



Grazia celebrates London Fashion Week with bespoke collector's issue and record level of advertiser demand

-LG Mobile in six-figure sponsorship deal of behind-the-scenes '*Grazia's Fashion Issue...Live!*' documentary series & social publishing event -

- Grazia supports special issue with substantial marketing campaign –

LONDON, Thursday 2 February 2011: Grazia, Bauer Media's weekly glossy for upscale women, is to publish its biggest ever Spring collector's issue during London Fashion Week (LFW), supported by an online documentary series & social publishing event, an above-the-line marketing campaign and substantial social media activity. The bumper 264-page collector's edition has seen a surge in advertiser demand and will hit the newsstands on Tuesday 21st February 2012.

The London Fashion Week collector's edition has attracted a host of advertisers including Jimmy Choo, Les Petites, YSL, Dune, YSL Beauty and Swarovski. The collector's issue will feature an unprecedented 45% uplift in advertising pages year-on-year (from 88 to 128) as brands look to capitalise on Grazia's influence on high street sales. Dior Beauty is collaborating with Grazia to create an exclusive four page advertorial showcasing their spring/summer '12 cosmetic collection, as well as an exclusive event held at Selfridges where consumers can have key trends recreated by a team of Dior and Grazia experts.

The '*Grazia Fashion Issue...Live!*' documentary series will capture every second of the drama and deliberation that goes into creating the Grazia London Fashion Week issue, as well as allowing fans and followers to get involved in some key editorial decisions.

Cameras will be following the team 24/7 for a week and a series of daily films will give viewers a behind-the-scenes look into Grazia HQ during NY and London Fashion Week. The series is sponsored by LG Mobile who has committed a six-figure investment into a multi-channel campaign that will extend across graziadaily.co.uk, print ads within the issue and social media

activity. The series is being created and produced by content agency Gravity Road – who work with the likes of Channel 4, Coca-Cola and Bacardi Group. Episodes will begin to go live on graziadaily.co.uk the 13th February and a full length 30-minute version will be released on the magazine sale date, 21st February.

‘Grazia Fashion Issue...Live!’ will also see the magazine handing over the editing reins to fans by giving them the chance to comment, influence and vote on the editorial selection process in a live, social publishing event – even down to the cover shot. *‘Grazia Fashion Issue...Live!’* will be the first truly interactive, social experiment ever undertaken by a print product – accessible across all Grazia’s platforms, including graziadaily.co.uk, YouTube, Twitter and Facebook.

Grazia will support the issue with a two week multi-platform marketing campaign including digital 6 sheets and transvision screens across bus sides, the underground and railway advertising sites. The campaign, developed by Brooklyn Brothers, is themed around the highly successful ‘Have You Got Your Grazia?’ campaign and will be supported by promotion through Grazia’s social media channels. In addition, the campaign will be supported extensively across retail including prominent London space with WH Smith.

Abby Carvosso, managing director of Bauer Magazines lifestyle, said: “London Fashion Week is a big event in the calendar of fashion-conscious upscale women and Grazia is celebrating it with a collector’s issue with a twist. The LG Mobile sponsored *‘Grazia’s Fashion Issue...Live!’* series gives our readers an additional level of exclusive content and demonstrates the depth of interaction advertisers can have with their audiences through Bauer’s influential brands.”

Warren Lewis, Head of Mobile at LG Mobile , said: “LG Mobile has a strong style heritage, and this partnership represents our renewed focus on beautiful and innovative handsets that will continue throughout our 2012 collection. As a brand that focuses on communicating with our audience in innovative ways the Grazia London Fashion Week issue, and accompanying *‘Grazia’s Fashion Issue...Live!’* series, is a great opportunity to achieve this. We are excited to embark on this partnership with Grazia as we continue connecting with our audiences through unique and engaging channels.”

== ends ==

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

The Brooklyn Brothers:

The Brooklyn Brothers are an independent creative agency with offices in New York, London and Sao Paulo. We set up to respond to today's new communications challenges and to get our clients brands talked about by a new, empowered, digitally literate consumer. With an entrepreneurial spirit and a passion for making groundbreaking work in whatever channel, we strive to find new, different and effective ways of doing things for global brands such as Land Rover, Virgin, Apple, BBC Worldwide, Grazia, New Era, Rockstar Games and The New York Rangers.

Gravity Road:

Gravity Road is a new independent creative company founded by former BBH and PHD executives Mark Boyd & Mark Eaves. It provides strategic, creative and production expertise in content. Gravity Road works with a broad range of clients from consumer brands (e.g. Coca-Cola, Bacardi Group), broadcasters (Channel 4, ITV), established content creators and emerging platform providers. www.gravityroad.com

About LG Electronics, Inc.:

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 80,000 people working in over 115 operations around the world. With 2009 global sales of 55.5 trillion Korean Won (43.4 billion US Dollars), LG comprises of five business units – Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world's leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner of Formula 1™ and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lg.com

About LG Electronics Mobile Communications Company:

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit www.lg.com

Full list of new advertisers for Feb's LFW issue:

CK Beauty
Jimmy Choo
Marina
H&M
Coach
Repetto
L K Bennett
D Squared
Thomas Sabo
Nivea
Les Petites
Banana Republic
Levi's
Twinset
Rimmel
Swarovski
Crea Concept

Radley Bags
Playtex
Eveden - Freya
DR Martens
Gap
Aldo
Johnson & Johnson
YSL DPS
Bally DPS
Dorothy Perkins DPS
Clarks DPS
Diesel DPS
Freddy DPS
Follie Follie DPS
River Island DPS
Converse DPS