

Girlfriend

GIRLFRIEND RELEASES ONE DIRECTION MERCHANDISE COLLECTION



THREE SPECIAL EXECUTIONS: THE COLLECTOR'S EDITION 2013 YEARBOOK, 2014 DIARY AND 2014 CALENDAR

Monday 23 September, 2013: *Girlfriend*, Australia's popular teen girl's magazine today launched special One Direction collateral: The Collector's Edition 2013 Yearbook, 2014 Diary as well as a 2014 Calendar.

The 116-page dedicated magazine will be available for \$9.95, whilst the Diary will retail at \$12.95 and the Calendar \$4.95.

Launching today to coincide with boy-band sensation One Direction's sold-out tour of Australia, the release of these special executions also follows on from the success of *Girlfriend's One Direction* one-shot collector's editions 2012.

"Two years on from when they first appeared in our mag, our readers are still crazy for these Brit boys. So we decided celebrate their dedication to the 1D fandom by creating three, brand new offerings in honour of the biggest boy band in the world right now," said *Girlfriend* editor, Sarah Tarca.

"Aussie teen girls have been on the 1D journey from the beginning and we're so excited to bring them more of Niall, Zayn, Liam, Harry and Louis with our third, better-than-ever *Collector's Edition*, Diary and Calendar," added Tarca.

The magazine features giant posters, alongside new, exclusive content including special features, trivia, quizzes and style pages.

On sale for three months, the magazine, diary and calendar will be supported by cinema and free to air advertising, promotion online and in *Girlfriend* magazine.

Ends.

For further information, or to arrange an interview, please contact:

Rochelle Griggs, PR Manager, Pacific Magazines

Ph: (02) 9394 2063 M: 0422 768 925 E: Rochelle.griggs@pacificmags.com.au