



# ***Fresh Ideas*** **Media Kit FY25**

**cartology**   
closest to customers

Woolworths 

# 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.

Content 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 featured products 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.

Source: Roy Morgan, Australian Print Magazine Readership, Last 12 months to June 2024.

# 4.8m

monthly readers

One of Australia's most widely read magazines.



# 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



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



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



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



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



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
- 16th 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 4.8m 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.



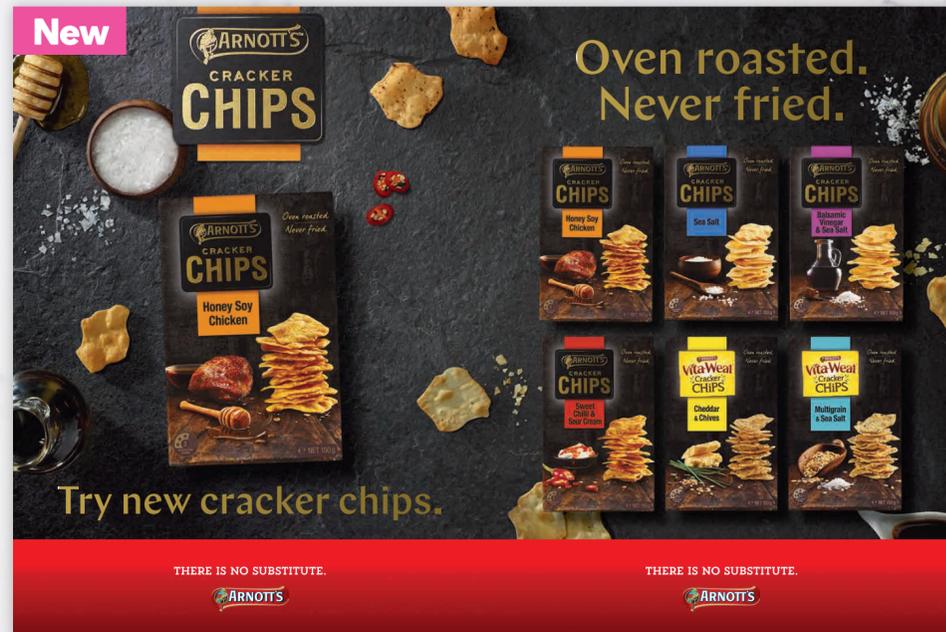
Inside Front Cover | Back Cover | Inside Back Cover



Full-page

## The benefits

- Get your brand into the hands of more than **4.8m** 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



Double Page Spread



Full-page + Advertorial

Source: Roy Morgan, Australian Print Magazine Readership, Last 12 months to June 2024.

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 30 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, one of the most trusted brands 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









## MEXICAN FLAVOUR

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

For these recipes and more, head to Fresh Ideas For You at [woolworths.com.au/shop/discover/mexican/food-](http://woolworths.com.au/shop/discover/mexican/food-)



**TENDER DELICIOUSNESS**  
Simply pan-fry, grill or oven-bake Tassal Fresh Tassie Salmon skin-off portions and serve with a refreshing salad or vibrant veggies for a quick and hearty meal in minutes.  
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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 3 minutes each side or until browned. Transfer to 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 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

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



### Crunchy taco shells with Mexican bean dip

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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# 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



# 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 ⅓ 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.

4 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.

5 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

**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

**fresh LOVES**

**FLAMINGO CAKE**

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



**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 modern palate. Each blend

## 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
- 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 modern palate. Each blend

# 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)



# Reverse cover formats



**October 2024**  
Health and Beauty



**May 2025**  
Health and Beauty

Feature your brand in a bonus Reverse Cover *Health and Beauty* section.

## Inclusions

- **16 pages** of Health and Beauty content flipped as its own standalone section of Fresh Ideas Magazine
- **Integrating brands** into engaging content solution formats
- **Front Cover Sponsorship** available to one brand - subject to approvals



Reverse Cover



Inside pages



## 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

\*Product restrictions apply

# 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

woolworths promotion

## LET'S CELEBRATE

Make spring entertaining a breeze by serving up tasty snacks and delicious dips for everyone to share and enjoy.

**1 CHIPPING AWAY**  
A tasty addition to any platter, **Maretti Bruschette Chips Sweet Basil Pesto 150g** are Italian-style baked bread snacks guaranteed to please.

**2 SNACK PACK**  
Crispy **Ryvita Thins Flatbreads Caramelised Onion 125g** are a great alternative to crackers and are ideal for delicious dips or on their own.

