

MAGAZINES MOVE ME

Desire

“57% OF CONSUMERS
ENGAGED WITH BEAUTY
ADVERTISING AND
32% TOOK ACTION.”

BAM 2012 – 57% IS THE AVERAGE
SCORE ACROSS ALL ADS AND 32%
IS OF PEOPLE IN THE MARKET FOR
THE PRODUCT.

MAGAZINE
PUBLISHERS OF
AUSTRALIA

MPA

magazines.org.au

IMAGE FROM FAMOUS;
EDITOR: AMY SINCLAIR;
ISSUE: DECEMBER 3, 2012.
PHOTOGRAPHED BY MICHELLE PIRIE.
STYLED BY LISA STERN.

