

FRESH IDEAS

Media Kit FY27



EDITOR'S NOTE:

We're proud to be the trusted household companion for everyday Australians, making life simpler and bringing joy to tables across the country.

Driven by our passion for quality products and meaningful collaborations, the *Fresh Ideas* team use their deep expertise and insights to drive inspiration, intention and results for our partners.

We look forward to working with you to create something special.



Nicole Byers
Editorial and Publishing Lead



AUSTRALIA'S TRUSTED SOURCE FOR FRESH IDEAS

For 20 years, *Fresh Ideas* has been an essential household companion for Australians across the country, delivering inspiration, trusted recipes and practical lifestyle advice that elevates the everyday.

We transform a moment of inspiration into discovery, giving your brand a competitive advantage that lasts far beyond the page.

Backed by real customer insights, trusted by households and millions of Australians, *Fresh Ideas* is where brands meet shoppers in the moment that matters most.



"Fresh Ideas has so many great suggestions, and really different and enticing dishes. I also enjoy how well presented the pictures are."

Woolworths Customer, 39

FRESH IDEAS: THE HEART OF THE HOME

Enriching the daily rhythm of Australian life through fresh discovery

Fresh Ideas sits at the heart of the Australian lifestyle, connecting brands with households through a shared love of discovery. We move beyond the traditional path, creating a simple, inspirational space where fresh ideas and home essentials meet.

By blending beautiful storytelling with effortless realisation, we ensure that every brand connections feel like a natural extensions of the moments that define our homes.

**TWO DECADES
OF TRUST**

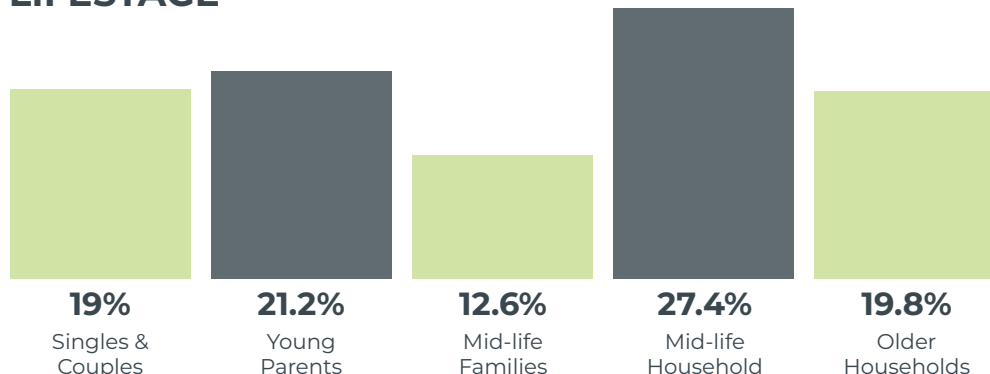
**BRINGING INSPIRATION
HOME TO MILLIONS**



OUR MONTHLY READERS WOULD **FILL THE MCG 40 TIMES OVER**

Reaching 4.08 Million Woolworths Shoppers every month

LIFESTAGE



Source: Roy Morgan, Single Source Australia: Mar 2025 - Mar 2026

WHEN YOU PARTNER WITH
FRESH IDEAS, YOU'RE
CONNECTING WITH ACTIVE
SHOPPERS READY TO FILL THEIR
BASKET.



A HIGHLY ENGAGED AUDIENCE THAT COOKS, SHOPS AND INSPIRES

Our readership loves...



THE BEST OF BOTH WORLDS

74.2% of *Fresh Ideas* readers like to eat healthily but don't want to compromise on taste.



TO CHOOSE QUALITY OVER PRICE

69% of *Fresh Ideas* readers believe quality is more important than price



TO COOK

68.4% of *Fresh Ideas* readers love to cook



A BARGAIN

66.1% of *Fresh Ideas* readers go out of their way in search of a bargain.

Source: Roy Morgan, Single Source Australia: Jul 2024 - Jun 2025

FROM AWARENESS TO DISCOVERY

Fresh Ideas connects brands to customers at every stage of the shopper journey, transforming fleeting inspiration into the certainty of product realisation.

Our unified solution blends powerful reach and authentic storytelling with a simple, definitive path to Woolworths. Every placement is strategically designed to engage the consumer in the moments that matter - customer purchase.



BRAND
ADVERTISING



SPONSORED
CONTENT



SOCIAL
MEDIA





BRAND ADVERTISING

Build brand awareness and visibility.

Position your brand in a premium, high-reach environment read by 4.08 million Australians each month.

Best for:

Launches, awareness, visibility.

SPONSORED CONTENT

Tell your brand story in the trusted *Fresh Ideas* voice.

Seamlessly integrate your products into our editorial content through recipes, features and themed partnerships.

Best for:

Brand storytelling and engagement.



SOCIAL MEDIA

Amplify Fresh Inspiration with Scale and Trust.

Leverage Woolworths' trusted social ecosystem to place products directly into customer feeds, driving discovery and conversion.

Best for:

Driving discovery and conversion

PRE-SHOP TO POST-SHOP:

Guiding customer decisions from the sofa to the shelf

PRE SHOP Prime Audiences



Off-network



Fresh Ideas Mag



Social Media



ROOH

ACTIVE SHOP Convert customers



Sponsored search (CPP)



Homepage carousel



Front of store and in-store screens



Cross category digital

EARLY SHOP Drive to the aisle for purchase



Everyday Rewards eDM



POS



Digital display

POST SHOP Retain customers



1:1 email



Off-network



Fresh Ideas Mag

DATA-DRIVEN DISCOVERY

At the heart of Mutti's omnichannel campaign was Fresh as the hero, acting as the essential lifestyle companion for Australian households. Backed by deep customer insight, the creative was pulled through-the-line to ensure a seamless flow of inspiration from initial discovery into the home.