**3 DIPPING IN**  
Featuring hints of fennel, **Chris' Heritage Edam & Fig 170g** includes a sachet of crushed roasted almonds – simply garnish and serve.

**4 CLASSIC CHOICE**  
No entertaining platter is complete without **Zoosh French Onion Dip 185g**. This creamy dip is perfect for sharing or snacking alongside flatbread and

## 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

woolworths promotion

## FREE FROM GLUTEN

You can still enjoy great flavour and treat yourself with these gluten-free options. Fugitati quis veles ex et

**BROWNIE BLISS**  
Kaz's Kitchen Chewy Flourless Brownies are perfect as an anytime snack. They're gluten-free, suitable for vegans, contain no refined sugar and are crafted using natural fruit and nuts as well as coconut and cocoa. Switch it up between the **Fudgy Chocolate** and

**COMFORT FAVOURITE**  
Get cosy and chill out on the couch with a bowl of **Woolworths Plantitude Mac'n Cheese** with chilli. This gluten-free, vegan, dairy-free and plant-based delight has an added spicy kick that pairs well with a

**GRANOLA NUTS**  
Start the day right with gluten-free and vegan-friendly **Plant Life Food Co. granola** from **Healthy Generation**. Serve it with some yoghurt or top your breakfast smoothie with a spoonful. Choose from **Peanut Crunch, Cherry Coconut and Dark Chocolate, Apricot & Almond** varieties.

**COMFORT FAVOURITE**  
Get cosy and chill out on the couch with a bowl of **Woolworths Plantitude Mac'n Cheese** with chilli. This gluten-free, vegan, dairy-free and plant-based delight has an added spicy kick that pairs well with a veg-loaded burger or

**IN FOR A TREAT**  
Calling lovers of all things sweet! Decadent and moreish **Pana Organic White Macadamia** is an addictive bar of roasted macadamia

**MADE WITH PLANTS**  
Start the day right with gluten-free and vegan-friendly **Plant Life Food Co. granola** from **Healthy Generation**. Serve it with some yoghurt or top your breakfast smoothie with a spoonful. Choose from

## 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 logo
- 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 4.8 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 June 2024.

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



*2024 Front Cover Sponsorship Dates (STC) are*

- July 2024 • September 2024 • October 2024 • November 2024 • Jan/Feb 2025 • March 2025 • May 2025 •

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



road testing

# MUSTARD

Sharp tangy Dijon mustard is a staple in any kitchen. Here we taste test and take them beyond the humble sandwich.



**MUSTARD GRILLED STEAK**  
Mention steak and I am in love!! make it even better with this intense topping for your next bite. Combine 1/2 cup red or white vinegar, 1tbsp dijon mustard, 1tbsp honey, 1/4 tsp aslt and 1/2 clove of garlic crushed. Whisk together with 2 cups of oil and some pepper to taste. Presto!



**VINAIGRETTE**  
Make this into the best dressing with 1/2 cup red or white vinegar, 1tbsp dijon mustard, 1tbsp honey, 1/4 tsp aslt and 1/2 clove of garlic crushed. Whisk together with 2 cups of oil and some pepper to taste. Voila!



**MUSTARD & MARSCARPONE BRUSCHETTA**  
Bread is just a lonely soul without a topping. Want a quick snack? Top it with marscapone and mustard - delish!! Combine 1/2 cup red or white vinegar, 1tbsp dijon mustard, 1tbsp honey, 1/4 tsp aslt and 1/2 clove of garlic crushed. Whisk together with 2 cups of oil and some pepper to taste. YUM!



road testing

# BAKERS BEST

Crusty bread is a staple for every meal. Here we taste test the Helga's range and take them beyond the humble sandwich.



**1 SWITCH UP YOUR LOAF**  
We tried the cobb and the ciabatta for the perfect sandwich, the best dippers for soups and the only way to make a cobb dip! Bake a whole cauliflower, mix it with 1 cup of cream, 500g cheese and 1tbsp mustard. Blend it all up and make sure you bake the pulled out bread for dippers!

**2 BEST BAGUETTES**  
Nothing beats a freshly baked baguette. A favourite way of ours is with some fresh chopped tomatoes, some spanish onion, chopped basil and seasoned with a good pinch of salt and pepper for good measure. If you like a bit of garlic, rub the bread with a clove before making. Perfection!

**3 CRUSTY PERFECTION**  
Bread used to be the addition to our table or the side to our soup but now it's the hero! Why mess with perfection. Serve it with oil, salt and pepper and you have yourself one hell of a tasty morsel. We can't beat the simplicity but if you want to, make a quick salsa with some ripe fresh tomatoes and a brown onion finely chopped. You won't need another thing.

