Girlfriend

GIRLFRIEND.COM.AU

MEDIA KIT

2019

Pacific

As the only teen magazine brand in Australia, Girlfriend offers a unique opportunity ***to connect your brand with our highly influential Gen Z & Young Millennial audience****. We serve content that's ultra-relevant to her experiences, when and where she consumes it.*

Girlfriend is THE #1 BRAND

GIRLFRIEND.COM.AU

FOR GEN Z GIRLS

- ✓ Always-on **mobile** offering
- ✓ Highly **engaged social** channels
- ✓ **Magazine**: glossy pages loved by teens
- ✓ Interactive **digital mag**
- ✓ **Trusted influence** with Gen Z females

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Brand reach

1,935,409 Followers	101K	20K	10K	42,100 Followers

2.6M
TOTAL BRAND FOOTPRINT

815,058
AVERAGE MONTHLY IMPRESSIONS

2.1 MILLION
TOTAL SOCIAL AUDIENCE

20,799
AVERAGE DAILY UBS

140,000
READERSHIP

319,012
MONTHLY UNIQUE AUDIENCE

91,179
EDM

Source: emma CMV Jan'19; Nielsen DCR Mar'19; Nielsen Market Intelligence Mar'19; Social media stats updated as at Mar'19

WHO IS SHE?

TOTAL MONTHLY SPEND:

Beauty: $2,138,771
Fashion: $30,791,843

MOBILE NATIVE

2 in 3 of our readership base state their mobile is essential for organising & managing life

LOVES TO SHOP

71% of our readers have shopped online in the past 6 months

GENERATION OF INFLUENCE

Our readers are 93% more likely than the general population to be influenced by comments/reviews they see posted online by trusted brands

KEY DEMO:

Average age: 23.03

93% Female | 7% Male

ALWAYS CONNECTED

FORWARD THINKING

AWARE OF THE WORLD AROUND HER

BELIEVES IN EQUALITY AND POSITIVITY

WANTS TO FEEL EMPOWERED

TO FEEL PART OF SOMETHING GREATER

SHE IS THE NEXT GENERATION OF FEMALE

SHE IS GENERATION Z

Source: emma Dec'18, Roy Morgan Mar'18

Stacey Hicks
Girlfriend Editor

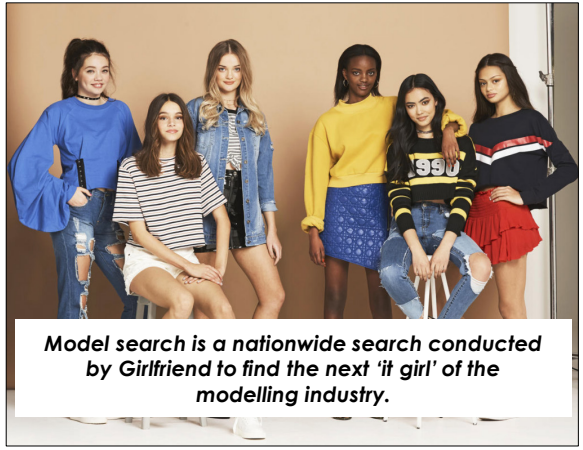
As the only teen magazine brand in Australia, Girlfriend offers a unique opportunity to connect your brands with our highly influential Gen Z audience. Through our quarterly print mag, custom built website, new mobile responsive digital mag and social channels, we serve content that's ultra-relevant to her experiences, when and where she consumes it.

With the support of a BFF, we're there for her through all the firsts – from boys to besties, breakups to makeup, cramps to concerts and everything in between!

KEY SPONSORSHIP OPPORTUNITIES

*For **30 years** Girlfriend has been committed to creating bright futures for young women. Through a longstanding relationship with millions of teens Girlfriend has been able to provide unique opportunities for her to achieve her goals.*

Girlfriend MODEL SEARCH



Model search is a nationwide search conducted by Girlfriend to find the next 'it girl' of the modelling industry.

GIRLFRIEND MOVEMENT

The Girlfriend Movement is born out of our brand vision to empower the next generation of women who believe they can, driven by an editorial vision and spanning all brand touchpoints.

Girlfriend Beauty Class

Girlfriend search for the a squad of beauty vloggers, to collab with GF on beauty tutorials and content.

Glossy quarterly print edition

Digital

Engaging Social

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Targeted brand executions

T.V Integration

Girlfriend priceline pharmacy MODEL SEARCH

GIRLFRIEND MOVEMENT

Girlfriend Beauty Class IN PARTNERSHIP WITH COVERGIRL

Immersive events & partnerships

THE BEST TEEN CONTENT WHEREVER SHE CONSUMES IT

The ultimate expert in content relevant to teen experiences

DIGITAL

- Gen Z are digital natives and mobile-first so Girlfriend is too.
- In May 2017 we invested in a full website relaunch and digi mag launch.
- Our website serves up-to-the-minute celebrity goss, entertainment news and trends in beauty and fashion, all with GF's signature uplifting tone and cheeky wit

PRINT

- We know gen Z, particularly girls, still want a print product
- We know they love the immersive read and the collectability of a magazine
- It's something they can keep, pile up on their bedside table and dip back into over and over again!
- Our new premium quarterly print edition features content best served in print such as glossy beauty and fashion editorial shoots and in depth features on teen issues
- Girlfriend mag in her locker = major #lockergoals

CONTENT PILLARS

Beauty

Beauty advice, trends and tutorials to keep her in the know. That new must-have palette? We're trialling it IRL.

Life

Expert advice and commentary on all her #issues. Guy probs? We're in on the group chat. Friend dramz? We've been there.

Fashion

Seasonal must-haves and style inspo from her fave celebs. If Gigi is wearing it, GF is showing her how to get her Gigi style on point.

Entertainment

The latest celebrity and entertainment news, all day erryday. Selena's new single? We're streaming it first. Tay's new bae? So on it.

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FOR RATES, COMMERCIAL PROPOSALS AND BRAND INFORMATION:

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