



Bauer Media strengthens magazine division with key sales and publishing appointments

- Clare Chamberlain joins as Sales Director from Immediate Media-**
- Lauren Holleyoake appointed Publishing Manager for Grazia and more! -**

LONDON, 12 January: Leading multi-platform media group, **Bauer Media**, has today announced two new senior appointments within its commercial and publishing operations across the Bauer Magazines portfolio. The appointments continue to support Bauer Media's drive to deliver world class editorial products and commercial operations.

Clare Chamberlain will be joining as **Sales Director**, London Lifestyle, reporting into Abby Carvosso, MD, Lifestyle & Advertising. In this new role, Clare will be responsible for leading the 100-strong advertising team across print & digital and unlocking greater commercial opportunities across Bauer's lifestyle brands including Grazia, Closer, Empire and Yours. She will work to develop deeper customer relationships and create a culture of sales and creative excellence.

Clare brings with her a vast experience of magazine and digital knowledge. She spent the last five years at Immediate Media (formerly BBC Magazines) as Group Advertising Director across a diverse portfolio including the homes, food, youth and children's titles, as well as Top Gear. Pre-BBC Magazines, Clare was the Commercial Director across the women's titles at Hachette, including ELLE & Red.

In addition, **Lauren Holleyoake** has also been promoted to a new role of **Publishing Manager, Grazia and more!**. The new role will see Holleyoake driving new commercial opportunities and developing market-leading brand innovations for the weekly glossy portfolio.

Previously, Holleyoake was Marketing Manager of Grazia and more!, where she developed many key brand projects including the Miss Selfridge 'style of the day' campaign with more! and the Waterstones Book Club with Grazia. She was voted "marketer of the year" at the Bauer Awards 2011. She will start in early February, also reporting into Abby Carvosso.

Abby Carvosso, MD, Lifestyle & Advertising, Bauer Media London, said: "*Clare has deep relationships with clients and agencies, as well as experience of leading a wide portfolio of cross platform magazine brands. Clare's incredible energy, passion and enthusiasm will be vital to lead our unique and talented sales team as we continue to develop innovative commercial partnerships and ensure we keep on creating the UK's most influential and trusted brands.*"

“Lauren will play a vital part in ensuring that we continue to create the most influential and market-leading weekly glossies, especially with the exciting and innovative plans Grazia and More have in store for 2012. She has shown a huge amount of energy, commitment & passion for her brands and we know she be a great asset to the team here.”

The appointments follow the recent news that **Abby Carvosso** was promoted in November 2011 to the newly created role of **MD, Lifestyle & Advertising**. Carvosso is now responsible for the delivery of Bauer Media’s world class lifestyle magazines, including Grazia, more!, Yours and its portfolio of parenting, music, men’s and film brands, as well as driving the advertising sales operation across all Bauer lifestyle brands.

November 2011 also saw the announcement that industry luminary **Mark Frith** was to join Bauer Media as editorial director, Lifestyle, this month. He has now taken up his position, providing strategic vision and support for the editors and publishers across the whole business.

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Available for comment:

Abby Carvosso, MD, Lifestyle & Advertising, Bauer Media

For more information or to seek comment:

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About Bauer Media:

A leading UK media group, with interests spanning magazines, radio, TV, online, live events and mobile. The company aims to connect audiences with excellent content whenever, wherever and however they want.

- Its award-winning portfolio of influential media brands includes Magic 105.4, heat, Metro Radio, Closer, Kiss, GRAZIA, EMPIRE, Q, Cool FM, KERRANG!, Radio Clyde, MCN, Key 103 and FHM: all delivering must-have entertainment and information to diverse and valuable audiences.
- Bauer Media publishes 53 leading magazine titles, over 40 of which were launched by the company.
- More than 13 million people a week listen to a Bauer Media radio station. Bauer Media is also home to the number one commercial digital station - The Hits Radio.
- Box TV, a JV between Bauer Media and Channel 4 runs seven music channels, including Smash Hits, Kerrang! Magic, Q, Kiss and the number one music TV channel - 4Music.
- Bauer Media's on-line businesses have more than 10 million users, visiting some 48 unique brand sites.

Bauer Media is a wholly owned subsidiary of Bauer Media Group, a privately owned media empire offering more than 320 magazines worldwide, as well as TV and radio stations. For more information, please visit www.bauermedia.co.uk. For subscriptions and gift ideas, please visit www.greatmagazines.co.uk

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