THE OBJECTIVES

1

Acquire new customers and grow existing customers (AWOP)

2

Increase sales and units across featured SKUs

Source: Q Checkout & Everyday Rewards, campaign data
May 29th - June 25th 2024 vs. STLY



THE RESULTS

8%

New-to -brand
customers

+61%

Weekly sales vs
STLY

8.6%

Average Weight of
Purchase (AWOP)
vs STLY

+67%

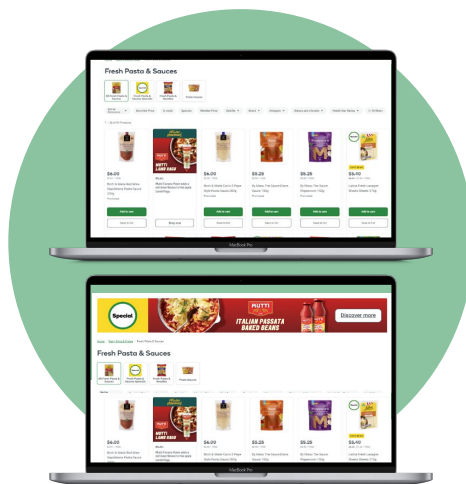
Weekly units
vs STLY

HOW THE CAMPAIGN CAME TO LIFE ACROSS THE CUSTOMER JOURNEY



PRE SHOP

Discover



EARLY SHOP

Engage



ACTIVE SHOP

Purchase

A group of people are gathered around a table, clinking glasses of pink wine in a toast. The table is set with various dishes, including a bowl of shrimp, a plate of salad, and a small vase of flowers. The scene is warmly lit, suggesting an evening gathering. The text "ADVERTISING SOLUTIONS" is overlaid on the left side of the image.

ADVERTISING SOLUTIONS

These tantalizing tidbits snacks are the perfect way to feed your fussy friend and keep your tumblings on track.

GAME CHANGER

- 1. CRISP UP**
Healthy Snaps
 Instead of reaching for a bag of potato chips, try these crispies. They're made with whole grain flour, olive oil, and sea salt. They're a healthy and delicious snack that's perfect for your fussy friend.
- 2. THROAT DOOR**
Chewy & Healthy
 Instead of reaching for a bag of potato chips, try these crispies. They're made with whole grain flour, olive oil, and sea salt. They're a healthy and delicious snack that's perfect for your fussy friend.
- 3. SWEET TREAT**
Chewy & Healthy
 Instead of reaching for a bag of potato chips, try these crispies. They're made with whole grain flour, olive oil, and sea salt. They're a healthy and delicious snack that's perfect for your fussy friend.
- 4. TASTY TREAT**
Chewy & Healthy
 Instead of reaching for a bag of potato chips, try these crispies. They're made with whole grain flour, olive oil, and sea salt. They're a healthy and delicious snack that's perfect for your fussy friend.
- 5. CRISP TREATS**
Chewy & Healthy
 Instead of reaching for a bag of potato chips, try these crispies. They're made with whole grain flour, olive oil, and sea salt. They're a healthy and delicious snack that's perfect for your fussy friend.
- 6. BAN ABOVE**
Chewy & Healthy
 Instead of reaching for a bag of potato chips, try these crispies. They're made with whole grain flour, olive oil, and sea salt. They're a healthy and delicious snack that's perfect for your fussy friend.
- 7. THE FIXATION**
Chewy & Healthy
 Instead of reaching for a bag of potato chips, try these crispies. They're made with whole grain flour, olive oil, and sea salt. They're a healthy and delicious snack that's perfect for your fussy friend.
- 8. DOUBLE TREAT**
Chewy & Healthy
 Instead of reaching for a bag of potato chips, try these crispies. They're made with whole grain flour, olive oil, and sea salt. They're a healthy and delicious snack that's perfect for your fussy friend.

These tantalising sideline snacks are the perfect way to feed your footy frenzy and keep your tastebuds on the boil.

- 1 **CRISP DISC**

 The shiny disc is covered in scratches, a warning that it's time to replace it. **CRISP DISC** is a new line of discs that are designed to last longer and have a better sound quality than standard discs.
 - 2 **TROPICAL DROP**

 Lightly Scenting Water
 This is a new line of fragrance that is designed to be used in the shower. It is a light, refreshing scent that is perfect for use in the shower.
 - 3 **THE VICTORY**

 The legendary tale of a ship wrecked, captured and then rescued. This is a new line of fragrance that is designed to be used in the shower. It is a light, refreshing scent that is perfect for use in the shower.
 - 4 **TESTE BASE**

 An unexpected experience
 This is a new line of fragrance that is designed to be used in the shower. It is a light, refreshing scent that is perfect for use in the shower.
 - 5 **STICK STARS**

 The light, sunny
 This is a new line of fragrance that is designed to be used in the shower. It is a light, refreshing scent that is perfect for use in the shower.
 - 6 **BAR ABOUR**

 Behind the screens,
 This is a new line of fragrance that is designed to be used in the shower. It is a light, refreshing scent that is perfect for use in the shower.
 - 7 **FECTION**

 Leaving the tension
 This is a new line of fragrance that is designed to be used in the shower. It is a light, refreshing scent that is perfect for use in the shower.
 - 8 **DOUBLE TALK**

 COUCHTOWN
 This is a new line of fragrance that is designed to be used in the shower. It is a light, refreshing scent that is perfect for use in the shower.

[illegible]

Save time on lunch prep with tasty choices that will give your work days the serious upgrade they deserve.

- [illegible]

[illegible]

Nothing says summer sensation like this juicy, vibrant chicken pasta dish that will certainly wow on any occasion.

[illegible]

Mornings move fast, so you need fuel that lasts. These filling and flavourful breakfast options will help set up kids for the day.

- [illegible]

SPONSORED CONTENT AUTHENTIC INTEGRATION

Editorially crafted executions that allow brands to
integrate into *Fresh Ideas* in a meaningful and
authentic way. Recipes and layouts are crafted by our
best-in-class editorial content team and brought to you
by Woolworths, one of Australia's most trusted brands.

Editorially crafted executions that allow brands to integrate into *Fresh Ideas* in a meaningful and authentic way. Recipes and layouts are crafted by our best-in-class editorial content team and brought to you by Woolworths, one of Australia's most trusted brands.

[illegible]

Cool down with the sunny season's most refreshing drinks, making every moment sensational.

