

ACP Magazines presents **WOMEN'S LIFESTYLE AWARDS**



DRIVE SALES AND REAP REWARDS!

Spring marks the season for new beginnings, and this month we are very excited to announce the launch of our first ever Women's Lifestyle magazine awards. The awards, launched by Deborah Thomas at the recent Connections Conference, provide an opportunity for you to do what you do best and be rewarded for your achievements.

Improve the positioning of ACP Women's Lifestyle titles in your store to better drive sales and increase revenue for you.

There are five award categories, each with amazing prizes and money can't buy experiences. Awards will be judged on recorded sales growth as well as photos received by Connections before December 6, 2009.

QUALIFYING PERIOD

September 14 to December 6, 2009.

WINNERS' ANNOUNCEMENT:

Winners for all categories will be announced March 8, 2010.
(When all issues have closed and analysis has taken place.)

HOW TO ENTER? STEP 1: Implement initiative. STEP 2: Take photos and reduce file size.

STEP 3: Email cwaprizes@acpmagazines.com.au with you NSDC number, category you are entering and a brief explanation of what you did. STEP 4: Keep on submitting! **GOOD LUCK!**

N.B. Photos must be submitted for any of the categories asking for evidence.

CATEGORIES

1. THE AUSTRALIAN WOMAN'S WEEKLY

Most improved YOY sales growth % leveraged through new positioning initiatives.

CRITERIA: The highest % sales growth achieved in the qualifying period including photographs covering the new position initiative. Eg: On the counter for the 1st 3 days of onsale or taken out of category home and placed on premium real estate in store (ie: gondola end).



PRIZE: Money can't buy - private dinner party for 15 people, with one of The Australian Women's Weekly celebrity food editors. We will come to your house and create a 3 course meal for all your guests.



Oct issue on sale 23/9 | Nov issue on sale 28/10
Dec issue on sale 25/11

2. WOMAN'S DAY, NW, GRAZIA, TAKE 5

Cross-brand sales increase across all 4 titles.

CRITERIA: The highest % sales growth across all 4 titles in the qualifying period plus photographs covering the new position initiative.

PRIZE: White Gold Raymond Weil Watch Shine valued at \$4,500.



3. GOOD HEALTH

Most improved YOY sales growth % plus adoption of positioning initiative next to The Australian Women's Weekly.

CRITERIA: The highest sales growth achieved in the qualifying period plus utilisation of provided flat stack unit (which some of you would have been sent at relaunch) or double-facings next to The Australian Women's Weekly, photo for each month's issue obligatory.

N.B. There are a small amount of units available which can be requested, but there are no guarantees that all requests will be honoured.

PRIZE: Pandora gift voucher valued at \$1,000. Accessorise with the must have jewellery collection for this summer.



Oct issue on sale 2/9 | Nov issue on sale 7/10
Dec issue on sale 4/11 | Jan issue on sale 2/12

CATEGORIES



4. BRAND EXTENSIONS

Most improved display positioning initiative.

CRITERIA: Positioning of brand extension next to parent title, photo for each positioning required and display initiatives.

BRAND EXTENSION SCHEDULE

O/S 14/9 - AWW Weeknight Favourites
O/S 12/10 - Your Body
O/S 15/11 - AWW Holiday Food

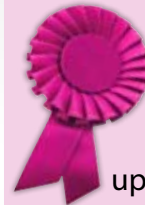


PRIZE: Fashion Wardrobe Makeover. Go on a personalised shopping spree with our Grazia Fashion Editor and select this summer's top 10 essential pieces, up to the value of \$2000.

5. ACP COOKBOOKS

Most improved display initiatives.

CRITERIA: Photographic evidence of display.



PRIZE: Beauty Makeover. Go on a shopping spree with our talented Madison Beauty editor and indulge in a one on one makeup up lesson, along with a manicure, facial, pedicure and hair appointment.

