

MEDIA RELEASE
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***marie claire* launches industry first with The Parcel**

Pacific Magazines' *marie claire*, Australia's number one fashion magazine, is launching an Australian first with The Parcel, an all-new sampling service that sees Australia's most trusted magazines collate the best and latest in beauty and cosmetics.

Driven by the power of recommendation and finding a new way for advertisers to connect with their core consumers, The Parcel is a premium box of deluxe beauty product samples hand-picked by *marie claire* editors and delivered to consumers door.

The first of the quarterly seasonal Parcels is the 'Spring Edit' which features full and deluxe sample sizes of new-season, must-have products valued at more than \$100 from Lancôme, O.P.I., L'Oréal Paris, Revlon, Benefit Cosmetics and more.

"This is an innovative way for advertisers to engage and inspire consumers in a way that is authentic and has the money-can't-buy recommendations from highly regarded editors. In addition every product will be surveyed delivering best practise consumer insights.

"The Parcel puts the brands into the hands of consumers who turn to *marie claire* for advice and direction and delivers the right audience for advertisers," said Pacific Magazines Director of Magazines, Peter Zavec.

Lancôme General Manager Ed Holmes said: "The Parcel offers a great opportunity to target and sample our iconic products and innovations to a highly engaged beauty audience. It complements our media strategy by allowing trial of our latest innovations in a premium and engaging way."

Revlon Marketing Director Tracey Raso added: "Revlon are excited to be a launch partner of *marie claire* The Parcel, a prestige platform for brands like us to show case our new products direct to the reader in an engaging and desirable platform."

Demand for the limited edition spring Parcel has been strong with sign-ups exceeding targets. There are a range of sign up options for consumers, including a single Parcel for \$25, seasonal Parcels (can be cancelled anytime) delivered every quarter, a year's worth for \$90 or a \$149 annual bundle of four Parcels and 12 months of *marie claire* magazines, saving 25%.

The Parcel website also features a blog with sharable content and Zavec expects The Parcel community to grow organically through its dedicated site and other *marie claire* [online platforms](#).

"We will also be launching The Parcel by Girlfriend in December and consumers can register their interest already on the site," he said.

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