

WE THINK WOMEN

WE KNOW WOMEN



MEDIA GROUP

“Forget India, China, the internet

ECONOMIC GROWTH

is driven by women”

THE ECONOMIST

The

9.5

million women in Australia

are spending and influencing

BILLIONS OF DOLLARS

each and every week

BAUER MEDIA



WHY WE HAVE A

GREAT CONNECTION

- we **listen**
- we **inform**
- we **engage**
- we **ignite thoughts**
- we **create feelings**
- we **inspire**

Our brands are
A TRUSTED PART
OF WOMEN'S LIVES



we **lis-**
ten



Each year, Bauer Media Women's Magazines reach

91%

of women in this country.



That's almost
8.7 million
women spending
billions
each year





REACH

MEANS NOTHING WITHOUT THE 6 R'S





RELATIONSHIP

In a world of free media,
our readers pay

\$7.58

for this experience.

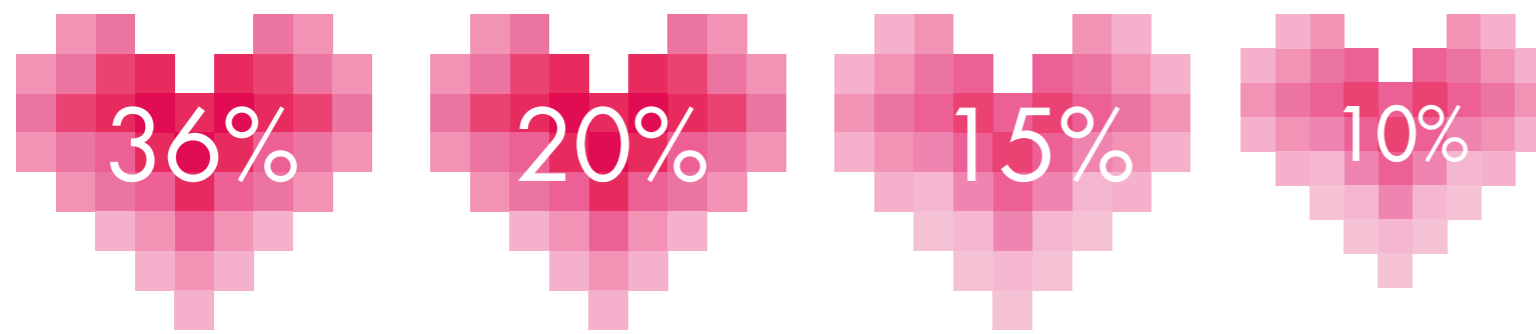
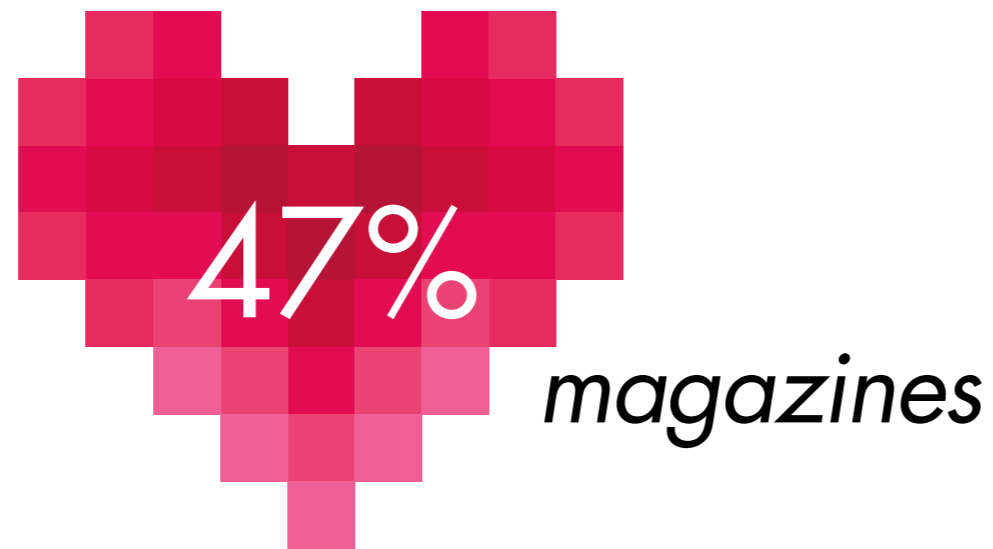


