

GRAZIA



November 30th, 2012

INTRODUCING GRAZIA'S FIRST MEN'S EDITION

It's a *Grazia* first! The magazine's first men's edition hits the stands this week after much demand from its advertisers and readers.

Incorporated into the regular magazine in a flip-book format, the 34-page men's mini-mag covers fashion, beauty and lifestyle "for him".

The special edition, which features an exclusive cover shoot and interview with *The Voice* judge Joel Madden, targets the upmarket, style-conscious partners of women who already buy the magazine.

"Men are just as hungry for style advice as women," says editor Amy Molloy. "We know many of our readers hand their *Grazia* to their other half when they've finished, so it seemed the natural next step to create a 'his and hers' issue."

The combined men's and women's issue comes at no extra cost to readers - the cover price remains the same.

"This is an exciting opportunity to broaden our demographic," says publisher Robyn Foyster. "It also gives advertisers a new platform for men's products. *Grazia* readers use the magazine as a shopping list – it's their authority on what to buy now – and we hope our male readers will trust us in the same way."

Grazia is planning at least two more men's editions in 2013. The *Grazia* men's edition hits newstands on December 3rd.

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About GRAZIA

GRAZIA is Australia's only weekly glossy fashion magazine – making the news and breaking the views. GRAZIA is at the hottest parties, we're front row at the shows as they happen, we interview everyone from celebrities to politicians and we're the only magazine that showcases fashion and beauty buys now, not last month but week after week. GRAZIA is published in 15 countries, making an international network that accounts for a total global circulation of 4 million copies per month. GRAZIA is increasingly recognised by both readers and international advertisers as a reference point for style and journalistic quality across a broad spectrum of subjects. Attracting advertising from both domestic and international fashion and luxury brands, the magazine is a benchmark for "Made in Italy" style and sophistication. GRAZIA sells an average 49,714 copies and attracts 197,000 readers each issue (ABC, April-June 2012; Roy Morgan Research, July 2011-June 2012).

About ACP Magazines

ACP Magazines is Australia's leading magazine publisher. The company is the magazine arm of leading Australian media and entertainment company, Nine Entertainment Co. ACP Magazines publishes 48 audited titles in Australia which sell 86 million copies each year. They include some of the longest-running and most successful mastheads such as the biggest selling monthly magazine, The Australian Women's Weekly, Australia's number one weekly magazine, Woman's Day, Dolly, NW, TV Week, CLEO, Cosmopolitan, Australian Gourmet Traveller, madison, GRAZIA, Australian House & Garden, Zoo Weekly, Top Gear Australia and Wheels. Integral to the company's success are vibrant, information-packed reader websites. ACP currently produces digital editions for 40 of its titles. ACP Custom Media leads the way in creating branded editorial content for major clients including Coles, Telstra, Qantas and Myer. For more information visit <http://acpmagazines.com.au>