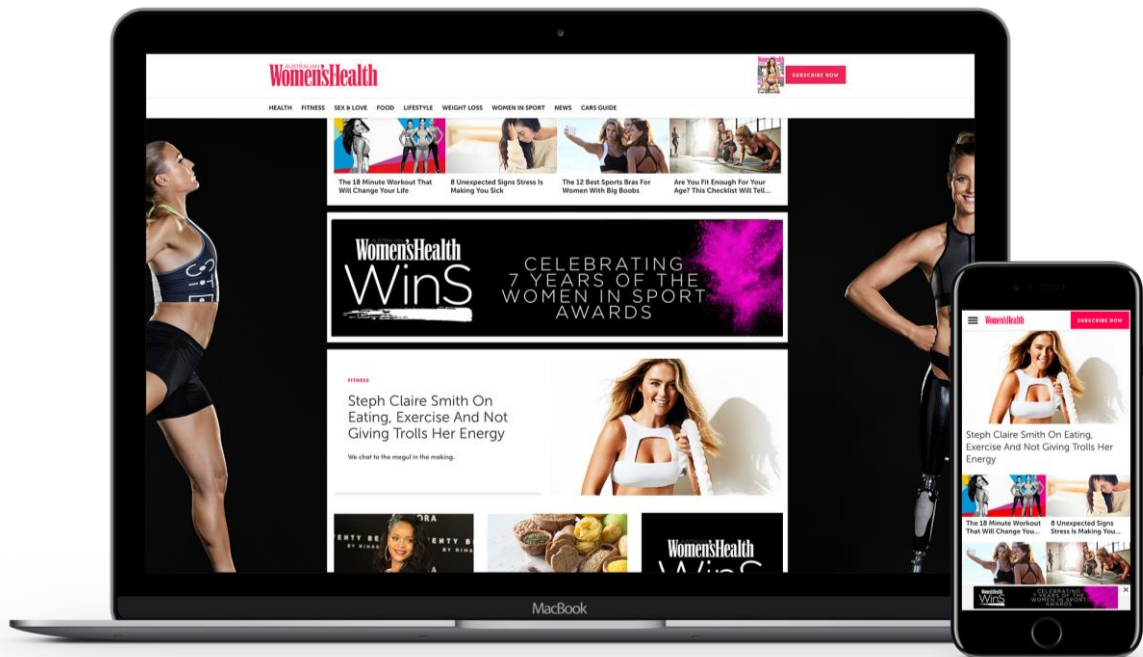


New Premium Digital Experience for *Women's Health* Unveiled



Thursday 19th October 2017: *Women's Health* today unveiled an all-new premium digital experience. With a faster, cleaner, more intuitive and visually consistent brand experience across all devices, the new look is designed to optimise the user's journey with less clutter, discoverable content and seamless integration for commercial partners.

Will Everitt, Head of Product & Technology comments: "The digital evolution of *Women's Health* has been crafted to ensure an optimised, premium user experience in which content surfaces in clicky, sticky, interesting ways.

"Our immersive new design enables better digital story-telling throughout with simple yet elegant visuals, optimised page load speeds, less distractions and a bold, yet uncomplicated promise to privilege quality over quantity – for both editorial content and that of our valued commercial partners."

A fast, intuitive, tailored content feed is supported by data and event tracking to guide usability improvements with A/B and multivariate testing to assess user engagement, time on site and page views. Design-thinking underpins the development of the entire site with a view to optimising web experiences including minimal clutter and advertisements dispersed evenly and tastefully throughout.

Jackie Frank, General Manager, Fashion, Beauty and Health says: "The clean, immersive new digital experience for womenshealth.com.au offers smart, contextually relevant integration for our clients within our brand's safe and trusted environment.

“Call to actions are strong and on-brand with native styling to maximise conversion, the user interface is customer centric throughout and we proudly go to market with a best-in-class proposition which optimises the long-term value of our audience and commercial relationships.”

The premium upgrade for womenshealth.com.au coincides with the brand’s signature annual awards night – Women in Sport (WinS) – which honours a range of female athletes from the sporting elite to grassroots sponsored by Toyota, Triaction by Triumph, the Australian Government, the Australian Institute of Sport (AIS), Rebel and The Chia Co. Guests at last night’s red carpet awards included Leah Itsines, Amy Pejkovic, Sam Kerr, Steph Claire Smith, Jessica Fox, Shelley Watts and Sally Pearson. To mark the launch of the 2017 Women in Sport campaign, dedicated WinS content takes over the homepage for the next 24-hours, including red carpet galleries, athlete interviews and, most excitingly, details on all this year’s award winners.

Jacqui Mooney, editor, *Women’s Health* adds: “We have coincided the launch of our premium new site with our flagship awards – Women in Sport – to celebrate our amazing female athletes who are inspirational both on and off the field whilst extending our steadfast commitment to tell their stories and profile their achievements 365 days a year, across every *Women’s Health* platform.

“The incredible growth of the brand over the last year speaks to the power of our fitness, lifestyle and health content to engage and inspire – as health becomes truly embedded into the national psyche as an essential must-know rather than nice-to-know.”

Today’s launch of a new premium digital experience caps off an impressive year for *Women’s Health* with traffic soaring 48% over the last 12 months and the brand’s total footprint climbing to more than 828,000. Under the new editorship of Jacqui Mooney the brand has launched a portfolio of new initiatives including a digital internship program, a WinS Speed Mentoring program – whereby high-profile sporting identities and industry leaders share their career wisdom – and the Fitfluencers Network, Australia’s most recognisable health, fitness wellness and style influencers with a collective Instagram reach of over 2.4 million.

Ends.

Hannah Devereux

T: 02 9394 2886

M: 0422 003 873

E: hannah.devereux@pacificmags.com.au

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