

# emporium

PRESS RELEASE



MEDIA GROUP

## **BAUERWORKS LAUNCHES *EMPORIUM* ONLINE WITH MYER**

FRIDAY, 30 OCTOBER

BauerWorks in partnership with Myer is pleased to announce the launch of [myeremporium.com.au](http://myeremporium.com.au) – a new digital destination that is set to enhance the way Myer customers shop.

Complementing the award-winning Myer *emporium* magazine, the new site reflects the first-class editorial content the *emporium* brand is renowned for, offering an inspiring mix of fashion, beauty and lifestyle stories along with shop-the-look e-commerce connectivity.

On the new companion site, *emporium* Editor, Jessica Parry said, “*emporium* magazine is already a hugely successful loyalty platform for Myer shoppers and the new website now brings that content to life. We’re excited to be moving the brand in this new direction, to further expand the reach of this high quality fashion, beauty and lifestyle title.”

Taking a mobile first approach to content creation, *emporium* online signifies a new chapter in the publishing relationship between BauerWorks and Myer.

“We are providing Myer with more ways to create meaningful connections with their customers through the combination of premium editorial content, a fully-responsive website optimised across mobile, desktop and tablet devices, along with connection to Myer’s e-commerce capabilities.”

“We look forward to making this new chapter in Myer’s content marketing efforts as successful as the magazine,” added Niall Murphy, BauerWorks Executive General Manager.

Visit [myeremporium.com.au](http://myeremporium.com.au) to find out more.

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**About Bauer Media:**

Bauer Media publishes 60-plus magazines in Australia, selling more than 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* and *Wheels*. Integral to the company's success are vibrant, information-packed websites, mobile apps and social media platforms managed by Bauer Xcel Media, Bauer's global digital division. For more information visit <http://bauer-media.com.au>

**About BauerWorks:**

BauerWorks leads the way in creating branded cross-platform editorial content for major clients including *Telstra*, *Myer* and *Weight Watchers*. For more information visit [www.bauerworks.com.au](http://www.bauerworks.com.au)