



Media release: 1 July, 2009

VOGUE.COM.AU UNVEILS NEW LOOK

Relaunched with a new look, functionality and advertising opportunities

News Digital Media today announced the relaunch of Australia's leading online fashion destination, *vogue.com.au*.

The relaunch, which comes one month before the 50th anniversary of *Vogue* Australia, includes a redesign, a host of new content and the introduction of dynamic new features.

Since launching in October 2000, *vogue.com.au* has built an audience of over one million unique visitors each month* by producing an engaging online platform for its renowned editorial authority.

Vogue Australia's editor-in-chief, Kirstie Clements, said "*vogue.com.au* is on an astonishing trajectory - its power and reach is unparalleled.

"Together, *Vogue* Australia and *vogue.com.au* deliver the ultimate fashion environment with authority, integrity and style."

News Digital Media's chief commercial officer, Ed Smith said that the changes to the website reflected the changing needs of advertisers and consumers.

"*Vogue.com.au* is powerfully influential and authoritative. After close to 10 years online, *vogue.com.au* has built a strong and loyal audience who keenly follow the latest fashion and industry trends.

"The new *vogue.com.au* provides advertisers with stronger avenues to connect with its highly engaged audience, while strengthening its association with its offline counterpart, *Vogue* Australia."

vogue.com.au in partnership with *Vogue* Australia magazine provides users with a total fashion experience offering comprehensive runway coverage of all the major fashion shows, authoritative reports on seasonal trends, the latest social, celebrity, and fashion news, lively informed takes on fashion and pop culture, behind the scenes videos and the *Vogue* Forums which provide insight into the fashion industry.

The launch of the new site also saw the introduction of additional advertising packages.

The new Lookbook feature enables visitors to the site to organise their favourite fashions into galleries to share with their friends online. Utilising this new feature, advertisers will also have the opportunity to create their own sponsored Lookbooks as advertorials. Here, they can showcase their latest products and fashion campaigns to users.

For the first time, *vogue.com.au* will also be offering advertisers with advertising packages more contextually specific. For example, buying out the entire beauty section, including sampling opportunities, or fashion section, ensuring their campaign reaches the user at the right time during the purchasing process.

Mr Smith continued: "In the past year, *vogue.com.au* recorded a 39 per cent year on year growth* and consistently outperformed its rivals with its traffic more than double its closest competitor.

"Our users are trend setters and we are confident that the new product will provide advertisers with the perfect vehicle to reach this highly influential audience."

Launch and 50th anniversary advertisers include well-known fashion and beauty brands Myer, Tresemmé, Pandora, L'Oreal and Shu Uemura.

-ends-

* Nielsen Net Ratings, May 2009 (Total traffic)

For more information, please contact:

Vida Redoblado – news.com.au

Ph: 02 8114 7325

M: 0401 435 309

E: vida.redoblado@newsdigitalmedia.com.au

About News Digital Media

News Digital Media is one of Australia's largest and most innovative digital media publishers.

Its network includes *news.com.au*, *truelocal.com.au*, *careerone.com.au*, *carsguide.com.au*, *moshtix.com.au* and the websites for News Limited's newspapers including The Australian, The Daily Telegraph, Herald Sun, The Courier Mail and The Advertiser.

News Digital Media's sales team, which has won B&T's 'Sales Team of the Year' for the past two years, represents Australia's largest network of news, sport and weather properties.

News Digital Media is the online division of News Corporation's Australian subsidiary News Limited.

News Digital Media is a carbon neutral company.

www.newsdigitalmedia.com.au