# 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

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



# 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.



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**BOTTOM:** Es que repellesto quam alibus plam ventum at ea con prerum  
**TOP RIGHT:** Es que repellesto quam alibus plam ventum at ea con prerum



## OLIVE OIL

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

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### 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.



# 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.



# Feature sponsors - Cooking School

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

**Timing:** December, Jan/Feb, April & June

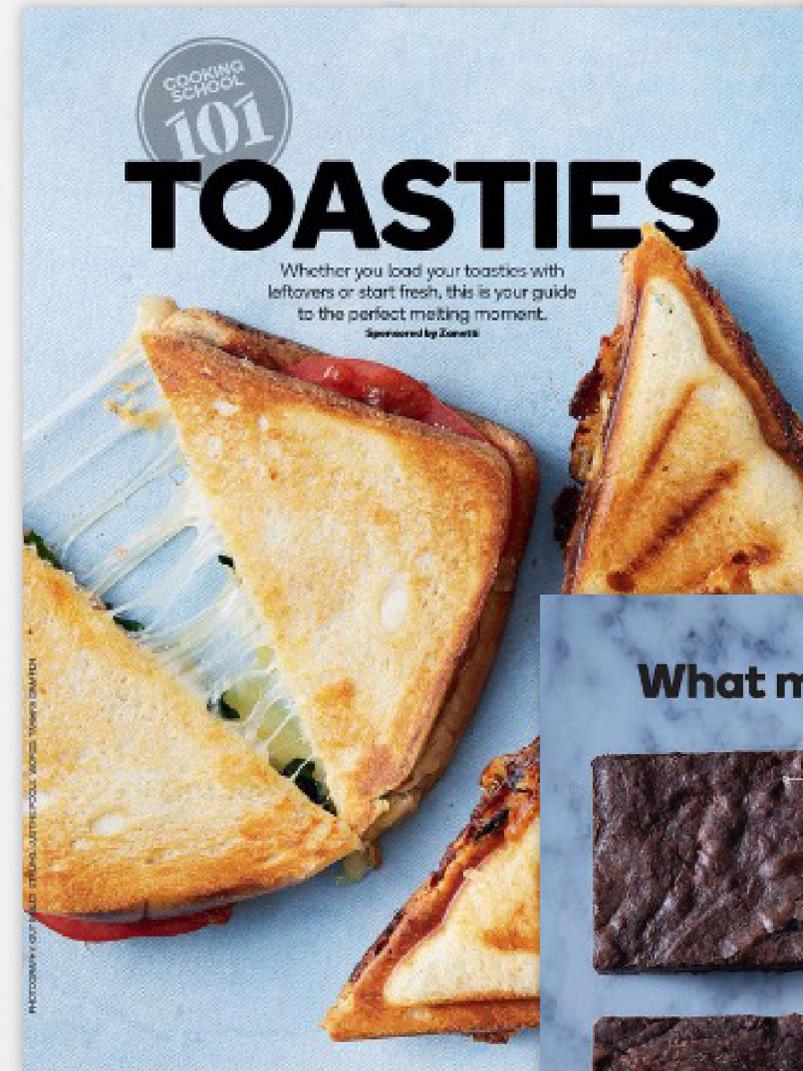
## Inclusions

- 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, fudgy centre of a brownie is a result of a higher fat (butter and chocolate) to flour ratio. Place the brownie sugar glass 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 crumbs 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 cakier brownie, use less fat (butter and chocolate), and more flour and baking powder.

**COOKING SCHOOL**

**🍫 Fudge brownies**  
**PREP** 15 mins + 20 to 30 mins standing  
**COOK** 30 mins **MAKES** 16

**200g unsalted butter, chopped**  
**1½ x 200g Cadbury Baking Dark Chocolate, roughly chopped**  
**1 cup caster sugar**  
**½ cup firmly packed brown sugar**  
**3 free-range free range eggs**  
**1 tsp brewed espresso coffee**  
**2 tsp vanilla extract**  
**½ cup Dutch processed cocoa**  
**¾ cup plain flour**

- 1 Preheat oven to 180°C/360°F fan-forced. Grease 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.

**🍫 Nutrition Per brownie:** 4g protein, 20g fat (5g sat fat), 33g carb, 2g sugar, 1g dietary fibre, 25mg sodium, 150kcal (320 cal)

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

WHILE EVERYONE HAS A FAVOURITE TYPE OF BROWNIE, OURS IS WITH A RICH FUDGE CENTRE. HERE'S HOW TO PERFECT IT. ALWAYS CHECK LABELS FOR INGREDIENTS & NUTRITIONAL INFORMATION.

