

# WellBeing<sup>TM</sup> magazine

Media Release May 25, 2009

## WellBeing 180 Days of Music Festival

### Discover New Artists \* Dance \* Dream \* Learn to Play

Music — it's good for the brain, it's good for the soul and it is part of human evolution. So, if you're not experiencing music in your life, it's time to play...

Australia's leading journal of natural health and living is about to enter the music zone in an even bigger way with a massive 180-day promotion of "music for the soul".

#### Retail Promotion

For 180 days, *WellBeing* will be editorially exploring why music moves us. We will be looking at music as therapy, music as inspiration and music that just plain rocks!

We will also be running a MASSIVE RETAIL PROMOTION offering the following key features:

- One CD given away to readers each day for 180 days!
- One CD given away to retailers each day for 180 days!
- *WellBeing* No 122 August 2009 — Every copy has a **FREE CD from one of Australia's leading ambient artists** (shhhh ... it's a secret). This is new material hot from recording in the USA.
- *WellBeing* No 123 October 2009 — The editorial exploration of singing as healing therapy.
- *WellBeing* No 124 the Big Annual December 2009 — Featuring the NOW FAMOUS **FREE New Age Hitlist CD** of top picks from New World Music, plus editorial exploration of singing as a spiritual practice.

This all means high visibility and high volumes for *WellBeing* magazine in the next 180 days.

#### Did you know?

- *WellBeing* sales have increased since the GFC!!!
- *WellBeing* is Australia's oldest natural health magazine — 24 years of age and looking good
- *WellBeing* is proudly body, mind and soul
- CDs on *WellBeing* typically deliver a sales increase of 25–37% more than a regular edition!!!

#### About Universal Magazines

*WellBeing* is published by Universal Magazines. Universal Magazines is Australia's largest niche publisher, specialising in helping marketers find targeted audiences via print and online media. Universal's 40 magazine titles include leaders in Home, Craft, Bike and some Lifestyle categories, plus 12 niche web portals. The company owns the Australian Publishing Company and Universal Online Media. Universal Magazines is an independently owned private company.

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