



MEDIA GROUP

PRESS RELEASE

DOLLY DOCTOR GOES MOBILE ALL NEW APP OUT NOW

7 JANUARY, 2015

Australia's number one teen magazine, *Dolly*, is pleased to announce the launch of the *Dolly Doctor* mobile app in partnership with Schick; a must have app for teenage girls in search of confidential, professionally backed advice.

As one of Australia's longest standing magazine advice columns, the new *Dolly Doctor* mobile app provides teenage girls with a one-stop-shop for reliable, trusted advice covering everything from sex, relationships, health, and friendships; all backed by *Dolly's* accredited health experts.

"*Dolly Doctor* is a key part of the *Dolly* brand, and has remained a go-to authority figure for teenage girls for more than 50 years. It is one of the most popular elements of the magazine and the new app will make it more accessible than ever before," said *Dolly* Editor-in-Chief, Lucy E. Cousins.

"Today's youth are one of the hardest audience segments to connect with, but *Dolly* remains a constant in the lives of thousands of teenage girls across Australia, with readers sending in hundreds of questions to *Dolly Doctor* every week. The app will allow us to respond to reader questions in a fast, easy to digest fashion, while making *Dolly* an even bigger part of these girls lives," concluded Lucy.

Out now on the Apple App Store, the *Dolly Doctor* app covers a broad range of topics, including health and wellbeing, friends, relationships and sex, and offers a large catalogue of past and current reader questions.

Tony Kendall, Director of Sales said, "Mobile remains one of the fastest growing media platforms and a key part of any marketing strategy that is trying to connect a brand with the passions of today's teenagers. The *Dolly Doctor* app provides advertisers with yet another channel to target this elusive demographic, backed by Bauer Media's trusted and curated content."

For mobile advertising opportunities, contact your Bauer Media sales representative. Download the *Dolly Doctor* app from the [Apple App Store](#)

-Ends-

For more information please contact:

Lucy E. Cousins, Dolly Editor-in-Chief
(T) 02 9282 8415 (E) lcousins@bauer-media.com.au

Luke Robinson, Trade Marketing Manager
(T) 02 9282 8943 (E) 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>