Almost 1 BILLION DOLLARS

is spent on buying magazines each year

RELATIONSHIP

Women who endorsed 'the best medium'
for treating myself to a bit of indulgence

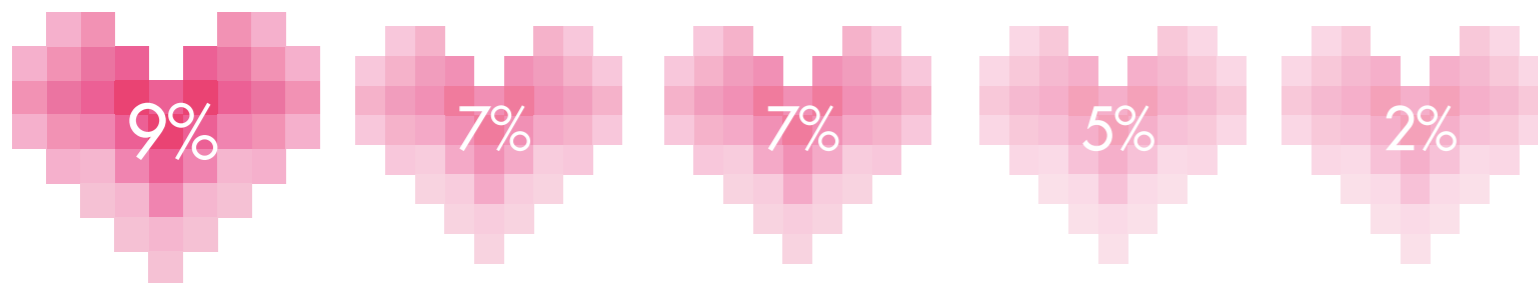


TV

iPad/mobile

Social media

NIMS



Online news/
gossip

Company
websites

Newspapers

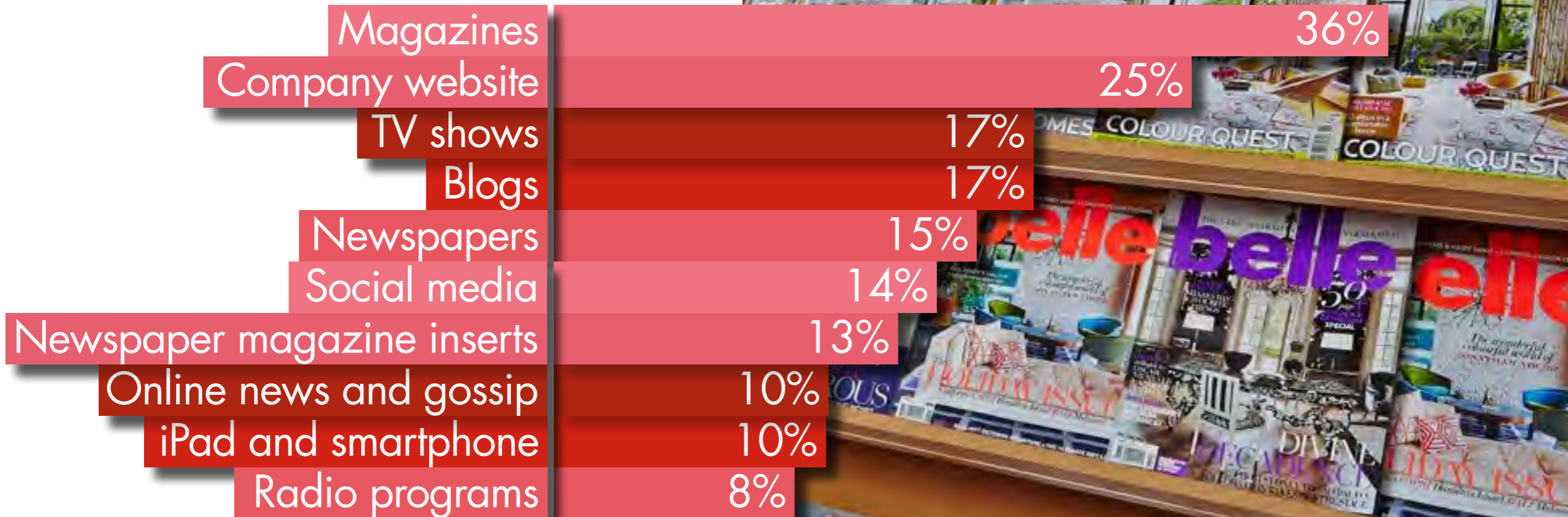
Radio

Blogs

Readers spend more than **90 minutes** reading magazines. Neuro research shows that engagement is at a high level throughout the reading experience (including ads).

REPUTATION

Built on **trust** and quality. Trusted advice on interests and experiences.



RELEVANCE



RELEVANCE

Women are consuming content in different ways at different times.

