
FRESH
THE lifestyle resource
for Australian households

EDITOR'S NOTE:

For the past 20 years, it has been our privilege to be Australia's trusted kitchen companion, bringing joy to tables across the country. And as our readers needs have grown and evolved so have we. With food very firmly at our heart, we have expanded into the lifestyle space, supporting and reflecting the wonderfully diverse way modern Australians live, eat and entertain.

Driven by a passion for meaningful collaborations, the Fresh team uses our deep experience and audience 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



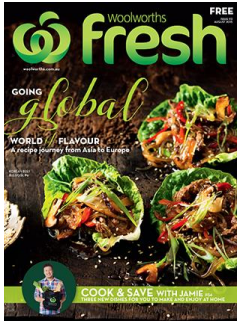
CELEBRATING 20 YEARS OF TRUSTED COMPANIONSHIP BY EVOLVING BEYOND THE KITCHEN

Food remains at our heart, but Fresh now reflects the multifaceted reality of modern Australian life.



2006

Woolworths Fresh magazine was launched in 2006 to provide Australian shoppers with free, practical recipe ideas and budget-friendly meal solutions.



2012

In 2012 the magazine underwent a design refresh introducing a new masthead along with a modernised approach to food photography. A digital version of the mag was introduced in 2015.



2020

Rebranded to Fresh Ideas, the now omni-channel brand shifted from simply sharing recipes to providing meal solutions, budget-friendly planning and a renewed focus on farmers and fresh food.



2026

The 20th Anniversary marked a significant relaunch, seeing the evolution from a traditional recipe content offering to a lifestyle brand with food at the heart. Informative food and product news, interviews and longform storytelling was introduced, along with a commitment to always-on lifestyle coverage.

AUSTRALIA'S ICONIC HOUSEHOLD COMPANION, EVOLVED

For 20 years, *Fresh* has been an essential household companion for millions of Australians. Marking its 20th anniversary, *Fresh* transforms from a recipe cookbook into a dynamic lifestyle guide, integrating food, health, home and personal care into one trusted resource.

Powered by Cartology, *Fresh* connects brands with over 4 million monthly shoppers, turning quiet moments of sofa inspiration into active in-store and online conversion.



AT THE HEART OF MODERN AUSTRALIAN LIVING

A lifestyle magazine with food at the heart that reaches over 4 million Australians every month.

Connects high-impact brand awareness to tangible sales results. **4 in 5 readers (80%) actively use Fresh Magazine in a shopping context**, turning quiet inspiration into instant cart additions in-store and online.

REACHING 83%
of primary household buyers controlling the weekly shop

4 IN 5 READERS
actively use Fresh to plan, discover, and build their cart



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

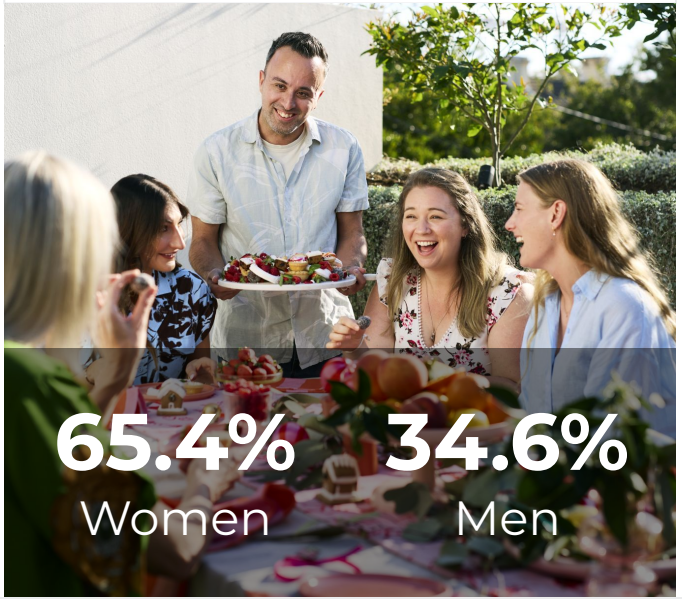
Reaching 4.04 Million Woolworths Shoppers every month

LIFESTAGE



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

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



UNMATCHED REACH & ACTIVE ENGAGEMENT

Fresh delivers deeply engaged household buyers at scale...









PRIMARY DECISION MAKERS
Reaches **83%** of key household decision-makers who actively control the weekly grocery budget and basket choices.