**Cadbury Baking Dark Chocolate**  
Delicious all-time favourite is just what you need to make your baking more indulgent.

60 [www.woolworths.com.au/food-ideas](http://www.woolworths.com.au/food-ideas)

**freshideas** April 2022 61





# Meal Planner

Pivotal to Fresh Ideas Magazine is supporting our customers' needs in terms of providing value without compromising on quality or taste when it comes to recipe solutions.

Five 'Budget' delicious meals forms the recipe content of Meal Planner every issue.

Shopping staples such as cheese, yoghurt, pasta, rice, selected frozen vegetables, stocks and sauces have the opportunity to integrate into Meal Planner's Budget recipes.

Recipes are made shoppable by the QR code on the page that directs readers to the full ingredients lists, recipes methods and add to cart functionality online.

Brands have the chance to have their product featured via one sponsored call out per recipe (with the exception of the December issue).

## *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)\*
- A selection of approved frozen vegetables

\*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 woolworths.com.au

# recipe index

## starters, sides & extras

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82  
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## HEALTH & NUTRITION

**vegetarian**  
Contains ingredients that are derived from animals, except for milk and milk products, honey and eggs.

**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 fishing industry. They also don't contain some other typically non-vegan ingredients, like vitamin D3, casein, collagen, D2B and lanolin.

**gluten free**  
Contains no wheat, rye, barley or oats, 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 verify ingredients without gluten.

**low salt**  
Contains no more than 120mg of sodium in 100g or 100ml of the recipe.

**low saturated fat**  
Contains no more than 2.5g/100ml for liquid food or no more than 1.5g/100g for solid food.

\* Suitable for lacto-ovo vegetarians. Some of these recipes include cheese, which may contain animal rennet. Ingredients vary between brands so always check the label.

**cost per serve**  
This approximate figure is calculated in Weeknight Dinners by dividing the approximate cost of the ingredients (excluding ingredients marked as 'not included') by the number of serves in the recipe, and is correct at the time of printing (3 June 2023).

Ingredient prices used in calculations are based on standard RRP (before GST) of the Supermarket shelf price. Prices and product availability 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.

**\$** I saw see this icon, it means that the cost per serve is \$5 or less.

**🌱** These recipes are based around the 5-a-day goal, and align with specific guidelines and nutrition targets developed by our team of nutritionists.

Storage suggestions for leftover food are a guide only. It is recommended to keep perishable food cold and clean, and always check the label. If in doubt, throw it out.



95 woolworths.com.au/health/ideas

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  
½ wombok, thinly shredded  
300g pkt shredded carrot  
250g pkt snow peas, thinly sliced lengthways  
¼ bunch coriander, 1 cup chopped, remaining leaves to serve  
¼ bunch mint, ½ leaves picked, chopped, ½ leaves picked, to serve  
2 times, juiced  
¼ cup sweet chilli sauce  
2 lbs rice vinegar

2 lbs rice bran oil  
¼ 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 blended into a flavoured stock pot that melts easily.

**CHECK IT OUT**



**Plant Based Tender Chicken Style Strips**  
Pdis aliae coribusdam  
rectur, eum reperio  
nseñas eum eum  
alitata tusdae nos  
pratur simus



**fresh ideas**

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**CHECK IT OUT**



**Plant Based Tender Chicken Style Strips**  
Pdis aliae coribusdam  
rectur, eum reperio  
nseñas eum eum  
alitata tusdae nos  
pratur simus

**ON THE COVER:** Chees's dumpling nseñas recipe, p10. Photographer Brett Stevens. Stylist Justine Peels. \*See index (p14) for cooking page terms.

**GET COSY**

It's the season to snuggle indoors and fill your kitchen with the smell of fragrant food and warmth from the oven. There's much joy in returning from a day out in the chilly winter weather to the comfort of a cosy home-cooked meal.

Our delightful cover star, the Chees's dumpling sarnies, p10, is delicious inspiration you can whip up in less than 30 minutes. And for more fast flavours the family will love, turn to p55 for our lip-smacking budget dishes. We understand that winter can be a time when you need to watch your spend but that doesn't mean compromising on quality, so try our recipes using great-value in-season zucchini, p25. Then, flip to p14 for three brushed potato meals with comph, and p35 for nine budget weeknight dinners, all for **\$5 or less per serve**.\*

For those wanting to dust off their favourite appliance, you'll love our pick of simple slow-cooker sensations, p9, as well as surprising and wonderful creations you didn't realise you could make in your slow cooker, p103.

Are you ready to try the tastiest toasts ever? Our Cooking School, p15, takes you through our top tips to perfect the crunch, ooze and more.

