

# MAGAZINES MOVE ME

# Went

“58% OF CONSUMERS  
ENGAGED WITH GARDEN AND  
OUTDOOR ADVERTISING  
AND 31% TOOK ACTION.”

BAM 2012 – 58% IS THE  
AVERAGE SCORE ACROSS ALL  
ADS AND 31% IS OF PEOPLE IN  
THE MARKET FOR THE PRODUCT.

MAGAZINE  
PUBLISHERS OF  
AUSTRALIA  
**MPA**  
magazines.org.au



IMAGE FROM COUNTRY STYLE  
EDITOR: VICTORIA CAREY  
ISSUE: JANUARY 2011  
ART DIRECTED BY GIOTA LETSIOS  
PHOTOGRAPHED BY MIKKEL VANG  
STYLED BY INDIANNA FORD