- [illegible]

[illegible]

Create the ultimate cozy gathering with these comforting, crowd-pleasing

-
- MISO RAMEN**
 Miso Ramen is a traditional Japanese dish made with soybean paste (miso) and ramen noodles. It is a popular comfort food in Japan and has gained popularity in the United States. The Nissin Miso Ramen cup is a convenient, single-serve portion that can be eaten hot or cold. It features a rich, savory miso broth and tender ramen noodles. The cup is made of BPA-free plastic and is microwaveable. It is a great option for those who want a quick, easy meal that is both delicious and healthy.
- SPICY RAMEN**
 Spicy Ramen is a popular variation of the traditional Japanese dish. It is made with a spicy, flavorful broth and tender ramen noodles. The Nissin Spicy Ramen cup is a convenient, single-serve portion that can be eaten hot or cold. It features a rich, spicy broth and tender ramen noodles. The cup is made of BPA-free plastic and is microwaveable. It is a great option for those who want a quick, easy meal that is both delicious and healthy.
- INSTANT COMFORT**
 Instant Comfort is a popular variation of the traditional Japanese dish. It is made with a rich, savory broth and tender ramen noodles. The Nissin Instant Comfort cup is a convenient, single-serve portion that can be eaten hot or cold. It features a rich, savory broth and tender ramen noodles. The cup is made of BPA-free plastic and is microwaveable. It is a great option for those who want a quick, easy meal that is both delicious and healthy.
- DON'T BE ASHY**
 Don't Be Ashy is a popular variation of the traditional Japanese dish. It is made with a rich, savory broth and tender ramen noodles. The Nissin Don't Be Ashy cup is a convenient, single-serve portion that can be eaten hot or cold. It features a rich, savory broth and tender ramen noodles. The cup is made of BPA-free plastic and is microwaveable. It is a great option for those who want a quick, easy meal that is both delicious and healthy.
- BEYOND THE BOX**
 Beyond the Box is a popular variation of the traditional Japanese dish. It is made with a rich, savory broth and tender ramen noodles. The Nissin Beyond the Box cup is a convenient, single-serve portion that can be eaten hot or cold. It features a rich, savory broth and tender ramen noodles. The cup is made of BPA-free plastic and is microwaveable. It is a great option for those who want a quick, easy meal that is both delicious and healthy.
- SWEET SPOT**
 Sweet Spot is a popular variation of the traditional Japanese dish. It is made with a rich, savory broth and tender ramen noodles. The Nissin Sweet Spot cup is a convenient, single-serve portion that can be eaten hot or cold. It features a rich, savory broth and tender ramen noodles. The cup is made of BPA-free plastic and is microwaveable. It is a great option for those who want a quick, easy meal that is both delicious and healthy.
- SPICY HOT**
 Spicy Hot is a popular variation of the traditional Japanese dish. It is made with a rich, savory broth and tender ramen noodles. The Nissin Spicy Hot cup is a convenient, single-serve portion that can be eaten hot or cold. It features a rich, savory broth and tender ramen noodles. The cup is made of BPA-free plastic and is microwaveable. It is a great option for those who want a quick, easy meal that is both delicious and healthy.

1 NEW BALL GAME
Apple and banana balls are a healthy, portable snack. Peel the apples, remove the seeds, and slice them into 1/2-inch-thick rounds. Slice the bananas into 1/2-inch-thick rounds. Dip the apple slices in the yogurt, then roll them in the banana slices. Refrigerate for 1 hour. Makes 10 balls.

2 PURE DELICIOUS
This smoothie is a healthy, refreshing drink. Blend the apple, banana, and yogurt in a blender. Add the honey and lemon juice. Blend until smooth. Makes 1 smoothie.

3 APPLE CRISP
This crisp is a healthy, delicious dessert. Preheat the oven to 350°F. Peel and slice the apples. Toss them with the cinnamon and sugar. Place them in a baking dish. Sprinkle the oats and brown sugar on top. Bake for 30 minutes. Makes 1 crisp.

4 BITE INTO BLESSED
This snack is a healthy, delicious treat. Preheat the oven to 350°F. Peel and slice the apples. Toss them with the cinnamon and sugar. Place them in a baking dish. Sprinkle the oats and brown sugar on top. Bake for 30 minutes. Makes 10 bites.

5 CACAO MAGIC
This snack is a healthy, delicious treat. Preheat the oven to 350°F. Peel and slice the apples. Toss them with the cinnamon and sugar. Place them in a baking dish. Sprinkle the oats and brown sugar on top. Bake for 30 minutes. Makes 10 bites.

6 HAPPY GRAZING
This snack is a healthy, delicious treat. Preheat the oven to 350°F. Peel and slice the apples. Toss them with the cinnamon and sugar. Place them in a baking dish. Sprinkle the oats and brown sugar on top. Bake for 30 minutes. Makes 10 bites.

7 CRACKING
This snack is a healthy, delicious treat. Preheat the oven to 350°F. Peel and slice the apples. Toss them with the cinnamon and sugar. Place them in a baking dish. Sprinkle the oats and brown sugar on top. Bake for 30 minutes. Makes 10 bites.

8 YOGURT
This snack is a healthy, delicious treat. Preheat the oven to 350°F. Peel and slice the apples. Toss them with the cinnamon and sugar. Place them in a baking dish. Sprinkle the oats and brown sugar on top. Bake for 30 minutes. Makes 10 bites.

9 SWEET POTATTO
This snack is a healthy, delicious treat. Preheat the oven to 350°F. Peel and slice the apples. Toss them with the cinnamon and sugar. Place them in a baking dish. Sprinkle the oats and brown sugar on top. Bake for 30 minutes. Makes 10 bites.

10 BANANA
This snack is a healthy, delicious treat. Preheat the oven to 350°F. Peel and slice the apples. Toss them with the cinnamon and sugar. Place them in a baking dish. Sprinkle the oats and brown sugar on top. Bake for 30 minutes. Makes 10 bites.

SNACK SMART

Cravings sorted! Dive into the world of delicious gluten-free bites for a tasty and satisfying lunch.

