

WellBeing

Media Release July 31, 2009

WellBeing partners with Fiona Joy Hawkins

Free 12-Track CD to every reader of Wellbeing No 122, publishing August 19, 2009

The August edition of *WellBeing* will come packaged with a free full-length CD from one of Australia's leading new-age recording artists — Fiona Joy Hawkins. Readers will be able to enjoy 12 songs from Fiona's last three albums, including the stunning new *Blue Dream*.

"We were impressed with *Blue Dream* and knew the *WellBeing* readers would love it," commented Co-editor Terry Robson. "To be able to provide our readers with 12 great songs from a leading artist like Fiona as a gift-with-purchase of our August edition is a great coup!"

Key points about the CD on *WellBeing*

- **Leading New Age Artist Fiona Joy Hawkins'** albums charted No 1 on the World New Age Radio Charts in nine countries!
- The CD features **new material** just recorded in the USA and currently on release in Australia.
- Top songs from the last 3 albums including:
 - ***Blue Dream*** — lead song from the album of the same name
 - ***Flight of the Albatross***
 - ***Feeling Sunshine***
 - The ever-popular ***Angel Above My Piano***
 - Tracks featuring guest performances by **Luka Bloom**
- Watch out for **posters** and retail promotion in all stores this August!

WellBeing Magazine's 180 Days of Music Promotion

The Fiona Joy Hawkins CD launches *WellBeing's* 180 Of Music 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 per day given away to readers for 180 days!
- One CD per day given away to retailers for 180 days!
- *WellBeing* No 122 August 2009 — Every copy has a **FREE CD from Fiona Joy Hawkins**.
- *WellBeing* No 123 October 2009 — Editorial exploration of music as 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**. Editorial exploration of music's spiritual significance.

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

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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