



GIRLFRIEND.COM.AU

Girlfriend

MEDIA KIT

2018

Pacific



Girlfriend is the Australian teen girl's ultimate BFF with all the best advice on boys, friends, fashion, beauty and health, insider celebrity goss and everything that's important in a teenager's world.

GIRLFRIEND.COM.AU
Girlfriend is the
No. 1

MULTI-PLATFORM BRAND FOR TEEN GIRLS

...including an always-on mobile offering, an interactive digital magazine, a smart, relevant print format, and highly engaged social channels.

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!

Tamara Davis
Editor



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.
- We're in her pocket with a new, mobile-first website and immersive digi magazine experience filled with thumb stopping content.
- 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

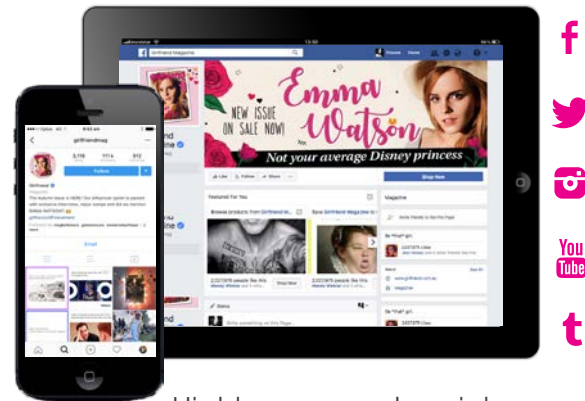
- We know gen Z, particularly girls, still want a print product
- We know they love the immersive read and the collectability of a magazine
- It's something they can keep, pile up on their bedside table and dip back into over and over again!
- Our new premium quarterly print edition features content 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



Glossy quarterly print edition



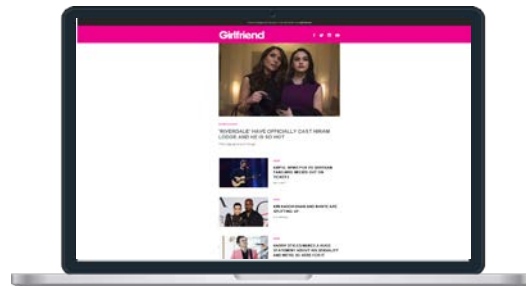
Digital plus quarterly
Digi Mag



Highly engaged social



Targeted brand
executions



E-newsletter



Immersive events & partnerships



Girlfriend GIRLFRIEND.COM.AU Brand reach



2,012,714 Followers



107,115



15,389



9,884



45,017 Followers

1.2 M

WEEKLY SOCIAL
REACH

1.6 MILLION

AVERAGE MONTHLY
IMPRESSIONS

2.1 MILLION

TOTAL SOCIAL
AUDIENCE

21,072

AVERAGE
DAILY UBS

143,000

READERSHIP

2,000

EVENT
ATTENDANCE

102,178

EDM

Source: emmaTM conducted by Ipsos MediaCT, 12 months ending Oct 17; Market Intelligence Oct 17. Social media stats updated as at 161017 Community = Touchpoints

Girlfriend GIRLFRIEND.COM.AU

Pacific

Our audience

Girlfriend is where teens go when left to their own devices.

Girlfriend's Gen Z female audience is fun, intelligent and ambitious. She's more aware of the world around her and believes in positivity and empowerment.

She is multi-faceted with a wide range of interests and turns to Girlfriend's multi-platform offerings to fulfil her desire for inspiring content – regardless of when and where. Girlfriend is on the same page with her and we set our sights on connecting whenever and wherever she is. She demands insta(gram) gratification and we deliver multimedia that enriches her life.

WHAT MAKES HER TICK?

Her Mindset:

- Taught resilience & practicality
- Early independence
- Plans for the future
- Want to have fun
- Mobile natives
- Self-assured
- You do you attitude
- Will "work around the system"



MAGAZINE
96%
female

Core age:
14-17
(56%)

SHE LIKES
TO BE
DESCRIBED
AS FUN



What she wants more of:

- New experiences
- Fun & laughter
- Friendship
- Free time
- Sleep

Activities in her free time:

- Hang out with friends
- Listen to music
- Watch TV or movies
- Go shopping
- Gaming
- Scroll/post on social media

Qualities she likes to be described as:

- Fun
- Loyal
- Genuine
- Honest
- Thoughtful

What she wants to achieve:

- Making a difference
- Travelling the world
- A healthy work/like balance
- A family
- Financial security

The Girlfriend audience has a strong sense of self(ie) and an appreciation for friends, family, food and fun. They're always on(line), interactive and searching for content(ment).

Content pillars



Style on point

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



Life hacks

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



Celeb gloss

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.



Major freebies

All the goodies she can handle, plus comps she can't access *anywhere* else. Little Mix tix? We're hooking her up.



Teen-generated content

User generated content initiatives run through our social channels. She snaps, we share. Content? It's literally in her hands.