Cravings sorted! Dive into the world of delectable gluten-free bites for a tasty and satisfying treat.

- [illegible]

SWISS BREAD
 Swiss Bread is a soft, buttery roll of bread that is perfect for sandwiches or as a snack. It is made with whole wheat flour and is a great source of fiber.

FRUIT CRUNCH
 Fruit Crunch is a crunchy, fruit-flavored snack that is perfect for snacking on. It is made with whole wheat flour and is a great source of fiber.

PERFECT BASE
 Perfect Base is a crunchy, fruit-flavored snack that is perfect for snacking on. It is made with whole wheat flour and is a great source of fiber.

GOOD FUEL
 Good Fuel is a crunchy, fruit-flavored snack that is perfect for snacking on. It is made with whole wheat flour and is a great source of fiber.

OATS SO GOOD
 Oats So Good is a crunchy, fruit-flavored snack that is perfect for snacking on. It is made with whole wheat flour and is a great source of fiber.

CHURRO MAGIC
 Churro Magic is a crunchy, fruit-flavored snack that is perfect for snacking on. It is made with whole wheat flour and is a great source of fiber.

These easy-to-pack, tasty snacks will ensure your little ones are satisfied and happy on the go.

- [illegible]

SPONSORED CONTENT - FOOD

Bespoke recipe inspiration with an editorial execution

Feature in a trusted and relevant
editorial environment focused
around innovative food ideas
and everyday meal inspiration.



PASTA LA VISTA

Nothing says summer sensation like this juicy, vibrant chicken pasta dish that will certainly wow on any occasion.

Chicken, tomato & feta pasta
PREP 15 mins COOK 15 mins SERVES 4

375g La Molisana Pastificio Extra Di Luaso Farfalle Rigate
1 cup extra virgin olive oil
500g chicken breast fillets, sliced
1 red onion, thinly sliced
2 garlic cloves, crushed
250g punnet mini Roma tomatoes, halved
200g pkt Danish feta
1 lemon, zested, juiced
60g pkt baby rocket leaves

1 Cook pasta following packet instructions, reserving 1 cup cooking liquid. Heat 1 tbs oil in a large frying pan over medium heat. Add chicken and cook, stirring occasionally, for 3-4 minutes or until browned and almost cooked. Transfer to a plate.
2 Heat 1 tbs oil in same pan. Add onion and garlic and cook, stirring occasionally, for 2 minutes or until softened. Return chicken to pan. Add tomato and cook, stirring, for 1-2 minutes or until chicken is cooked. Add pasta, reserved cooking liquid and half of the feta. Stir to coat. Whisk remaining oil with lemon juice and zest. Add lemon mixture to pasta. Toss to combine.
3 Divide pasta among bowls. Top with rocket and remaining feta. Season with freshly cracked black pepper. Serve.

THE BOW-TIE THAT SINGS
Discover La Molisana Pastificio Extra Di Luaso Farfalle Rigate, a traditional Italian pasta format made from 100 per cent Italian wheat and bronze drums. Their large wings and light ridges make them beautiful to look at.



Expert Content

Recipes are developed for, tested
and photographed by the *Fresh
Ideas* editorial team.

Inspiration to Action

Readers are more likely to
purchase a product promoted
via recipe inclusion.

Influence the Shopper Basket

Showcase the different ways your product
can be used to position your brand as
essential to the consumer's routine

SPONSORED CONTENT - BEVERAGE

Seamlessly integrated,
expert driven bespoke
serving inspiration

Feature in a trusted environment
focused around innovative food
and drink ideas and inspiration.

Expert Content

Serving suggestions and recipes are developed, tested and photographed by the *Fresh Ideas* editorial team.

Inspiration to Action

Readers are more likely to purchase a product promoted via recipe or serving suggestion inclusion.

Influence the Shopper Basket

Showcase the different ways your product can be used to position your brand as essential to the consumer's routine



SPONSORED CONTENT

- HEALTH, BEAUTY,
PET, BABY, CLEANING

Integrated product in an
editorial environment

A trusted environment focused around
expert advice and products that simplify
and enhance home life beyond the kitchen.

Trusted Integration

Seamlessly hero your brand in a highly
trusted environment, influencing
purchasing decisions across all major
non-food categories.

Expert-Driven Content

Leverage premium, bespoke lifestyle content,
including custom guides and tips, developed
by the *Fresh Ideas* editorial team.

Influence the Shopper Basket

Position your product at the crucial point of
inspiration, directly influencing the
consumer's routine and basket building.



HEALTH & BEAUTY

GET GLOWING

Achieving a comprehensive beauty regimen has never been easier, thanks to Rimmel's Multi-Tasker range.

Let Rimmel take your look to the next level with its game-changing Multi-Tasker range. The **Rimmel Multi-Tasker Better Than Filters Primer** is a must-have, acting as a primer, highlighter, and glow booster all in one. Available in eight skin-adapting shades, the versatile primer helps you create a flawless finish with fewer products. Another staple trend in the range, the **Rimmel Multi-Tasker Concealer**, covers up blemishes, brightens dull areas, and expertly contours for added definition. With a built-in soft touch wand for precise application, the high-pigment liquid concealer glides on and blends in for full coverage when you need it.

Create the perfect base with the **Rimmel Multi-Tasker All Day Grip & Breathable Primer**, engineered to provide superior all-day gripping power while also letting skin breathe. Seal your stunning look with a spritz of the **Rimmel Multi-Tasker Setting Spray** to maintain a fresh, shine-free look throughout the day.

SAME PRODUCTS, HOLD NEW LOOK
The Rimmel range at Woolworths the new has brand-new compostable packaging. Simply place the product in household compost once you're finished.

PHOTOGRAPH BY GUY AROCH/GETTY IMAGES FOR FRESH IDEAS. STYLING: JESSICA HARRIS/GETTY IMAGES FOR FRESH IDEAS. MAKEUP: JESSICA HARRIS/GETTY IMAGES FOR FRESH IDEAS. HAIR: JESSICA HARRIS/GETTY IMAGES FOR FRESH IDEAS. FRESH IDEAS: OCTOBER 2025 7



HEALTH & BEAUTY

JACK OF ALL SHAVES

It's time for affordable, barber-quality grooming products with attitude. Jack's got you sorted.

