

## PRESS ALERT

### **DOLLY GOES 1D CRAZY WITH FIVE SPECIAL EDITION COLLECTOR COVERS**

8 DECEMBER, 2014

Australia's number one teen magazine *DOLLY* has gone into 1D overdrive, offering fans five special edition covers to celebrate the arrival of the world's biggest boy band to Australia in February.

Hitting the newsstands today, the January edition of *DOLLY* provides readers with a choice of five limited edition covers featuring all of the One Direction band members, Harry Styles, Zayn Malik, Louis Tomlinson, Niall Horan and Liam Payne; a print first in *DOLLY*'s 44 year history.

On the latest issue, *DOLLY*'s Editor-in-Chief, Lucy Cousins said, "One Direction remains one of our readers' favourite bands and we are really excited to create five fantastic covers to collect.

"All of the covers are *viewa* activated and give 1D fans an opportunity to win a range of signed 1D merchandise, exclusive to *DOLLY* readers. This is a chance for 'Directioners' to proclaim who their favourite 1D band member is, or even collect all five covers!"

-Ends-

#### **For more information please contact:**

Lucy Cousins, *DOLLY* Editor-in-Chief  
(T) 02 9282 8415 (E) [lcousins@bauer-media.com.au](mailto:lcousins@bauer-media.com.au)

Luke Robinson, Trade Marketing Manager  
(T) 02 9282 8943 (E) [lrobinson@bauer-media.com.au](mailto:lrobinson@bauer-media.com.au)

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

Bauer Media publishes 60 plus magazines in Australia, with 40 audited titles selling over 60 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 Telstra, Qantas and Myer. For more information visit <http://bauer-media.com.au>