of clients packaging
- 25 words and product featured in panel
- Has to be bought with a brand ad

The benefits

- Seamless editorial integration to promote usage, inspiration and a wow factor - 'I didn't know that'



5 MORE PLEASE

HACK IT

For an oh-so-simple dessert everyone will love, you can't go past this sweet dip – camping not essential.

S'mores dip
PREP 5 mins + 5 mins standing
COOK 10 mins **SERVES** 6

180g block dark chocolate, chopped
½ x 150g vanilla marshmallows
½ x 250g pkt **Scotch Finger** biscuits

1 Preheat oven grill on medium-high heat. Place chocolate in a small heavy-based ovenproof frying pan over medium heat. Cook for 4 minutes, stirring occasionally, or until melted.

2 Remove pan from heat and top with marshmallows. Grill for 2 minutes or until marshmallows are golden. Stand for 5 minutes before serving with biscuits.

Nutrition Per serve: 3g protein, 14g fat (8g sat fat), 46g carb, 30g sugars, 1g dietary fibre, 125mg sodium, 1310kJ (315 cal)

Amott's Scotch Finger
Am repedita vit id event officem volut oia quae quo maxim aliquo tatum quia sem aut voluptatur accidit accae cus

98 woolworths.com.au/freshideas

PHOTOGRAPHY: GUY BAILEY STYLING: JENNI TOLHURST RECIPE: CLAIRE BROOKMAN

Fresh Ideas

Integration process

- Booking
- Briefing
- Recipe Review (ascertaining which recipe or page integration is featuring)
- Shoot brief for sign off (depending on booking)
- Shoot brief approved (depending on booking)
- Photography day (no client approval, is required)
- First PDF for client feedback/approval
- Second PDF for client feedback/approval (minimal changes)
- Final approval- no further changes can be made or extra fees occur
- Sent to Printers



Booking deadlines

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan/Feb-24	Mar-24	Apr-24	May-24	Jun-24
Advertorial Booking Deadline	11th Apr	8th May	9th Jun	7th Jul	4th Aug	25th Aug	13th Oct	24th Nov	8th Jan	2nd Feb	1st March
Display Ad Booking Deadline	26th Apr	31st May	30th Jun	27th Jul	25th Aug	15th Sep	3rd Nov	1st Dec	19th Jan	23rd Feb	22nd Mar
Display Ad Material Deadline	3rd May	2nd Jun	7th Jul	3rd Aug	1st Sept	22nd Sep	10th Nov	8th Dec	26th Jan	1st Mar	29th Mar
In-store Date	28th Jun	26th Jul	30th Aug	28th Sept	25th Oct	22nd Nov	10th Jan	14th Feb	20th Mar	24th Apr	22nd May

Available inventory - STC

			Issue availability								
			Sept	Oct	Nov	Dec	Jan/Feb	Mar	Apr	May	June
Page Type	Media Format	Qty Per Issue									
Advertorial	Front Cover Sponsorship	1	✓	✓	✓		✓	✓		✓	✓
Editorial	Letter	1	✓	✓	✓	✓	✓	✓	✓	✓	✓
Editorial	Contents Advertorial	1	✓	✓	✓	✓	✓	✓	✓	✓	✓
Editorial	Listicle	1	✓	✓	✓	✓	✓	✓	✓	✓	✓
Editorial	Meal Planner (Dinner under \$5 and Making Healthier Easier)	4 2 per meal planner option	✓	✓	✓		✓	✓	✓	✓	✓
Editorial	Liquor Callout	1	✓	✓	✓	✓	✓	✓	✓	✓	✓
Editorial	Cooking School	1	✓	✓	✓	✓	✓		✓		
Editorial	Feature Sponsor	2	✓	✓	✓	✓	✓	✓	✓	✓	✓
Editorial	Index - Connected to Advertorials	1	✓	✓	✓	✓	✓	✓	✓	✓	✓
Editorial	Hack It	1	✓	✓	✓		✓	✓	✓	✓	✓

Guidelines: Delivery of assets: Imagery and or product to be supplied can vary by format. Please note that all integration, content and design is at the discretion of *Fresh Ideas* Editorial team. No external input is accepted. Copy supplied will also be edited to suit editorial style and tone. (NB - formats are sold on a first come first served basis).



Get in touch!

We're here to help you better connect your brands with our customers at the moments that matter most.

Get in touch.

cartology 
closest to customers