

Beauty Bar



Publication Date:
Date, 13th December 2015

With the summer finally underway,

it is renowned for its ability to get people in the mood to look and feel well.

The Beauty Bar feature is timed appropriately to allow advertisers the opportunity to target individuals who are actively seeking beauty advice, tips, hair removal products & all things beauty related.

Beach, bars, socialising and looking good is on everyone's mind when the sun makes its appearance. People are wanting to rid unwanted hair, improve their overall look, protect their skin from harmful UV rays and gain that summer glow that is so widely sought after.

This is your chance to get your business featured in the M section of The Age in this special report on 13th December as readers of this section are affluent and love the feeling of taking calculated risks.

A unique opportunity to promote your business, with an iconic brand is not to be missed.

Why Advertise?

- Compared to others in VIC, M readers are **22%** more likely to have been to the hairdresser in the past week. Compared to others in VIC,
- M readers **24%** more likely to have been to a personal grooming service in the past month.
- For **6-in-10** Female M readers, looking stylish is a priority. Compared to other VIC women,
- M Female readers are **12%** more likely to agree that "Brands are important to me".
- **1-in-3** M Female readers purchase make up at least once a quarter. More than
- **1-in-2** Female M readers have purchased skincare products in the past 3 months.
- **3-in-10** M Female readers have purchased fragrance in the past 6 months.

Deadlines

Booking: Date 4th December 2015

Material: Date 9th December 2015

For advertising enquires or more information, please contact:
(03) 8667 1017

*All space is subject to availability.
Early bookings are highly recommended.*



Source: *emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending March 2015, people 14+ only. Mu Sunday Age L4W AV

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