

Girlfriend takes the number one teen title crown

In the latest ABC audit figures released, Girlfriend has surpassed Dolly sales by over five per cent to take the title of number one teen media brand in Australia.

“The catalyst for the success of the Girlfriend brand is the two-way conversation our team has with our readers every single day,” says Youth Publisher Helen Morassut.

Girlfriend has just under a million consumer contacts each month via the magazine, their website, social channels and a recently revamped YouTube offering. Girlfriend’s Model Search roadshows travel to five states annually, where Sarah personally meets over 2,000 hopefuls. The most recent addition to the Girlfriend brand is The Parcel, a quarterly beauty box.

“Girlfriend is an innovator. We listen to our readers - who are constantly evolving - and deliver them what they’re asking for, in the medium they want,” says Girlfriend Editor Sarah Tarca.

It was the demand from their 676,000+ social following that saw Girlfriend become the first Australian magazine to put a YouTuber on the cover.

“We couldn’t be prouder of our team, and the passion they have for the youth market,” says Morassut. “They live and breathe the brand, and are dedicated to growing and evolving as the demographic does. We have some very exciting plans in place – so watch this space!”

ENDS

SOURCES:

ABC Audit, December 2014 (ANPPS)

emma™ conducted by Ipsos MediaCT, 12 months ending December 2014, Nielsen Online Ratings December 2014, People 14+

Total Consumer Contacts based on the following: emma™ conducted by Ipsos MediaCT, 12 months ending December 2014, Social media figures as at 2 February 2015 and includes footprint across Facebook, Twitter, Instagram, Tumblr, Pintrest and YouTube; Nielsen NetView Hybrid. Dec 2014; Google Analytics Jan 2015.

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