There's no reason to compromise on style or quality with Jack The Barber's range of best-in-class hair styling, shaving, body wash and skincare products. Created with Australian men in mind, the products are designed and formulated in Sydney based on more than 20 years of experience. The Australian-owned company celebrates the men who put in the time to craft their look.

FRESHEN UP
Clean the skin with Jack The Barber's all-in-one daily Shower Gel for a fresh start, then dry your hair before styling it with Jack The Barber Pomade for a fresh hold and matte finish, and combing it through with a Jack The Barber Comb.

TAME THE MANE
Always apply Jack The Barber's all-in-one daily Shower Gel for a smooth shave using the Jack The Barber's 6 Blade Razor. Precision hair and beard styling is on your fingertips with the Body Hair & Beard Rechargeable Trimmer.

SHAVE THE BARBER
Always apply Jack The Barber's all-in-one daily Shower Gel for a smooth shave using the Jack The Barber's 6 Blade Razor. Precision hair and beard styling is on your fingertips with the Body Hair & Beard Rechargeable Trimmer.

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SPONSORED CONTENT - FRONT COVER SPONSORSHIP

High-impact exclusive
execution, proven to
drive product discovery



Get Noticed

For maximum impact, secure premium front cover positioning with a specially created recipe and prominent brand logo positioning.

Bespoke Storytelling

Amplify your message with guaranteed positioning within the first third of the magazine. Hero your product packaging and bespoke recipe with editorial style photography and styling

Insight-led Impact

Leverage our deep understanding of customer behaviour and trend forecasting. We place your brand at the heart of the home using content analytics that ensure your product meets the right shopper at the right time.

SPONSORED CONTENT - FOUR WAYS

Demonstrate versatility
of your product in four
simple ways

An engaging feature highlighting
the versatility and utility of your
brand in four distinct ways.

Showcase Versatility

Instantly communicate multiple,
simple uses for your product in one
impactful spread

Authentic integration

Your product is seamlessly woven into
high-quality, trusted content from the
Fresh Ideas editorial team.

Fast & simple

Bespoke recipes presented as
simple serving suggestions to fit
into customer's busy routine.

Impactful presentation

Leverage a premium double page
spread format to maximise brand
visibility and engagement.



SPONSORED CONTENT - *THAT'S CLASSIFIED*

Themed Integration with high visibility

A streamlined alternative to fully owned sponsored content, our themed Classifieds provide a visually engaging and cost-effective way to drive product discovery.

HEALTH & BEAUTY

BLOCKED OUT

Equipped with these high-protection sunscreen products, you'll embrace every outdoor adventure with confidence.

SHEER ARMOUR
Delivering a non-greasy, non-shiny matte finish, Neutrogena Ultra Sheer Face Lotion Sunscreen SPF 50 is perfect for everyday wear under makeup or on its own. The lightweight lotion provides broad-spectrum UVA/UVB protection against the sun's damaging rays, so you can make the most of your time outdoors without worry.

MUST-HAVE PROTECTION
Protect your face from the sun every day with Banana Boat® Ultra Light Face Fluid Sunscreen Lotion SPF 50+. Formulated with hyaluronic acid and jojoba oil, the non-greasy sunscreen provides 12 hours of moisture and a soft, matte finish, leaving your skin feeling refreshed and protected while you're out and about.

MOISTURISING SHIELD
Banana Boat® Moisturising Sunscreen Lotion SPF 50+ provides 12 hours of moisturisation with aloe and glycerin to help protect and nourish skin. The non-greasy, four-hour water resistant formula offers very high broad-spectrum UVA/UVB protection from the sun, so you can have fun no matter where the day takes you.

SUN ESSENTIAL
Hawaiian Tropic® Hydration Face Fluid Sunscreen Lotion SPF 50+ moisturises your skin for up to 12 hours while shielding it from the sun. Containing hyaluronic acid and jojoba oil, this ultra-light, non-greasy, very high protection sunscreen is the perfect way to pamper and protect your skin while enjoying time outside.

GENTLE BARRIER
With chamomile and colloidal oatmeal, the hypoallergenic Cancer Council Ultra Sensitive Kids SPF 50+ sunscreen lotion is like a gentle hug for your little one's delicate skin, protecting them from harsh UVA/UVB sun rays. The very high protection lotion is clinically proven to be suitable for eczema-prone skin.

MAKING WAVES
Whether you're catching waves, building sandcastles or simply soaking up the sun, the lifeguard-approved Surf Life Saving Daily Sunscreen SPF 50+ has you covered. The ultra-light formula containing vitamin E and aloe vera comes in a 1L bottle so you can rest assured you've got plenty of lotion to keep loved ones protected all day long.

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High visual impact

Strong brand presence as one of two to three products on the page, guaranteeing optimal exposure for each featured item.

Best-in-Class Photography

Leverage the high-quality production of the Fresh Ideas team bespoke styling and photography to makes your product shine.

Themed Editorial Alignment

Guaranteed placement within topical or trending themes to ensure maximum reader relevance.

Persuasive Storytelling

Up to 50 words of compelling copy to craft a mini-narrative for your product within a trusted editorial environment.

SPONSORED CONTENT - YOUR BRAND STORY

Share your powerful brand story, product provenance and benefits

A longform editorial style feature telling your unique brand or product story. This native integration weaves together your heritage, provenance, and values with practical meal inspiration to increase brand loyalty and trust while providing a clear path to purchase.

CREAM OF THE CROP
A trusted stalwart of the industry, Dairy Farmers has been delivering goodness to Australians for more than 120 years.

