

Girlfriend

MEDIA RELEASE

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GIRLFRIEND UNVEILS BOLD NEW LOOK

AUSTRALIA'S HIGHEST-REACHING TEEN GIRLS MAGAZINE WELCOMES FRESH REDESIGN



Wednesday, February 22, 2012: The March 2012 issue of *Girlfriend* hits newsstands today, featuring a fresh new look, including new sections, redesigned layouts, fonts and a greater reader presence throughout the magazine.

Under Sarah Tarca's editorship, the masthead will increase the volume of real readers used in fashion and beauty shoots, and up the presence of reader comments and feedback throughout the magazine. Investigative reports and features will also have a stronger presence within the new-look magazine.

In addition to design changes, the March issue features a unique advertising execution, a takeover of the beauty section with vertical strips, sponsored by Ulta3 nail polish – the first time *Girlfriend* has carried such an offering.

Girlfriend editor, Sarah Tarca, comments: "Our commitment is to deliver high-quality, engaging content that reflects the changing needs of our readers and a true understanding of the issues they face. This has underscored *Girlfriend's* rise to number one, as the country's highest-reaching teen girls magazine. When our readers speak, we listen."

"Continued innovation is critical to our ongoing success in this market. Our plan was not to change the elements our readers already love, but rather to build on them and deliver a fresh and more aspirational package that caters to every aspect of their lives. This is evident in our March issue with the new sophisticated – yet fun – design," adds Tarca.

The redesign issue marks the inaugural launch of the *Girlfriend* and *The Sims 3* game blogger campaign – a national initiative that provides an opportunity for one lucky reader to contribute to a gaming column within the magazine each month.

Girlfriend continues to deliver a strict body-image policy, covering everything from the selection of healthy models published within the magazine to firm retouching guidelines, and this policy will remain intact.

The new issue of *Girlfriend*, featuring Lily Collins on the cover, will go on sale today.

Ends.

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