

A vibrant photograph of two young women celebrating. They are standing in front of a red wooden door and a stone wall, with their arms raised in the air. The scene is filled with a shower of colorful confetti (red, blue, yellow, green) that is falling all around them. The woman on the left has long blonde hair, is wearing sunglasses and a purple t-shirt, and is smiling broadly. The woman on the right has long dark hair, is wearing sunglasses and a light-colored patterned top, and is also smiling. The overall mood is joyful and festive.

Girlfriend

MEDIA KIT 2020



Girlfriend is the only dedicated brand for the next generation of females.

We serve content that's ultra-relevant to her experiences, when and where she consumes it.

Girlfriend is THE #1 BRAND

FOR GEN Z GIRLS

- ✓ Always-on **mobile** offering
- ✓ Highly **engaged social** channels
- ✓ **Magazine**: glossy pages loved by Gen Z's
- ✓ **Trusted influence** with Gen Z girls



WHO IS SHE?

Girlfriend is where teens go when left to their own devices. Girlfriend's Gen Z female audience are fun, intelligent and ambitious. She's more aware of the world around her and believes in positivity and empowerment.

ALWAYS CONNECTED

FORWARD THINKING

PLANS FOR THE FUTURE

TAUGHT RESILIENCE & PRACTICALITY

BELIEVES IN EQUALITY AND POSITIVITY

WANTS TO FEEL EMPOWERED

TO FEEL PART OF SOMETHING GREATER

SHE IS THE NEXT GENERATION OF FEMALE

SHE IS GENERATION Z

AUDIENCE PROFILE

She is multi-faceted with a wide range of interests. She demands insta(gram) gratification and Girlfriend delivers inspiring content that enriches her life, regardless of when and where she is.

87% of our audience are between the ages 14-29



96% are females



2 in 3 use their mobile as an essential extension of their life



They spend over \$279 million on clothing and footwear annually



They also spend over \$158 million on health and beauty each year



74.1% intend to travel in the next 12 months



80.7% try to lead a healthy lifestyle and keep active



72% are avid foodies and enjoy cooking

Source: emma CMV Nov'19; Nielsen DCR Jan'20; Nielsen Market Intelligence Jan'20



GF REACHES MORE GEN Z & MILLENNIALS

than Junkee, Punkee & MTV

GIRLFRIEND HAS A TOTAL MONTHLY REACH OF: **2.5M**

543,229

AVERAGE MONTHLY
IMPRESSIONS

103,000

AVERAGE ISSUE
READERSHIP

2.1 MILLION

TOTAL SOCIAL
AUDIENCE

1m:29s

DWELL TIME ON
WEBSITE

85,171

NEWSLETTER
SUBSCRIBERS

302,000

UNDUPLICATED
PRINT + DIGITAL
AUDIENCE

Source: emma CMV Nov'19; Nielsen DCR Jan'20; Nielsen Market Intelligence Jan'20; Social media stats updated as at Dec'19

Stacey Hicks

Girlfriend Editor



As the only female youth magazine brand in Australia, Girlfriend offers a unique opportunity **to connect your brands with our highly influential Gen Z audience.** Through our quarterly print mag, custom built website, new mobile responsive digital mag and social channels, we serve content that's ultra-relevant to her experiences, when and where she consumes it.

With the support of a BFF, we're there for her through all the firsts – from boys to besties, breakups to makeup, cramps to concerts and everything in between!



KEY SPONSORSHIP OPPORTUNITIES

For over **30 years** Girlfriend has been committed to creating bright futures for young women. Through a longstanding relationship with millions of Australian girls, Girlfriend has been able to provide unique opportunities for her to achieve her goals.



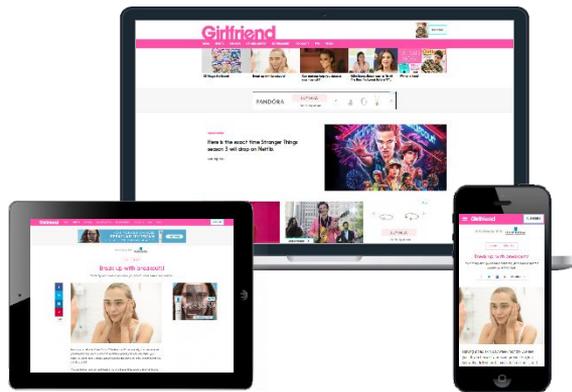
Girlfriend Role Model Search is a nationwide search conducted by Girlfriend to find the next "It Girl" with substance.



22 under 22 recognises Australia's top game changing young women 22 and under who are driving real change across every arena – proving that the future really is female.



Glossy Quarterly Print Edition



Digital Integration



Engaging Social

Girlfriend



Targeted brand executions



Podcast Integration



Immersive Events & Activations

CATEGORY PILLARS



BEAUTY

Beauty advice, trends and tutorials to keep her in the know. That new must-have palette? We're trialling it IRL.



FASHION

Seasonal must-haves and style inspo from her fave celebs. If Gigi is wearing it, GF is showing her how to get her Gigi style on point.



LIFE

Expert advice and commentary on all her #issues. Guy probs? We're in on the group chat. Friend dramz? We've been there.



ENTERTAINMENT

The latest celebrity and entertainment news, all day erryday. Selena's new single? We're streaming it first. Tay's new bae? So on it.



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