Strawberry & yoghurt loaf
PREP 20 mins + 25 mins standing
COOK 1 hr SERVES 12

1½ cups Dairy Farmers Thick & Creamy Field Strawberries
Yoghurt
1 cup caster sugar
3 free range eggs
1 lemon, zested
½ cup vegetable oil
1 tsp vanilla extract
1½ cups self-raising flour
2 x 250g punnets strawberries, hulled, quartered

1 Preheat oven to 170°C/150°C fan-forced. Grease a 13.5x24cm (7cm-deep) loaf pan.
2 Whisk together 1 cup yoghurt, sugar, eggs, lemon zest, oil and vanilla in a large bowl until combined.
3 Add flour and gently mix to combine. Fold through half of the strawberries, then pour batter into prepared pan.
4 Bake for 1 hour, turning the pan halfway through, or until a skewer inserted comes out clean. Remove from oven. Allow cake to cool in the pan for 15 minutes before removing to a wire rack. Serve topped with remaining yoghurt and strawberries.

* Nutrition Per serve (300kcal): 210 kcal, 4g protein, 12g fat, 3g sat fat, 45g carbs, 28g sugar, 2g dietary fibre, 250mg sodium

CREAMY CONTENTS
Dairy Farmers' selection of Australian-made dairy products has something for everyone, from a range of milks and Thick & Creamy yoghurts to sour cream and custard.

Trust & connection

Build trust by sharing your brand values and connecting customers to where their products come from.

Creative Ownership

Bring your brand to life by providing your own bespoke lifestyle imagery, ensuring a seamless and premium connection between your story and our readers.

Credibility

Leverage the expertise and trusted voice of the *Fresh Ideas* editorial team for high-quality, product-centred recipes and storytelling.

Premium editorial

Bespoke recipe development by the *Fresh Ideas* team, a professionally styled packshot & high-quality recipe imagery. Seamless integration with your own brand photography.

SPONSORED CONTENT PRODUCT ROAD TEST

Showcase the versatility of
your products and range
with expert endorsement

Native content integration that
goes beyond recipes. Tell a range
story and highlight product
USPs with tips and testimonials
from *Fresh Ideas* food editors.

Showcase Versatility

Create a deeper connection with consumers while
showcasing the versatility of your products and the
different ways it can be showcased.

Credibility

Leverage the trusted reputation of the *Fresh
Ideas* team to speak to your brand's strengths
and desirability.

Premium editorial

Bespoke imagery and editorial quality design
and photography elevates the look and feel of
this special execution.



EDITORIAL MENTIONS

Authentic integration within trusted editorial

Strategic product call outs seamlessly integrated within the magazine's high-value editorial features.

NO-BAKE DESSERTS

You can use any ice-cream you like for these Waffle ice-cream sandwiches. Try Woolworths' new ice-cream range [see Try these, p110].

Waffle ice-cream sandwiches
PER 1 (100g) SANDWICH Serves 1
COST PER SERVED \$2.27

1 Lub Woolworths salted caramel ice-cream
1 1/2 cups frozen raspberries
9 glassed waffles
2 lbs maple-coated cashews, roughly chopped

1 Spoon ice-cream into a bowl. Stand for 5 minutes to soften (but not melt). Fold through 1 cup frozen raspberries. Line a 7cm-deep, 10cm square pan with baking paper, extending the paper 2cm on all sides of the pan. Arrange 4 waffles over the base of the prepared pan. Trim waffle to fit into any remaining gaps.
2 Spoon ice-cream over waffles in pan. Spread out evenly. Arrange remaining waffles and toppings over ice-cream, gently pressing to secure. Freeze overnight or until frozen.
3 Place remaining raspberries in a bowl. Set aside for 15 minutes to thaw. Remove ice-cream from pan. Cut into 10 squares. Serve sprinkled with cashews and raspberries.

• Nutrition Per serve: 765kJ (190 cal), 1g protein, 1g fat, 1g sat fat, 22g carbs, 1g sugars, 1g dietary fibre, 100mg sodium

Peanut butter & maple dessert board
PER 1 (100g) Serves 1
COST PER SERVED \$2.56

1/2 cup Woolworths smooth peanut butter
1/2 x 120g punnet blueberries
1/2 x 200g punnet strawberries, halved, hulled
1 small Granny Smith apple, cored, thinly sliced
10g dark chocolate, roughly chopped
2 tsp salted peanuts, roughly chopped
1 tsp maple syrup
200g pkt Woolworths pikelets

1 Using the back of a spoon or palette knife, spread peanut butter onto a serving board to form an oval shape.
2 Arrange berries and apple on top and around the peanut butter. Sprinkle with cashews and peanuts. Drizzle with maple syrup. Serve with pikelets.

• Nutrition Per serve: 2071kJ (495 cal), 1g protein, 27g fat, 1g sat fat, 42g carbs, 24g sugars, 1g dietary fibre, 100mg sodium

Woolworths smooth peanut butter
 100% natural, smooth peanut butter. Only 1g fat for toast. Try it in a salad, smoothie or baked treats.

100 www.woolworths.com.au/freshideas

TRY ALL STAYS

Thomas Duo triple cream brie
 Indulge in the luscious taste of this brie with brie – the perfect addition to your next cheese board or festive regis.

18
 Air-dryer
 Woolworths
 baked brie

3.95
 per 100g

19
 The Age, November 2025

Authentic integration

Influence the shopper's journey and lend credibility to your product by naturally appearing where readers are actively seeking inspiration.

High visibility

Leverage prominent editorial placements in features including Meal Planner, or the Contents Page for maximum exposure.

Drinks pairings

Beverage brands can be incorporated as thoughtful drink pairings alongside editorial recipes, crafted by our editorial team to provide valuable customer inspiration.

Basket building

Influence multiple points of the shopping list by associating your product with existing meal solutions and trusted recommendations.

SPOTLIGHT ON: BESPOKE CATEGORY THEMED FEATURES

These bespoke features demonstrate our ability to create seasonally relevant, high-impact environments, ensuring your brand is seamlessly integrated into engaging, editorially-driven content that inspires immediate purchase intent for key festive occasions.