IN-STORE DISCOVERY
Shoppers intentionally seek out physical copies in-store, with **88%** finding it effortless to locate at check-out or display stands.

SHOPPING JOURNEY UTILITY
4 in 5 readers actively integrate the magazine into their shopping context, with **58%** reading it post-shop to plan future purchases.

TANGIBLE "ME TIME"
High physical retention with 38% bookmarking or tearing out pages to revisit, and 32% viewing it as a dedicated, screen-free moment of downtime.

PROVEN COMMERCIAL IMPACT
60% of readers purchased or plan to purchase a product seen in this month's magazine (+4 pp vs. Coles 55%)

Source: Bunch Customer Survey 2026 & Tracking Study, August 2026

DRIVING COMMERCIAL OUTCOMES

Fresh consistently outperforms the competitive benchmark in driving shoppers from inspiration directly to purchase.

60% Purchase Conversion
3 in 5 readers purchased or plan to purchase a product featured in Fresh (+4 pp), outperforming Coles Magazine (55%, down -7 pp).

65% Supermarket Footfall Driver
Readers are significantly more likely to shop at Woolworths (+4 pp vs Coles at 59%)

Halo of Quality
63% associate featured brands with premium quality vs 55% for Coles.

Source: Tracking Study, August 2026



Campaign of the Year

OLD EL PASO - MEX IT SIMPLE

THE BRIEF

Old El Paso had an ambition to reverse customer decline and recruit light and lapsed buyers by influencing meal choices before customers defaulted to familiar meal options.

THE OBJECTIVES

01 Recruit light and lapsed Old El Paso buyers.

02 Reverse customer decline and grow penetration.

03 Influence meal planning and selection before customers reach the Mexican aisle.



THE INSIGHT

1 in 4 Australians cook Mexican at home, showing the occasion already had broad relevance.

1 in 10 Woolworths customers were light Old El Paso buyers, creating a clear recruitment pool.

Meal choices often centre around proteins, selected early on the shopping journey.

Campaign of the Year

THE SOLUTION

Inspired meal planning

Getting mexican on the menu with a **Fresh Magazine Front Cover Sponsorship** and double page spread inspiring customers before their shop.

Cross-category targeting

Converted online intent by targeting relevant search queries, creating a seamless path to purchase when customers were actively seeking quick meal ideas.

Complimentary POS placements

Intercepted shoppers well before the Mexican aisle by deploying strategic out-of-aisle POS displays directly within fresh produce and meat departments.

Old El Paso

THE RESULTS

+35%
Weekly Sales

+39%
In Store Sales

+49%
Online Sales Growth

52k
New to Brand Customers

Source: Weekly Sales vs pre Campaign
In Store vs STLY | Online vs STLY





BRAND ADVERTISING

Maximise reach and build mental availability.

Secure mass shopper attention across almost 4.1 million monthly shoppers in a premium, high-attention editorial environment.

Best for:
Penetration, broad brand scale, and major MPD or seasonal launches.



SPONSORED CONTENT

Win category consideration through trusted editorial.

Seamlessly weave your brand into the editorial fabric of the magazine through bespoke recipes, deep storytelling, and lifestyle features.

Best for:
Market share, brand differentiation, product education, and expanding usage occasions.

EDN



SOCIAL MEDIA

Extend inspiration into active digital feeds.

Amplify Fresh editorial across Woolworths' trusted social channels with short-form, mobile-first video designed for immediate digital engagement.

Best for:
Omnichannel reach, rapid engagement, and driving click-to-cart discovery.

PRE-SHOP TO POST-SHOP:

Guiding customer decisions from the sofa to the shelf

PRE SHOP
Prime Audiences



Off-network



Fresh 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 Mag


ADVERTISING
SOLUTIONS

SPONSORED CONTENT
AUTHENTIC INTEGRATION

Editorially crafted executions that allow brands to integrate into *Fresh* 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.













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.





Expert Content

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

Inspiration to Action

Readers are significantly more likely to purchase products promoted via recipe inclusion, driving a proven *23% direct brand purchase lift.

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 Everyday Needs and lifestyle categories.

Expert-Driven Content

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

Influence the Shopper Basket

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

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, guiding shoppers from sofa inspiration to aisle purchase.

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* 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 active list-building and basket conversion.



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* team bespoke styling and photography to make 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

- CONSUMER PROMOTIONS/EVENTS

Drive mass participation and volume through high-value retail moments.

