

## PRESS RELEASE

# LORNA JANE LAUNCHES *ACTIVE LIVING* MAGAZINE WITH BAUER MEDIA

15 JULY, 2014

In a company first, leading active-wear brand Lorna Jane is set to launch *Active Living*, an inspirational lifestyle magazine in conjunction with Bauer Media.

With the launch set for August 21, the 52 page, six weekly magazine will be available through Lorna Jane stores nationwide and will include a selection of topical interviews, recipes and Lorna Jane Clarkson's personal active-living advice.

The magazine, produced by Bauer Custom Media, gives readers exclusive access to Clarkson's three pillared practice of MOVE, NOURISH, BELIEVE; the foundations to her renowned active living philosophy. *Active Living* magazine teaches readers to take an active approach to life while also showcasing upcoming Lorna Jane collections as they launch in store.

Lorna Jane Clarkson, Co-Founder and Creative Director of Lorna Jane active-wear is delighted to launch her latest venture saying: "Lorna Jane is so much more than a clothing brand. We are about encouraging women to live their best life through active living and this new magazine truly demonstrates that.

"Unlike other active-wear brands, our customers' experience begins as they leave the store, as this is when they start embracing active living and realise how absolutely amazing they can feel.

"We're once again leading the way by launching *Active Living* which follows the incredibly positive response to our MOVE, NOURISH, BELIEVE blog. This magazine is an exciting extension of that and I can't wait to launch it," she said.

On the new partnership, Executive General Manager, Bauer Custom Media, Asia Pacific, Niall Murphy said, "We are delighted to be partnering with Lorna Jane in their custom content strategy. They are a progressive and dynamic brand on a steep growth trajectory and we look forward to working with them on this journey."

The inaugural issue of *Active Living* will have an initial print run of 75,000 and will be priced at \$2.00 when it hits Lorna Jane stores nationwide from August 21.

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**About Bauer Media: Australia's leading multi-platform magazine publisher**

Bauer Media publishes 60 plus magazines in Australia, with 40 audited titles selling over 65 million copies each year. They include some of the longest-running and most successful mastheads such as the country's biggest-selling monthly magazine, *The Australian Women's Weekly*, Australia's number one weekly magazine, *Woman's Day*, *Dolly*, *NW*, *TV Week*, *Cleo*, *Cosmopolitan*, *Australian Gourmet Traveller*, *Australian House & Garden*, *Zoo Weekly*, *Top Gear Australia* and *Wheels*. Integral to the company's success are vibrant, information-packed reader websites, mobile apps and social media platforms. Bauer Media currently produces digital editions for 47 of its Australian titles. Bauer Custom Media leads the way in creating branded editorial content for major clients including Coles, Telstra, Qantas and Myer. For more information visit <http://bauer-media.com.au>

**About Lorna Jane**

The Lorna Jane story began 25 years ago when founder and Chief Creative Officer, Lorna Jane Clarkson, single-handedly revolutionised women's fitness clothing and began building the Active Living category. There are now over 160 stores worldwide, with the brand inspiring a global online movement with hundreds of thousands of followers.