White chocolate & raspberry trifle cups
PREP 40 mins • 8 hrs chilling SERVES 8

Ingredients:
 1/2 x 450g Madeira cake, cut into 2cm pieces
 2 x 45g packets Aeroplane Original Raspberry Flavoured Jelly
 500ml thickened cream
 2 x 125g raspberries
 1/2 cup dark choc melts, melted
 100g pkt white chocolate, finely chopped

Instructions:
 1 Divide cake among 8 x 1 cup serving glasses. Dissolve 1 packet jelly crystals in 2 cups boiling water. Stir in 1/2 cup cold water, then pour over cake in glasses. Refrigerate for 2 hours or until set.
 2 Dissolve remaining jelly crystals in 2 cups boiling water in a shallow bowl. Refrigerate for 30 minutes or until partially set. Using an electric mixer, beat 300ml cream in a bowl until soft peaks form. Add jelly and beat until combined. Spoon 2 heaped tbs of jelly cream into each glass over set jelly. Arrange raspberries around the outer edge. Top with remaining jelly cream. Refrigerate for 4 hours or until set.
 3 Transfer melted dark chocolate to a piping bag with a 0.5mm plain nozzle. Pipe star shapes on a sheet of baking paper. Allow to set.
 4 Stir white chocolate and remaining cream in a heatproof bowl over a saucepan of simmering water until smooth. Refrigerate for 1 hour. Using an electric mixer, beat white chocolate cream in a bowl until soft peaks form. Transfer to a piping bag fitted with a 1cm star nozzle. Pipe white chocolate cream on top of trifle cups. Decorate with chocolate stars. Serve.

Nutrition Per serve: 2310kJ (550 cal), 6g protein, 37g fat, 23g sat fat, 45g carb, 40g sugars, 2g dietary fibre, 185mg sodium

SPREAD YOUR WINGS
Let your creativity soar with Aeroplane Raspberry Flavoured Jelly. This jelly's vibrant hue and tangy berry flavour will add a touch of whimsy to any sweet treat.



Almond ginger cake
PREP 20 mins • 20 mins chilling COOK 40 mins SERVES 14

Ingredients:
 1/2 cup Lucky Natural Pistachios
 250g unsalted butter, softened
 1 1/2 cups brown sugar
 2 tbs golden syrup
 6 eggs
 1/2 cup buttermilk
 2 cups self-raising flour
 1/2 cup Lucky Almond Meal
 2 tsp ground ginger
 1/2 cup Lucky Toasted Sliced Almonds
 1 punnet rosemary, sprigs separated
 375g cream cheese, softened
 50g icing sugar, softened
 2 cups icing sugar mixture, sifted

Instructions:
 1 Preheat oven to 180°C/160°C fan-forced. Grease and line sides and bases of 2 x 20cm (base) round cake pans with baking paper. Process pistachios until fine crumbs form. Using an electric mixer, beat butter, sugar and syrup in a bowl until pale. Add eggs, one at a time, beating until combined. Fold in buttermilk and combined flour, almond meal, ginger and pistachio crumbs. Divide between prepared pans. Smooth surfaces. Bake for 40 minutes or until a skewer comes out clean. Transfer to a wire rack to cool.
 2 To make frosting, using an electric mixer, beat cream cheese and butter in a bowl until creamy. Gradually add icing sugar, beating until combined. Place 1 cake on a plate. Spread with 1 cup frosting. Top with remaining cake. Spread remaining frosting over top and side of cake, scraping away excess, to create a 'semi-naked' edge. Refrigerate for 30 minutes.
 3 Decorate cake with almonds, rosemary sprigs and raspberries. Dust rosemary with icing sugar and serve.

Nutrition Per serve: 2622kJ (626 cal), 11g protein, 56g fat, 79g sat fat, 56g carb, 41g sugars, 2g dietary fibre, 275mg sodium

GO NUTS FOR FESTIVE FLAVOUR
Elevate your baking with Lucky Almond Meal, Toasted Sliced Almonds and Natural Pistachios, which will add delicious crunch and rich flavour. Simply fold, sprinkle or mix them into your favourite festive recipes.

High-Impact Exposure

Gets your brand in front of a targeted audience of over 4.08 million readers

Influential Environmental

Allows your brand message to influence consumers at the critical point of inspiration.

Premium Positioning Options

For key campaign messaging or new product launches secure premium placement of your brand ad including inside front cover (IFC), inside back cover (IBC) and outside back cover (OBC).

PREMIUM BRAND ADVERTISING

Creative freedom in an aligned environment

Showcase your own brand assets and
tone of voice across a full-page or
double-page spread in an aligned
and trusted environment.



High-Impact Exposure

Gets your brand in front of a targeted
audience of over 4.08 million readers

Influential Environmental

Allows your brand message to
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secure premium placement of your brand ad including
inside front cover (IFC), inside back cover (IBC) and
outside back cover (OBC).

EXTEND INTO SOCIAL MEDIA

Amplify Fresh Inspiration with Scale, Trust, and Shoppability

Leverage Woolworths' strategic social media ecosystem and brand trust to amplify your Fresh Ideas inspiration and place your products directly into customer's feed, driving discovery and conversion.

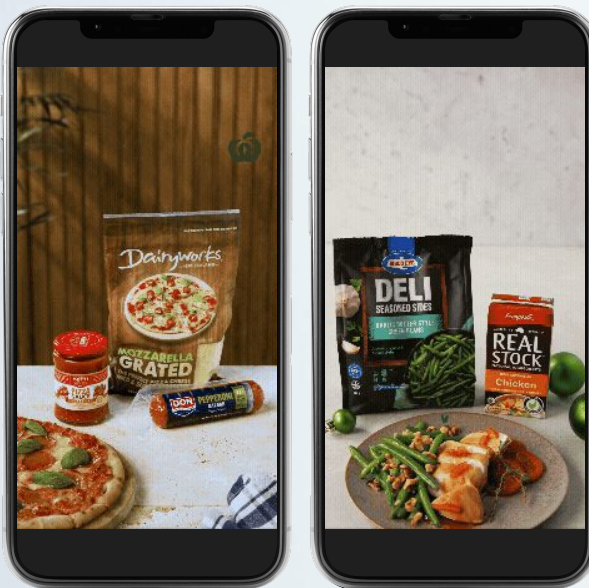
Cut through the feed noise with content that is hyper-engaging and purpose built per platform.

Campaigns are short (max 15 seconds) with a single objective.

