



Media Release
June 23, 2010

WellBeing first Australian health magazine Market to announce iPad edition

Universal WellBeing has today announced that the next edition of *WellBeing* magazine will be available for iPad.

“For us, the iPad represents a chance to find new readers,” commented Associate Publisher, Janice Williams.

“*WellBeing* is read by a group of predominantly AB women who are informed in their lifestyle choices, are able to invest in a nature-based lifestyle and see the publication as both refuge and authority. Because of the type of market we reach we must be available in this new technology.

“Based on the American experience, it would seem that the early adopters of iPad are definitely the socioeconomic ABs who would be interested in the quality and experience that *WellBeing* offers,” said Ms Williams.

“We see iPad as a new channel that is complementary to existing established channels,” explained Ms Williams.

“*WellBeing* is an experience — it can be enjoyed in a variety of mediums. Although the iPad subscribers won’t get the CDs and DVDs that we produce for retail sale, they get an experience that is highly visual, convenient and which, over time, will include greater interactivity.”

The publisher expects that much of the circulation gained from this initiative will be obtained overseas in markets where reader devices have taken off quickly. “We expect digital publishing to go through a few guises in the next 18 months as there are more readers coming onto the market and a broader range of retailers selling them by the end of the year.”

A Big Year for *WellBeing*

WellBeing has had a strong 12 months with numerous brand-extension products. The company consolidated its bookazines in to a publishing program, launched a new eNews service and a separate NZ edition, and has been beta testing a new social community website.

About Our Team at Universal Magazines

WellBeing is published by Universal WellBeing under Universal Magazines. Universal Magazines is Australia’s largest niche publisher, specialising in helping marketers find targeted audiences via print and online media. Universal Magazines is an independently owned private company.

For further information call:

Cheryl Fernandes on (02) 9887 0354