

marie claire

**MARIE CLAIRE NOW ON IPAD:
DIGITALLY ENHANCED, INTERACTIVE AND COMPELLING**



WORLD EXCLUSIVE PINK INTERVIEW 'COMES TO LIFE' ON SEPTEMBER COVER

Thursday 8th August, 2013: marie claire Australia will today reveal its first ipad edition, launching with the September issue.

Jackie Frank, editor/publisher, marie claire says the launch of its first digital edition is an exciting evolution for Australia's biggest selling fashion magazine.

"marie claire's ipad edition offers sharp aesthetics and best-in-class interactivity in an easy to navigate package," comments Frank.

"With unique content, incredible imagery and a host of special executions, the ipad edition brings the pages of marie claire to life in dynamic style, whilst giving readers an exciting new platform to enjoy their favourite magazine."

Exclusive content for the ipad edition includes 360° rotating fashion content, runway footage, interviews with the fashion team, shopping directly from the page and a video welcome from the editor.

All features are digitally enhanced, including automated photo galleries and video throughout as well as a special interactive crime report, whereby readers can watch Channel 7 archive footage with 'suspected' criminals and click through to expert analyses of the tell-tale signs that indicated their guilt.

The ipad and print editions of marie claire's September issue both feature a **world-exclusive interview with Pink**. The superstar comes to life and speaks on the cover, with video content 'appearing' as she welcomes readers to the September issue of marie claire. Inside the issue,

readers can enjoy exclusive Pink backstage images and go behind-the-scenes on the cover shoot. Readers of the print edition of the magazine enjoy the augmented reality cover enabled by Netpage – a new, free app for Pacific Magazines which ‘unlocks’ print content into a digital experience on a smart phone.

“We look forward to bringing readers innovative, exclusive bonus content – and a few surprises – with every iPad edition,” adds Frank.

The September edition also partners with online retailer Next UK, with a free 40-page marie claire@work special supplement.

Anne-Marie Clarke, National Advertising Manager, marie claire, says, “We are thrilled to partner with Next UK on this special project.

“marie claire reaches more female professionals in management positions than any other fashion magazine and this supplement offers our affluent readers inspiration and advice for their career, their finances and their working wardrobe. They can also shop fashion from NEXT straight from the page, with our new Netpage app, showcasing how advertisers are harnessing the power of our ground breaking technology.”

The launch of marie claire’s iPad edition is priced at \$5.49, or \$51.99 for 12 issues, and is available from the App store and Google Play.

Ends.

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Netpage is available from the iTunes app store and Google Play.

<https://itunes.apple.com/us/app/netpage/id562168829?mt=8>

<https://play.google.com/store/apps/details?id=com.netpage.nea>