Bauer is evolving its brands to serve its audience



BAUER BRAND INTERACTIONS

2.3 million
magazines sold

5.9 million
monthly uniques

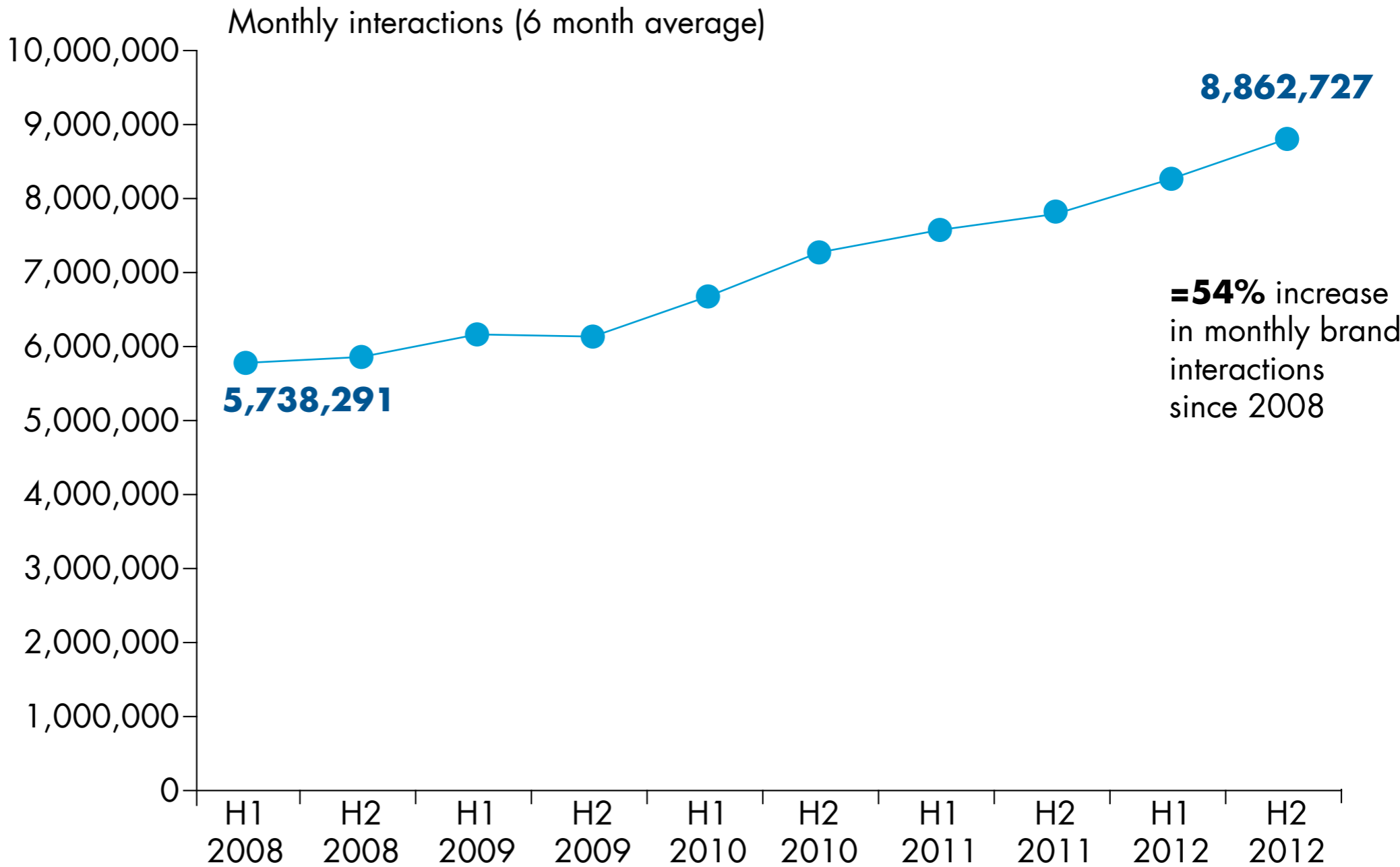
554,000
fans and followers

66,000
viewa app users

58,000
active iPad users

BAUER BRAND INTERACTIONS

Five years of growth for our women's content



GLOBAL IMMERSION NETWORK

NEW MAGAZINE LAUNCHES



GLOBAL IMMERSION NETWORK

VIEWA

WINTER BEAUTY & HEALTH GUIDE

priceline pharmacy

advertorial

Skin deep

Time to give your skin some much-needed TLC! Get a clear complexion and an all-over glow with a simple top-to-toe beauty routine from Nivea

STEP 1. This cleanses without stripping skin. Nivea Daily Essentials Soothing Cleansing Mousse, \$9.99

STEP 2. Has tiny beads to delicately buff off dead skin cells. Nivea Daily Essentials Gentle Exfoliating Scrub, \$9.99

STEP 3. The comforting formula gives long-lasting moisture. Nivea Visage Rich Regenerating Night Cream, \$12.99

STEP 4. This thick cream keeps moisturising for hours, so slather it on before bed. Nivea Rich Nourishing Body Lotion.

The buttery texture is soothing on dry hands and feet too.

Watch and learn!

TUNE IN FOR BEAUTY EDITOR AMY STARR'S TIPS ON PERFECTLY CLEAR SKIN! Download free viewa app on this entire page to watch

priceline.com.au

viewa

viewa



GLOBAL IMMERSION NETWORK

CONTENT INTEGRATION/CREATION

