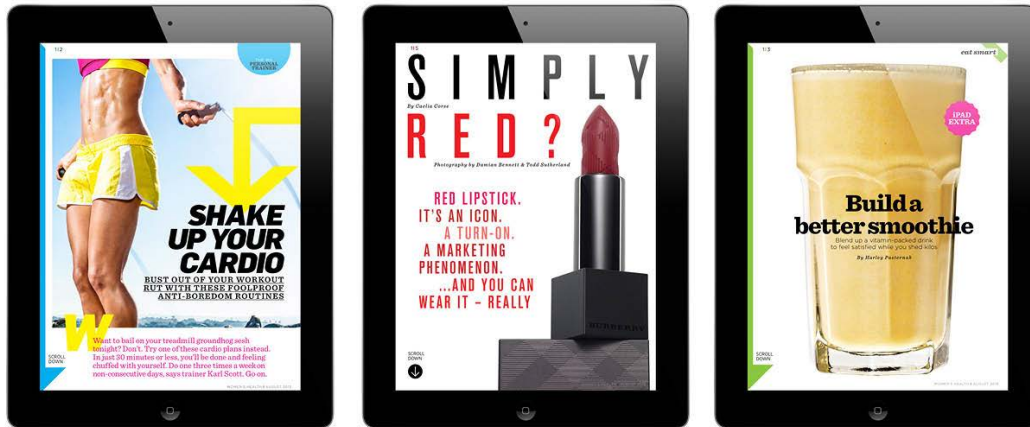


AUSTRALIAN Women's Health



WOMEN'S HEALTH REVEALS FIRST IPAD EDITION

AUGUST ISSUE OF WOMEN'S HEALTH NOW AVAILABLE ON THE APP STORE

July 18, 2013: Pacific Magazines has today revealed the first *Women's Health* iPad edition, launching with the August issue.

Women's Health Acting Editor, Rachelle Mackintosh, says the launch of the easy-to-follow digital offering is an exciting development for the brand:

"The *Women's Health* downloadable version is a dynamic extension of the country's most read women's lifestyle title, and one which allows us to bring our core subjects to life in a way that can be enjoyed on-the-go.

"Our iPad edition offers compelling interactivity and design, yet is simple to follow and easy to navigate. We look forward to bringing our readers continued innovation and exclusive content with each month's issue," Mackintosh adds.

The *Women's Health* iPad edition features an exclusive behind-the-scenes video interview with August issue cover star Keri Russell, as well as access to fashion shoots, short movies, customisable workout planners and interactive animations in which the reader can see workouts come to life.

Beauty "how-tos" are dynamically brought to life – the reader can tap on their favourite colour swatches to reveal product information and advice on how to match skin tones with the season's beauty trends, plus there's extra iPad-exclusive content and detail throughout. Live links to *Women's Health's* social media platforms replace the readers' letters page.

All advertisers in the August print issue of *Women's Health* also feature in the iPad edition, with future editions set to capitalise on the interactivity and rich media capability of the digital format.

The launch of the *Women's Health* iPad edition is priced at \$5.49 per issue, or \$51.99 for 12 issues, and is available from the App Store.

<http://appstore.com/womenshealthaustralia>

Ends.

For further information, free app downloads or to arrange an interview, please contact:

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