Amplify your brand's biggest seasonal moments and retail initiatives by embedding them directly within Australia's most trusted household magazine







High Impact Exposure

Command national attention with prominent co-branded editorial features, full-page spreads, and eye-catching visual showcases that guarantee maximum brand recall.

Influential Environment

Place your campaigns within a trusted, premium editorial space that elevates your promotions and builds immediate shopper confidence.

Seamless Integration

Seamlessly align with major Woolworths group events, themed seasonal moments, and beloved commercial partnership programs.

Conversion

Drive immediate shopping list additions and store traffic with highly visible, clear mechanics-to-win and exclusive brand offers.

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.





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* editorial team for high-quality, product-centred recipes and storytelling.

Premium editorial

Bespoke recipe development by the *Fresh* 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* food editors.





Showcase Versatility

Create a deeper connection with consumers while demonstrating product versatility and inspiring new everyday usage occasions.

Credibility

Leverage the trusted reputation of the *Fresh* 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.

SPONSORED CONTENT

-EDITORIAL MENTION

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

Subject to editorial discretion



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.

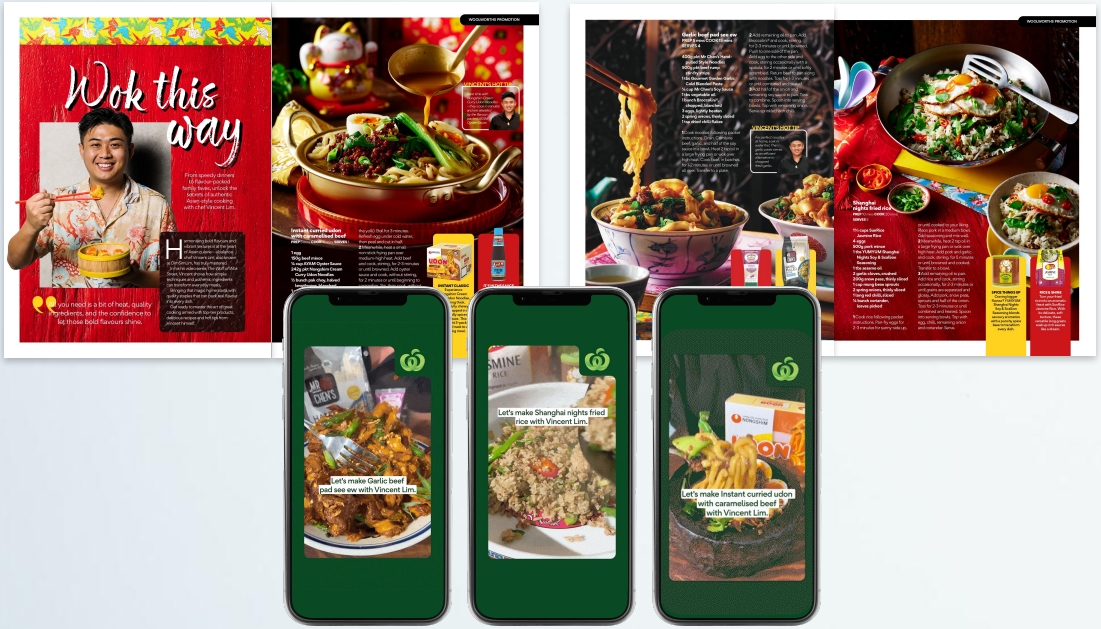
Basket building

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

SPOTLIGHT ON:

BESPOKE CATEGORY FEATURES

Your brand is seamlessly integrated into engaging, editorially-driven content that inspires immediate purchase intent for key occasions.



High-Impact Exposure

Get your brand in front of a targeted audience of almost 4.1 million readers.

Influential Environmental

Feature in seasonally relevant, high-impact environments at key customer moments.

Editorial Excellence

Harness the expertise of the *Fresh* editorial team to highlight your product with high quality executions.

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 to drive broad brand penetration and mental availability in an aligned and trusted environment.





High-Impact Exposure

Get your brand in front of a targeted audience of almost 4.1 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).

