



Announcement
OK! MAGAZINE – NOW ON SALE FRIDAYS¹!

Big news! *OK!* magazine is moving to a Friday on-sale day – starting next Friday, November 7.

'Here at *OK!*, we're not content to rest on our title of Australia's Magazine of the Year, we're always on the lookout for ways to make a better magazine for our readers and our commercial partners,' says editor Kim Wilson. 'We believe that moving to a Friday offers a lot of benefits to both.'

Those benefits include:

- *OK!*'s must-read celebrity news will be hot off the press when our readers are in the newsagent buying their weekend paper, while other magazines will have been on sale for almost a week.
- *OK!*'s readers will have the latest product information – from beach-read books to new healthy snacks – at their fingertips when they're browsing their local stores.
- A fresh, new *OK!* – full of in-depth features – will be on the stands when consumers are looking for some leisurely weekend reading.

In short, a Friday on-sale means *OK!* will be delivering the magazine at its freshest when readers have time to enjoy it, and when they can really act on the ideas we offer them. And, of course, *OK!* will still be there with the other magazines when they follow on a Monday.

OK!'s change of on-sale will be supported heavily by mass media, above the line marketing, TV advertising, print, Internet and point of sale promotion.

OK! – giving you another reason to look forward to Fridays...

¹ Only in NSW, VIC and QLD metro areas