

PRESS RELEASE

BAUER XCEL MEDIA RELAUNCHES *WOMAN'S DAY* AND *THE AUSTRALIAN WOMEN'S WEEKLY* ONLINE

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Bauer Xcel Media, Bauer Media's digital division, is pleased to announce the digital relaunch of its two flagship brands, *Woman's Day* and *The Australian Women's Weekly*, both unveiling fresh new looks online today.

Taking a mobile first approach to design and user experience, the new sites mark an exciting new digital editorial direction for two of Australia's longest running media outlets targeting Australian women.

The Australian Women's Weekly website will provide a trusted source of quality rolling news and commentary on a site designed to help women get the most out of every day. With a strong focus on careers, relationships, fashion, beauty and of course royals, it will complement the magazine which will remain a go to source of long-form journalism.

The new website will also be the home of 'Let's Talk', a new weekly online series hosted by Editor-in-Chief Helen McCabe.

On the new look website, Helen McCabe, Editor-in-Chief of *The Australian Women's Weekly* said, "This is a site that, like *The Weekly* embraces all women. We want to interest women of all ages and backgrounds. It will be inspiring, original but importantly fun. We want to help women enjoy the day, the moment or whatever time they have."

Woman's Day will continue to build upon its position as Australia's leading entertainment brand online. With a focus on celebrity and entertainment news, the new look *Woman's Day* will work with international teams across the Bauer Xcel Media network in the US and UK to provide a 24/7 user experience, delivering the very best source of global celebrity news - anytime, anywhere.

"Womansday.com.au is the authority on Aussie celebrities and is the first stop for Australia's biggest celebrity stories, exclusive photos and videos. Our team breaks irresistible and highly shareable stories around the clock. I am confident the new site will satisfy anyone with a hunger for gossip, anytime they want it, on any device," says Fiona Connolly, *Woman's Day's* Editor-in-Chief.

Tony Kendall, Bauer Media Director of Sales added, "The relaunch of *The Weekly* and *Woman's Day* online, combined with the launch of FOOD TO LOVE, supports our strategy to make our *TO LOVE* network the number one digital destination for Australian women, while

providing our advertising partners with content and data solutions that will create smarter ways to connect their brands to consumers.”

To experience the new look *Woman's Day* and *The Australian Women's Weekly* online, including the first episode of 'Let's Talk' visit www.aww.com.au and www.womansday.com.au on your preferred device.

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About the TO LOVE Network

TO LOVE is home to Australia's leading magazine brands and content online, including *The Australian Women's Weekly*, *Woman's Day*, *ELLE*, *Australian Gourmet Traveller*, *Harper's BAZAAR*, *Cosmopolitan*, *Dolly*, *CLEO*, *FOOD TO LOVE* and the soon to launch *HOMES TO LOVE*.

About Bauer Xcel Media

BAUER XCEL MEDIA is advancing the media industry by applying user driven strategies to deliver cutting edge news and build original, innovative products centered around audience needs. With 130 million monthly unique users and offices in New York, Hamburg, London, Sydney, Melbourne and Warsaw, BAUER XCEL MEDIA is one of the world's fastest growing digital media companies.

About Bauer Media

Bauer Media is Australia's leading multi-platform magazine publisher. The company publishes more than 60 titles in Australia, selling over 62 million copies each year. The portfolio includes some of the country's longest-running and most successful brands including the country's biggest-selling monthly *The Australian Women's Weekly*, Australia's number-one weekly magazine, *Woman's Day*, *Dolly*, *NW*, *TV Week*, *Harper's BAZAAR*, *Cleo*, *Cosmopolitan*, *ELLE*, *Australian Gourmet Traveller*, *Australian House & Garden*, *Zoo Weekly*, *Top Gear* and *Wheels*. In addition, Bauer Trader Media is the transport, motoring, caravan and marine specialist division of Bauer Media, which publishes some of Australia and New Zealand's leading industry-specific magazines. For more information visit www.bauer-media.com.au.