2012 HEALTH & WELLBEING WEEKEND
SATURDAY 20TH & SUNDAY 21ST OCTOBER
10AM-5PM

FREE SESSIONS ALL WEEKEND!

SATURDAY 20TH OCTOBER
12PM ZUMBA CLASS
BROUGHT TO YOU BY NATURE'S OWN
Get your energy levels soaring with a Zumba class. It's an exhilarating, steady-to-follow, Latin-inspired aerobics that's bound to make you happy! Wear comfortable clothes and runners to get your groove on.

SUNDAY 21ST OCTOBER
1PM YOGA CLASS
BROUGHT TO YOU BY NATURE'S OWN
Clear your mind and take the time to stop and listen to what your body wants with concentrated breathing and Yoga poses in a class that caters to all skill levels. This session will leave you stretched, liberated and relaxed!

acp magazines

30 DAYS OF FASHION & BEAUTY
SEPTEMBER 2012

SUMMER BEAUTY GUIDE

acp magazines

PROUDLY SPONSORED BY priceline

TELL US YOUR BEAUTY VOTE & YOU COULD WIN GREAT PRIZES!

AUSTRALIAN BEAUTY AWARDS -2012-

acp magazines

COSMOPOLITAN GRAZIA Women's Weekly madison SHOP

WIN A WEEKEND OF RACING MAGIC!

HOW TO ENTER!

3MW Magic Millions

2012 EVENT GUIDE

WIN A WEEKEND OF RACING MAGIC!

HOW TO ENTER!

3MW Magic Millions

2013 DUMAYNE is the HEART OF HOME

COUNTRY MEETS INDUSTRIAL

THIS WINTER, WE GIVE YOU THE INSPIRATION TO CREATE AN INVITING HOME WHICH SEAMLESSLY FUSES TOGETHER THE BEST DESIGN STYLES FOR 2013: NEUTRAL, COSY COUNTRY AND RUSTIC, URBAN INDUSTRIAL.

