COLES

As Australia's most-read magazine, the success of Coles magazine has been staggering, with over 4.3m readers picking it up every month to be inspired by its recipes, ideas and techniques designed to make their lives a little bit easier.

OBJECTIVE

The key objectives for Coles magazine is to engage the supermarket's millions of customers, building brand equity and influencing purchase to drive sales. With a target audience of grocery buyers, the majority of which are women with young families, the magazine aims to provide quick and easy 'What's for dinner?' solutions.

METHOD

Every issue of the magazine is packed with recipes designed to feed the family quickly, easily and on the right budget, using tips and advice to save money and uncover new products in the aisle. While each issue features key own-brand ingredients, it also builds awareness of supplier brands, while providing valuable advertising space for brands keen to get their products in front of 4.8m engaged readers.

RESULTS

From readership and engagement to advertising revenue and sales, the results are stunning. Readership has increased 15% YOY to over 4.3m, which exceeds the combined readership of all newsstand food and drink publications by 1.9 million readers, while 71% of customers have purchased ingredients specifically for a Coles magazine recipe at a Coles supermarket. Meanwhile, 88% of customers think Coles magazine content is trustworthy and 86% of customers like or love reading the magazine. Advertising revenue has also strengthened, with advertising revenue results increasing 18% YOY.

CONCLUSION

It's difficult to imagine a magazine more successful than Coles. It succeeds on every level, whether it's circulation, reader satisfaction or plain hard sales, and with its regular annual haul of awards, it's clear that the global content marketing industry agree. Now, what's for dinner?

Readership increased to over **4.3M**

VoPP