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**MAGAZINES
MOVE ME**

MAGAZINE
PUBLISHERS OF
AUSTRALIA

MPA



MAGAZINES *MOVE ME*

LUST, *Want*, DESIRE

“61% OF CONSUMERS
ENGAGED WITH MAGAZINE
FOOD ADVERTISING AND
40% TOOK ACTION.”

BAM 2012 – 61% IS THE AVERAGE
SCORE ACROSS ALL FOOD ADS AND 40% IS
OF PEOPLE IN THE MARKET FOR THE PRODUCT.



COVER IMAGE FROM DONNA HAY MAGAZINE;
EDITOR: DONNA HAY; ISSUE: 60.
PHOTOGRAPHED BY ANSON SMART
STYLED BY STEVE PEARCE.

Lust

“59% OF CONSUMERS
ENGAGED WITH
ENTERTAINMENT ADVERTISING
AND 34% TOOK ACTION.”

BAM 2012 - 59% IS THE AVERAGE
SCORE ACROSS ALL ADS AND
34% IS OF PEOPLE IN THE MARKET
FOR THE PRODUCT.



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IMAGE FROM ROLLING STONE;
EDITOR-IN-CHIEF: MATHEW COYTE;
EDITOR: ROD YATES; ISSUE: MAY 2012.
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PHOTOGRAPHED BY KATIE KAARS.
STYLED BY MELAINE KNIGHT.
SUBJECT: HYRO DA HERO.
MODELS: EILIKA & LISA.