

**chattr.**

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We deliver all the entertainment news worth chatting about right to the feeds of our loyal readers. Our Aussie audience lives and breathes all things reality, movies, streaming and TV and is always up to date on the local goss that's dominating social feeds and circles. We're the beating pulse of every entertainment conversation worth having.

Our Chattr community rely on us for up-to-date score boards and eliminations on competitive reality TV, personal and non-intrusive interviews with our favourite stars and all the deets they need for their next binge session.

We don't just report the news, we have conversations about it.



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**2.5 M+ ANNUAL USERS**

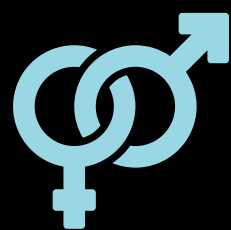
**3.5M MONTHLY REACH**

After re-launching in 2023, Chattr has already attracted more than 2.5 million users in the last twelve months and a social media reach of over 3 million a month.

With our entertaining and informative content across the website and social channels, Chattr reaches over 3.5 million people a month.



# chattr. AUDIENCE



Male: 33%  
Female: 67%



82% AU &  
NZ readers



62% of readers  
live in Aussie  
capital cities

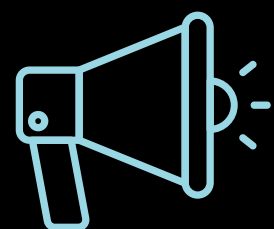


18-24: 8%  
25-34: 25%  
35-44: 18%  
45-54: 18%  
55-64: 18%  
65+: 14%



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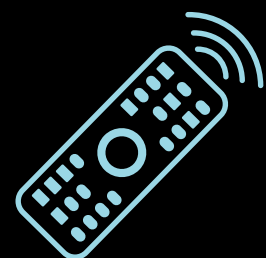
JOIN AUSTRALIA'S ENTERTAINMENT COMMUNITY



**NEWS  
FOLLOWERS**



**AVID  
COOKERS**



**REALITY TV  
OBSESSED**



**FILM BUFFS**



**FITNESS  
LOVERS**



**SHOPPERS**



**SPORTS  
FANS**



**MUSIC  
SUPPORTERS**

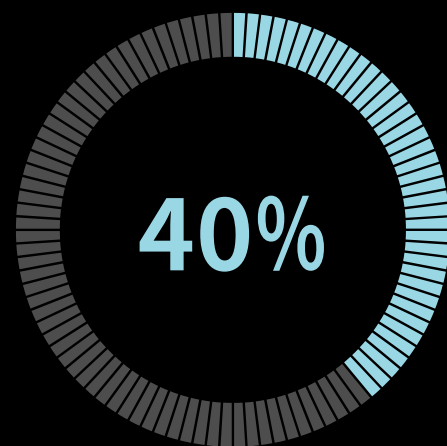


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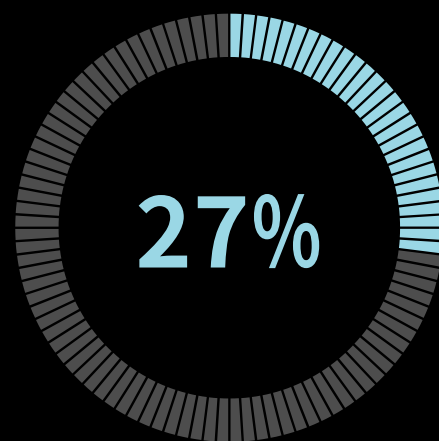
JOIN AUSTRALIA'S ENTERTAINMENT COMMUNITY



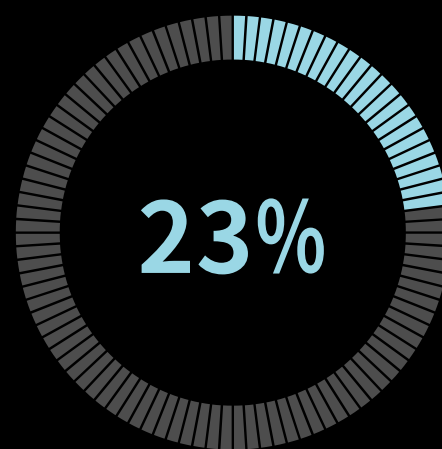
**AVID COOKS**



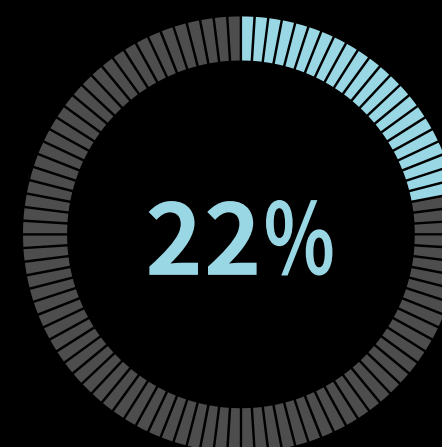
**SHOPPERS**



**FITNESS  
LOVERS**



**HOME & GARDEN  
ENTHUSIASTS**



**TECHNOPHILES**