EXTEND INTO SOCIAL MEDIA

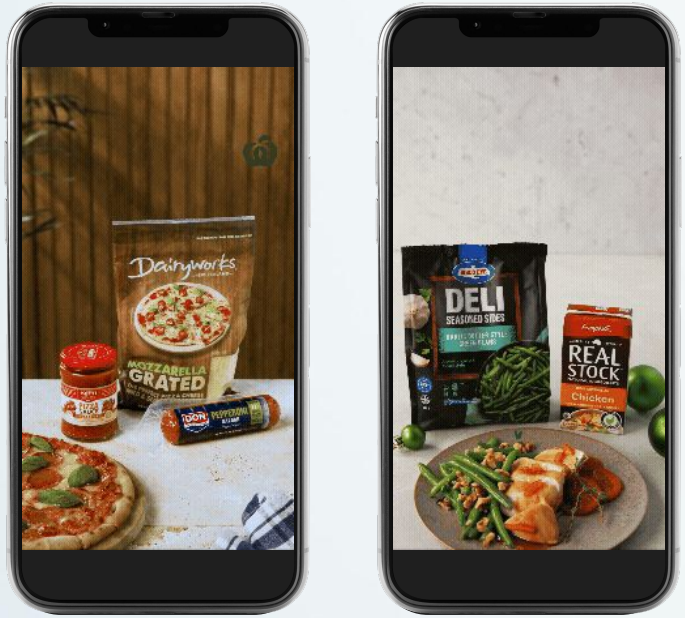
Amplify Fresh Inspiration with Scale, Trust, and Shoppability

Leverage Woolworths' strategic social media ecosystem and brand trust to amplify your Fresh 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.

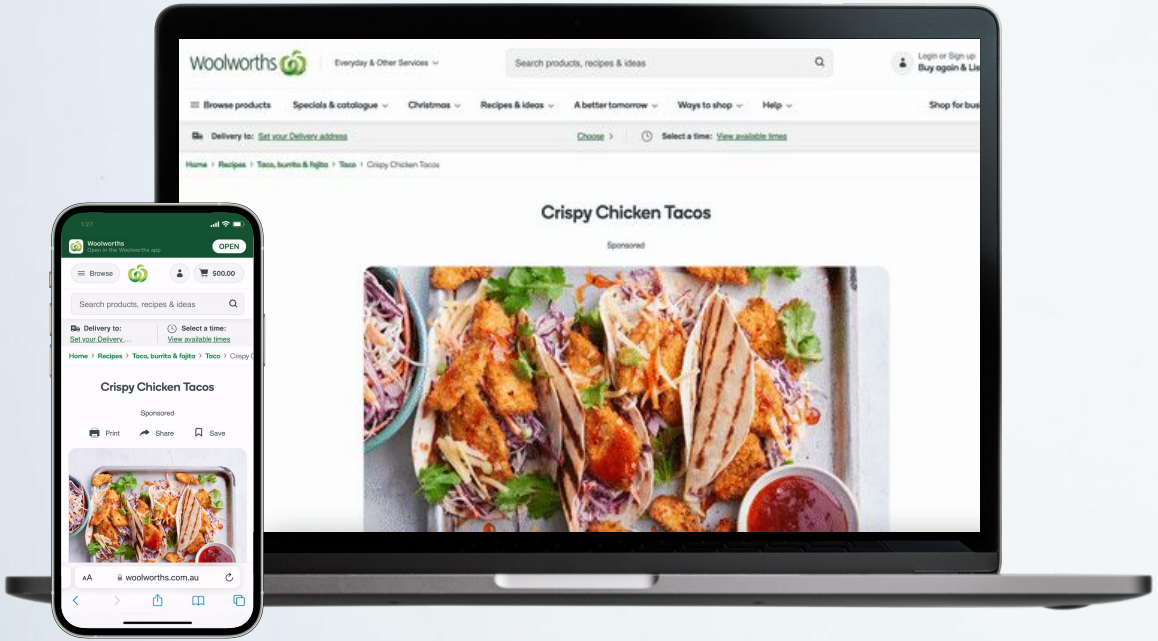
Cinemagraph

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.

Health
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 greenthumbs - 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.



KEY TIMINGS AND CONTACTS

SEASONAL MOMENTS

Seasonally timed environment opportunities





JUN	JUL	AUG	SEP	OCT	NOV
Winter Warmers Winter Breakfast Winter Entertaining Pets Special	Baby & toddler Special Back to School	Slow Cooking Cooking with Kids	Spring cleaning Father's Day Diwali, Footy Finals	Halloween BBQ Special Summer Health & Beauty	Christmas Gifting Christmas Prep





DEC	JAN	FEB	MAR	APR	MAY
Christmas Summer Entertaining	Outdoor eating, Back to school/work, Lunar New Year, Australia Day		Easter Prep Reset Your Routine	Easter Back to School Camping	Winter Health & Beauty Mother's Day

Want to know more?

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

cartology

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