



MEDIA GROUP

PRESS RELEASE

KATE SIMONS APPOINTED HEAD OF AGENCY SALES

7 MAY 2015

Bauer Media today appointed Kate Simons to the newly created role of Head of Agency Sales, New South Wales.

Reporting to Jo Clasby, Bauer's NSW Sales Director, Kate will work closely with the agency sales teams and group business managers to ensure Bauer is delivering the best possible client solutions.

On the new appointment, Bauer Media's Director of Sales, Tony Kendall said, "Kate brings to the new role a wealth of experience and outstanding customer relationships from her time at Fairfax Media, and more recently as Group Brand Manager across Bauer's weekly brands. I look forward to our clients benefiting from Kate's enthusiasm and creativity over the coming weeks."

On the new role, Kate added, "I am incredibly excited to be back in a customer facing role within Sydney agency land. I have always enjoyed selling great brands and at Bauer Media we have some of the best in the country. I am looking forward to working closely with Jo and the team to help grow the New South Wales business and deliver effective and innovative campaigns for clients."

Kate's appointment is effective immediately.

-Ends-

For more information please contact:

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

Bauer Media publishes 60-plus magazines in Australia, 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>