

Press Release
Tuesday, 9 March 2010

Universal Magazines will be committing more than \$1.2 million to its retail marketing spend for 2010 and will continue to offer newsagents three months' delayed billing on selected titles in Universal Magazines' portfolio.

Universal Magazines' retail promotional spend in 2010 will be spread across various promotions within the Universal Magazines portfolio including DVD promotions, gifts with purchases, two-for-one promotions and merchandising in selected outlets.

Universal Magazines has had great success with some of its craft titles thanks to promoting each issue with an instructional DVD, making it a very unique offering to consumers in a very crowded and highly promoted category. The craft category has seen a lot of promotional activity over the past 12 months — with two-for-one and even three-for-one promotions — and, since the introduction of the DVD promotions on *Quilters Companion* in 2008 and *Scrapbook Creations* in November 2009, the company has seen sales increases of up to 20 per cent.

Universal Magazines has seen similar sales increases in the bike category for *Dirt Action*, *Crusty*, *Trailrider* and *Australian Road Rider*, where sales have increased on DVD-promoted issues by 15 to 20 per cent.

Another key title to benefit from the spend is *WellBeing*, Australia's leading natural health and living magazine, which has been relaunched with a new design and more music CDs that have increased sales by more than 20 per cent in the past.

Universal Magazines is currently offering newsagents three months' delayed billing on selected titles in their portfolio and will continue to do so in 2010.

Complete Wedding Melbourne

Complete Wedding Sydney

Poolside

Poolside Showcase

WellBeing Astrology

The benefits to newsagents:

They don't have to pay for these titles until three months after the on-sale date, which will free up their cash flow.

They have the opportunity to sell copies of these magazines before they have to pay for them.

For further information, please contact Kristen Paxman, Circulation Manager at Universal Magazines, on 02 9887 0361.