30 DAYS OF FASHION & BEAUTY
SEPTEMBER 2012

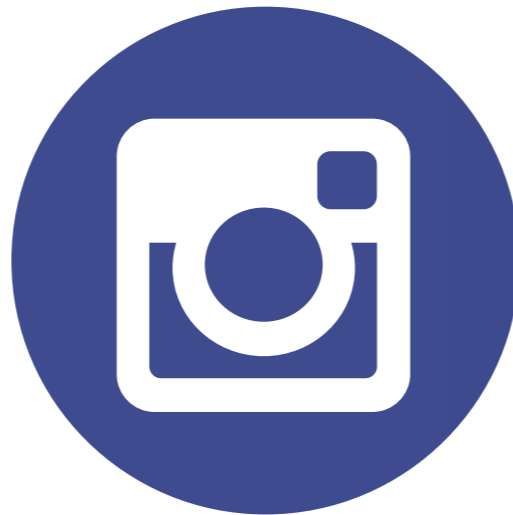
acp magazines

PROUDLY SPONSORED BY priceline michael hill

Women's Weekly BAZAAR madison GRAZIA COSMOPOLITAN SHOP CLEO OK! men's style Women's Day GoodHealth TV DOLLY Take5 RefiningStone

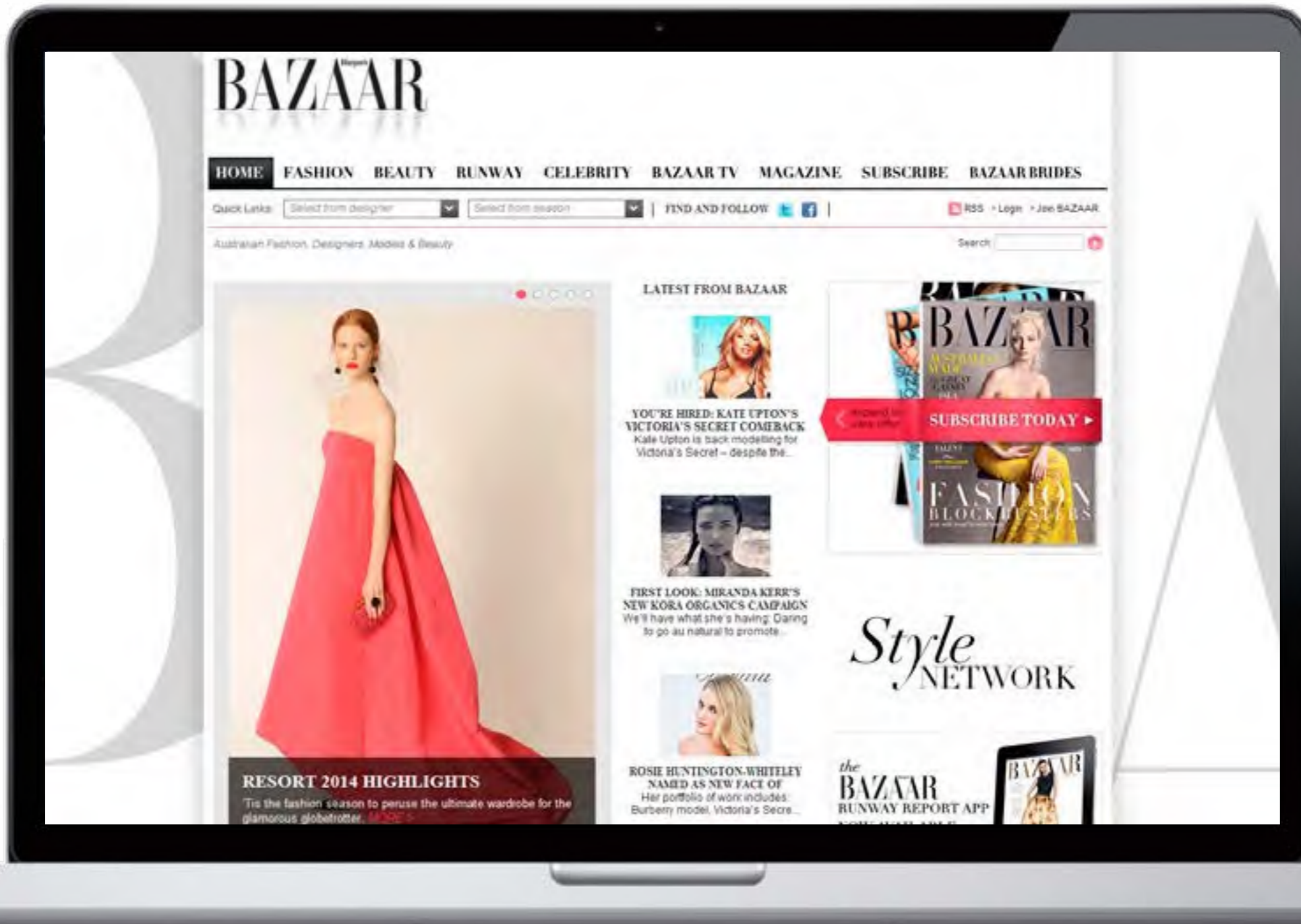
GLOBAL IMMERSION NETWORK

SOCIAL PACKAGES



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EVOLUTION OF WEB OFFERING



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EVENTS