If you'd like to share your own fast flavour, slow cooker or toastie recipe with us, post a photo and tell us about your dish on social media and connect using #myfreshideas.

**♥ The Fresh Ideas team**

**Acknowledgement of Country**  
Woolworths Group acknowledges the Traditional Custodians of the Lands throughout Australia and recognises their continuing connection to Land, waters and community. We pay our respects to Elders past, present and future.

**GET IN TOUCH!** [freshmagazine@woolworths.com.au](mailto:freshmagazine@woolworths.com.au) **ADVERTISING** [cartology.com.au](http://cartology.com.au)

**GREAT VALUE**  
I love the Spooky chicken noodle soup, p42.  
Nicky Harper, Woolworths magazine manager

**GREAT TO SHARE**  
The Zucchini gozleme, p31, is just perfect for lunch.  
Kate McMahon, editor

**DIG ON CRUNCH**  
The freshly made Chees's chums, p33, gets my vote.  
Tamara Graffen, food director

You can source most of the ingredients found in Fresh ideas magazines from the Woolworths Group's broad range, making it an affordable option. Chees's is a brand of Woolworths. \*Excludes advertorial rate. Only available to Food Category.

# 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.

# 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

PHOTOGRAPHY: BRETT STEVENS; STYLING: JENNY TOLUBERT; VEGGIES: LARA AL HUSBI AND ANBIA GEORGI

## 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-out

## 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

# Last Bite sponsorship

## Inclusions

- Sponsor the Last Bite editorial page, the final recipe within each issue of Fresh Ideas Magazine
- Product listed in the ingredients list
- 25 words and product featured in panel
- One high resolution image required of clients packaging

## The benefits

- Seamless editorial integration to drive inspiration and prompt usage.



ROLL WITH IT

# Last BITE

Is there anything more perfect than cheeseburger flavours in a sausage roll? It's the best of both worlds.

**High protein**

**Cheeseburger sausage rolls**  
PREP 20 mins COOK 25 mins MAKES 12  
COST PER SERVE\* \$1.14

**6-pack Woolworths beef burgers 540g**  
**Pampas frozen puff pastry, partially thawed**  
1½ cups shredded tasty cheese  
2 gherkins, sliced into rounds  
1 free range egg, lightly beaten  
1 tbs sesame seeds  
½ cup tomato sauce

**1** Preheat oven to 200°C/180°C fan-forced. Grease and line a large baking tray with baking paper. Working with 2 burgers at a time, press together, then roll into a 20cm log. Repeat to make 3 logs in total.

**2** To make 4 rolls, place a sheet of pastry on a clean surface. Sprinkle ½ cup cheese along the edge closest to you. Top cheese with a beef log and one-third of the gherkins. Roll up tightly to enclose filling. Trim edges. Cut into 4 rolls. Place rolls, seam-side down, on prepared tray. Repeat with remaining pastry, cheese, beef logs and gherkins to make 12 rolls in total.

**3** Brush tops of rolls with egg. Sprinkle with sesame seeds. Bake for 20-25 minutes or until golden-brown and cooked through. Cool slightly. Serve with sauce.

**► Nutrition** Per serve: 1380kJ (330 cal), 16g protein, 21g fat, 10g sat fat, 18g carb, 3g sugars, 2g dietary fibre, 500mg sodium

PHOTOGRAPHY: ROB GRAY STYLING; SARAH O'BRIEN FOOD PREPARATION; BREESEA SWANN RECIPES; GEMMA LUONGO. \*SEE INDEX (P95) FOR COST PER SERVE TERMS.

98 [woolworths.com.au/freshideas](http://woolworths.com.au/freshideas)

# Fresh Ideas

## Content 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



# Booking deadlines

	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan/Feb-25	Mar-25	Apr-25	May-25	Jun-25
<b>Advertorial briefing deadline</b>	28 Mar	29 Apr	27 May	24 Jun	29 Jul	19 Aug	14 Oct	4 Nov	20 Dec	24 Jan	24 Feb
<b>Display ad booking deadline</b>	26 Apr	24 May	21 Jun	19 Jul	23 Aug	13 Sep	8 Nov	29 Nov	24 Jan	21 Feb	21 Mar
<b>Display ad material deadline</b>	3 May	31 May	28 Jun	26 Jul	30 Aug	20 Sep	15 Nov	6 Dec	31 Jan	28 Feb	28 Mar
<b>In-store date</b>	26 Jun	31 Jul	28 Aug	25 Sep	30 Oct	20 Nov	15 Jan	12 Feb	26 Mar	23 Apr	21 May



# 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