



PRESS RELEASE

Australia's biggest publishers join forces: MPA newsagency campaign to promote medium and drive sales

26th November 2015: The Magazine Publishers of Australia (MPA) today announced in 2016 the country's biggest publishers will unite with a first-of-its-kind campaign to promote the magazine medium and drive newsagency sales.

Launching in February and backed by Bauer Media, Pacific and NewsLifeMedia, three national newsagent exclusive promotions will launch over a period of three months to drive newsagency sales for three of the country's best loved magazine categories: weeklies, homes and food.

Mary Ann Azer, Executive Chairman, MPA, comments: "For the first time, Australia's largest publishers will join forces and work together to promote some of the country's favourite magazines. Not only is this an incredible initiative for the magazine medium and our newsagency partners - it's also a great result for Australian readers, with a portfolio of inspiring ideas and purchase initiatives set to be unveiled."

Seventeen of the country's biggest magazine brands will come together under the campaign including: Woman's Day, New Idea, That's Life, Take 5, Who, NW, Better Homes and Gardens, House and Garden, Home Beautiful, Real Living, Vogue Living, InsideOut, Australian Women's Weekly, delicious., donna hay, Australian Gourmet Traveller and Taste.com.au.

The seventeen brands collectively deliver 9.3 million magazine readers per month and 32.6 million brand impressions across print, online and social.

Peter Zavec, Chairman, MPA comments: "For the first time, the collective online, social and digital reach of some of the biggest brands in the country will work together. This is the biggest magazines promotion ever undertaken in Australian newsagencies – and a flagship, timely initiative by the MPA."

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For more information head to <http://magazines.org.au/>

For media enquiries, please contact:

Mary Ann Azer, Executive Director, Magazines Publishers of Australia

M +614 90243611 **T** [+612 9282 8472](tel:+61292828472)

E: mazer@magazines.org.au

Sources :emmaTM conducted by Ipsos MediaCT, 12 months ending September 2015, People 14+

Brand impressions based on: Nielsen NetView Hybrid September 2015; Google Analytics October 2015. Social media stats updated as at 2 Nov 2015. emmaTM readership September 2015

About Magazine Publishers of Australia (MPA)

The Association of Magazine Publishers of Australia Inc. (MPA) was established in 1995 and represents Australian publishers of consumer, cover-priced and nationally distributed magazines. Member publishers include Bauer Media Group (formerly ACP Magazines), NewsLifeMedia (formerly News Magazines) and Pacific Magazines. The MPA aims to maintain a strong, influential industry voice; demonstrate that magazines are an effective communication channel; provide thought leadership; and promote the value and benefits of magazine content, audiences and advertising across all platforms.