GLOBAL IMMERSION NETWORK

APPS



DATA

600,000

subscribers to our
magazines

15,000

registered attendees of
events

2,130,000

promotion
responses

500,000

small **business**
owners

500,000

For New Mothers
bounty bags

Weekly surveys generating

100,000+

conversations a year



1,000+

hours face time

through groups and interviews



RESULTS



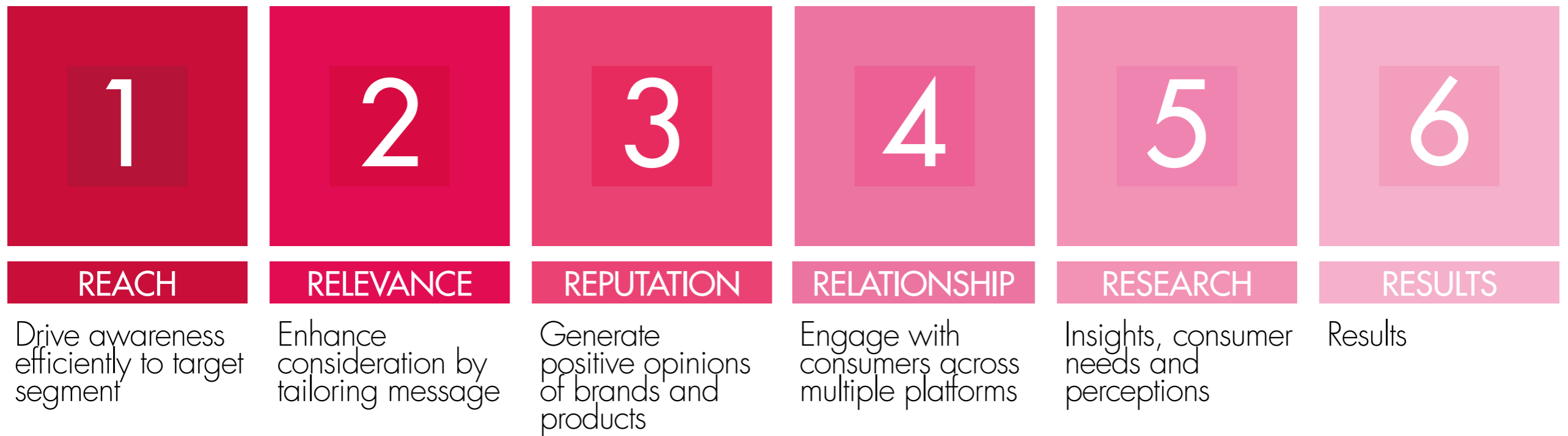
So what do all these R's and

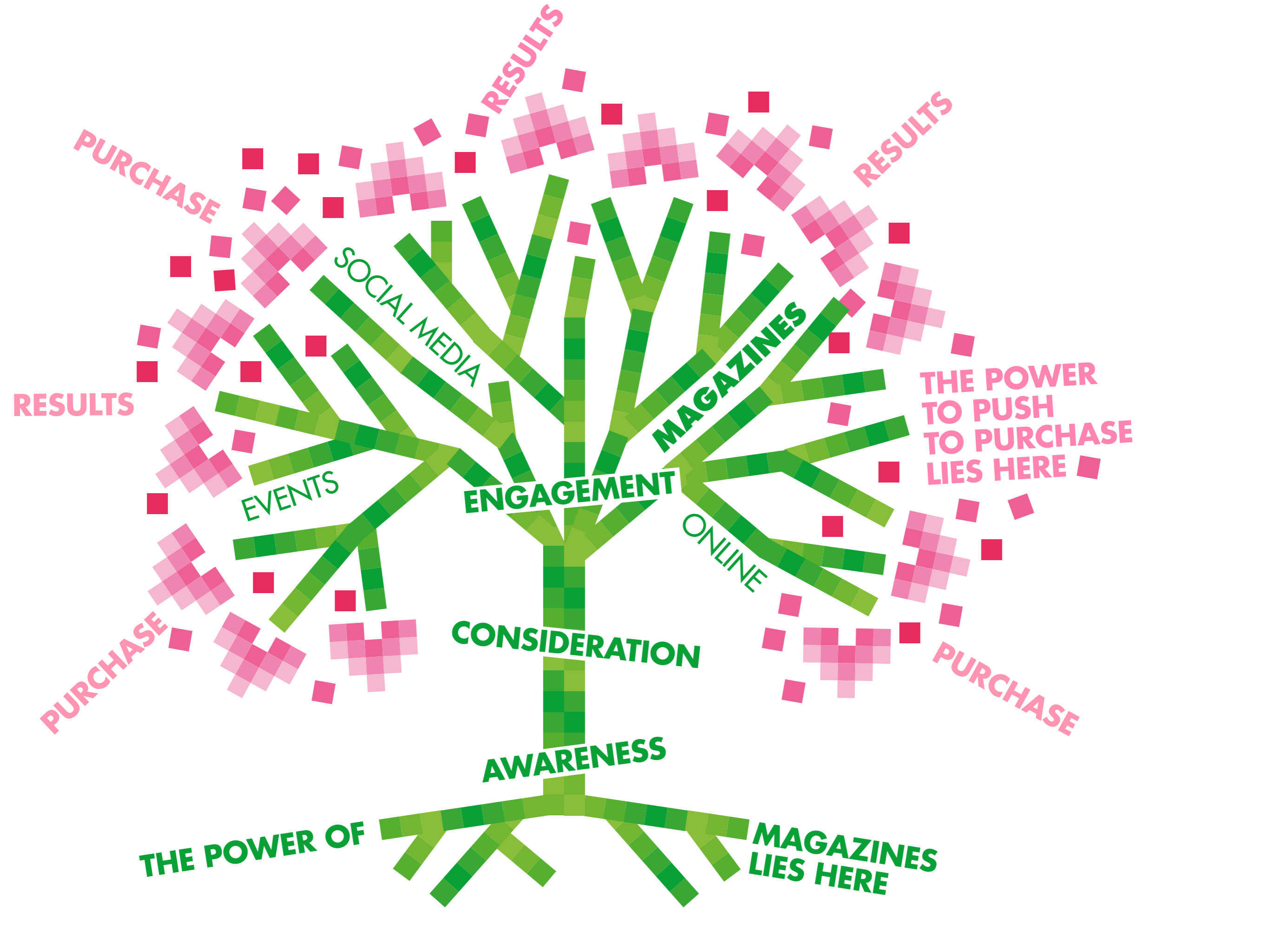
CONNECTIONS

mean

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REACH RELATIONSHIP REPUTATION RELEVANCE RESEARCH RESULTS





RESULTS

RESULTS

PURCHASE

RESULTS

THE POWER TO PUSH TO PURCHASE LIES HERE

SOCIAL MEDIA

MAGAZINES

EVENTS

ENGAGEMENT

ONLINE

CONSIDERATION

PURCHASE

PURCHASE

AWARENESS

THE POWER OF

MAGAZINES LIES HERE

WOMEN

are the most important

demographic for almost

every business

No media company knows

women better than



MEDIA GROUP