Calendar



SPRING

On Sale September 10

THE FASHION ISSUE + FORMAL SPESH

Her annual Girlfriend fash fest – trends on trial, new season styling and major closet steals!

FORMAL mini mag:
Our annual formal spesh with everything fashion, beauty, boys and advice for the formal season

The formal is a social event with major spending power



SUMMER

On Sale December 3

THE SUMMER OF FUN ISSUE

Trends and affordable fashion for the hottest season of the year

New season product launches

Capitalise on holiday timing for leisure and reading

Christmas gift guides

Model Search flip cover execution



AUTUMN

On Sale March 5

THE BEAUTY ISSUE

All the now products and trends featured in glossy beauty shoots and edits

Influencer co-curated content – tips & tricks from key beauty bloggers and vloggers

Bumper health, mind and body spesh.

Great opportunity to integrate products and brand messages



WINTER

On Sale June 4

THE MUSIC ISSUE

A guide to the latest pop releases, touring artists and insider goss into the biggest acts in the teen music world.

Girlfriend's epic seasonal edit of winter fashion & beauty must-haves

Bumper sex & relationships section with all the big questions answered

Digital rates

Product Type/ Ad Product		Product Name	Size	Investment
WEB	Standard Display	Leaderboard	728 x 90	\$30
		Med Rec	300 x 250	\$40
		Half Page	300 x 600	\$50
		Road Block Med Rec	300 x 250 + 728 x 90	\$60
		Road Block Half Page	300 x 250 + 300 x 600	\$70
	Gallery	Med Rec Gallery CPM	300 x 250	\$20
VIDEO	Teads (desktop/Mobile)	In-read 15 sec	1280 x 720	\$110
		In-read 30 sec	1280 x 720	\$115
MOBILE	Standard Display	Standard Banner	320 x 50	\$20
		Med Rec	300 x 250	\$30
	Adhesion	Static Adhesion	320 x 50	\$40
		Expanding Adhesion	320 x 50 > 300 x 300	\$45
	Sidekick	med rec + Sidekick roadblock	300 x 250 + 320 x 50	\$45
	Mobile Video	Banner + Video in MREC	300 x 250 (video) + 320 x 50	\$45
		Video Pre Roll (15 secs)	427 x 240 + 300 x 250	\$95
HOME PAGE BUYOUT (WEEKLY) MULTI PLATFORM	Homepage Takeover	Leaderboard	728 x 90	\$3,000
		Med Rec	300 x 250	
		Roadblock Med Rec Buyout	300 x 250 + 728 x 90 / 320 x 50	\$1,000
	Side Skins	Side Skins	Custom - refer to ad specs	\$1,000
	High impact	OTP Buyout	Contact ad ops for ad specs	\$3,000
Side Skins			\$3,000	
EDM	Solus eDM	Solus email (non discountable \$600 set up fee included) - mobile responsive	custom	\$4,500
	Editorial Newsletter	Med Rec CPM mobile responsive	300 x 250	\$1,000
PAID CONTENT	Sponsored or Native Article	Includes social post, boosting + creative production	na	\$6,000
	Advertorial content	Includes social post, boosting + creative production	na	\$7,000

Social

Product Type/ Ad Product	Product Name	Investment
FACEBOOK POST	Post with custom product placement (includes \$700 boost & creative production)	\$3,200
INSTAGRAM POST	Post with custom product placement (includes \$700 boost & creative production)	\$2,350
FACEBOOK SHOPPABLE VIDEO	Post with \$350 boost and production	\$5,350
INFOGRAPHIC VIDEO (AVAILABLE ON FACEBOOK AND INSTAGRAM)	Post with \$710 boost and production	\$3,210
PREMIUM FACEBOOK LIVE	Post with \$4,500 boost and production	\$13,000
FACEBOOK E-COMM CANVAS (ASSETS SUPPLIED)	Post with \$700 boost and production	\$4,700
FACEBOOK E-COMM CANVAS (NO ASSETS SUPPLIED)	Post with \$1,000 boost and production	\$5,000
FACEBOOK POLL	Post with \$350 boost and production	\$2,350
SNAPCHAT STORY INCLUSION	Na	\$1000
INSTAGRAM STORY INCLUSION	Na	\$2000

STYLING
HAIR & MAKEUP

Print rates

RATES

SPEND	CASUAL	4 x
FULL PAGE	11,210	10,650
DOUBLE PAGE SPREAD	22,420	21,300
HALF PAGE	6,725	6,390
THIRD PAGE	4,485	4,260
INSIDE FRONTCOVER SPREAD	28,025	26,625
OUTSIDE BACK COVER	13,445	12,780

INSERTS RATES

SPEND	2 – 4 PAGE	6 – 8 PAGE	10 – 12 PAGE
NATIONAL \$/000	125	150	180

DESIGNED BY
PACIFIC