Our solutions include:

Recipe Stop Motion

Fast-pace recipe demos linking directly to digital recipes.



Serving Suggestions

Quick visual concepts inspiring immediate use and linking to product.



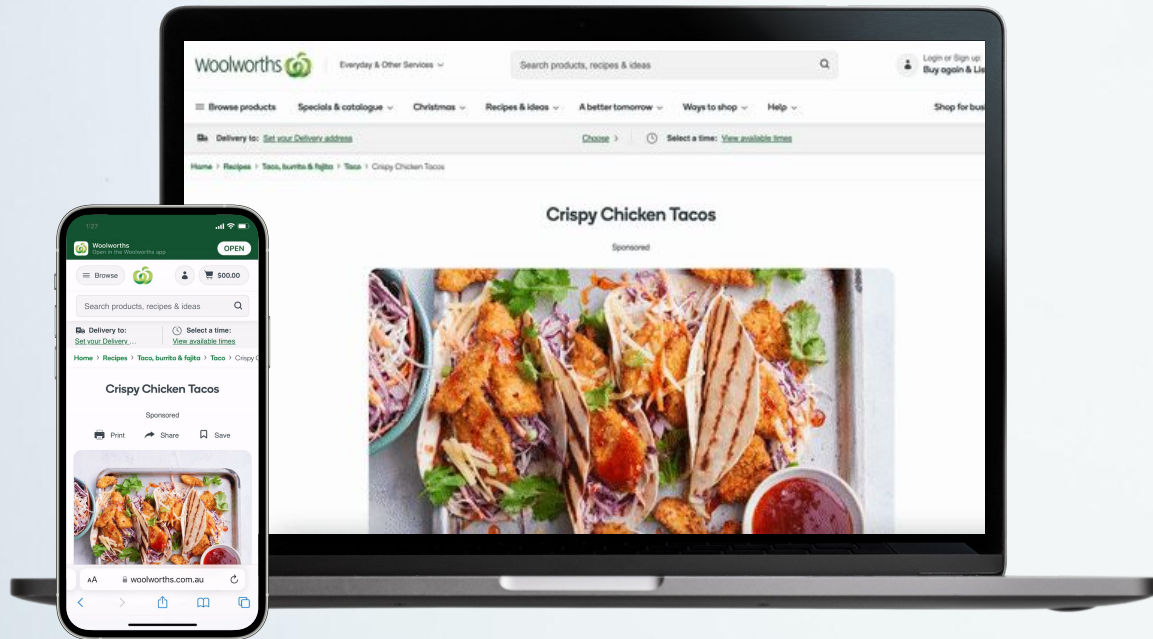
Cinemagraph

Animated movement creating a visually arresting, short-loop sponsored post.

EXTEND INTO ONLINE MEDIA WITH DIGITAL RECIPES

Digital recipes deliver
trusted content, amplifying
your brand from fresh idea
to full shopping basket

Digital recipes are the ideal tool to engage
customers and seamlessly integrate your
brand into their next shopping list. We meet
Woolworths' customers precisely when they
are seeking inspiration and fresh ideas to try
at home.



Seamless Conversion

The recipe links directly to the Woolworths
ecosystem, allowing ingredients to be **immediately
added to the basket** directly from the recipe.

High-Value Reach

Leverage **1.8m average monthly visits**
and guarantee **50k impressions**

Targeted Discovery

Recipes are discoverable on the Recipe Hub and
amplified via **content card placements** targeting
relevant customers across search and aisle pages.

EDITORIAL LIFESTYLE SPECIALS

Seasonally timed environment opportunities

BABY/TODDLER July



Editorial feature with expert advice, tips and products to help nurture and care for the little people in our lives.

PETS April + June



Expert led advice, tricks and products to help care for the furry, feathered or finned friends in our lives.

HOME Jan/Feb + September



From spring cleaning and storage, to on-trend styling tips and products - the Fresh Homes Special caters to our home-proud audience

GARDEN August



Expert advice and tips for green thumbs - budding and advanced.

BEAUTY & HEALTH May + October



From the practical to the pretty, our Health & Beauty specials are filled with expert led tips, tricks and product news.

A top-down photograph of three white ceramic bowls filled with sliced peaches and nectarines, topped with chopped almonds. The bowls are arranged on a rustic, light-colored wooden surface. A silver spoon with a black handle lies on the table to the right. A thin green line is drawn across the image, connecting the text to the bowls. The text 'KEY TIMINGS AND CONTACTS' is written in white, uppercase letters on the left side of the image.

KEY TIMINGS AND CONTACTS

SEASONAL MOMENTS

Seasonally timed environment opportunities



JUN

Winter Warmers
Winter Breakfast
Winter Entertaining
Pets Special

JUL

Baby & toddler Special
Back to School

AUG

Slow Cooking
Cooking with Kids



SEP

Spring cleaning
Father's Day
Diwali, Footy Finals

OCT

Halloween
BBQ Special
Summer Health & Beauty

NOV

Christmas Gifting
Christmas Prep



DEC

Christmas
Summer Entertaining

JAN

Outdoor eating, Back to school/work,
Lunar New Year, Australia Day

FEB



MAR

Easter Prep
Reset Your Routine

APR

Easter
Back to School
Camping

MAY

Winter Health & Beauty
Mother's Day

FRESH IDEAS - BESPOKE ADVERTISING SOLUTIONS

Editorially-driven advertising solutions that are tailored to individual brand needs in order to drive maximum engagement.

Innovate

We are committed to developing innovative packages tailored to your brand's unique goals.

Inspire

We provide a unique gateway to millions of engaged consumers at the crucial moment of inspiration.

Influence

Our content seamlessly integrates your product, leveraging deep reader trust and the Woolworths brand halo to drive sales.

Ignite

Our expert team craft evocative storytelling and visual executions that capture the imagination and ignite the customer journey across print, social and digital platforms.



Want to know more?

Get in touch to discover how *Fresh Ideas* and **Cartology** can give your brand a competitive advantage that starts on the page and ends in the basket.

cartology 



hello@cartology.com.au



cartology.com.au/contact

