

A woman is shown from the waist down, wearing a white dress with a vibrant floral pattern in shades of red, blue, and green. She is holding a bright blue, textured leather handbag with a gold-tone metal clasp and a matching blue strap. The background is a blurred outdoor setting, suggesting a city street or park. A semi-transparent pinkish-red banner is overlaid on the left side of the image, containing the POPSUGAR logo and a short paragraph of text.

# POPSUGAR

brings you the biggest moments  
and hottest trends across celebrity, fashion,  
beauty, and fitness channels in a positive brand  
environment with truly unique offerings.



# What Sets Us Apart?

## SOCIAL AND MOBILE FIRST

Every story is written to be shared and viewed on mobile

## GLOBAL ACCESS

To international stars, celebrity stylists, make-up artists, personal trainers and more

## PROVEN INFLUENCE

We ignite conversations and increase brand favourability through meaningful and engaging branded content

## UNIQUE FORMULA

Proactive like a magazine, reactive as a real-time publisher

## CONTENT TO COMMERCE

We take readers from reading about the latest trends, to buying and wearing them



INSIDE VIEW

DAVID JONES

INSIDE VIEW  
ISSUE 11  
THE STYLE ADVISOR EDIT  
VIEW THE EDIT  
DAVID JONES

LATEST FASHION



CHANNEL: 41 MINUTES AGO  
**Diane Kruger Delivers a Triple Dose of Red Carpet Greatness**

It looks like Berlin is bringing out the best in Diane.  
BY JASMINE GARNSWORTHY

CELEBRITY STYLE

1 HOUR AGO  
**Sandra, Cate, and Lupita Walk Onto a Red Carpet . . .**



BY JUSTIN FENNER

NEW YORK FASHION WEEK

50 MINUTES AGO  
**Karen Walker's Runway Revolution**



Yes, the Kiwi brand is back on the NYFW runway.  
BY JASMINE GARNSWORTHY

NEW YORK FASHION WEEK

1 HOUR AGO  
**Get Up Close and Personal With NYFW's Best Accessories**



MOST SHARED



2012 Billboard Music Awards: Taylor Swift

19 SHARES



DAVID JONES

TRENDING



2012 Billboard Music Awards: Taylor Swift

1 REACTIONS 19 SHARES



See All 808 Gorgeous Gowns From Bridal Fashion Week: Spring '14

183 REACTIONS 54 SHARES



10 of the Best Bridal Heels to Shop Online Now!

5 REACTIONS 8 SHARES



Strong, Invincible Women at Hervé Léger

1 REACTIONS



First Look! Zara Spring 2014

7 SHARES



Let's Hear It For New York! DENY Pays Homage to the Empire City

1 REACTIONS



Meet the 10 Best Dressed Women of Fashion Week

4 REACTIONS 6 SHARES

INSIDE VIEW  
ISSUE 11  
THE STYLE ADVISOR EDIT  
VIEW THE EDIT  
DAVID JONES

# Premium Content, Beautiful Execution

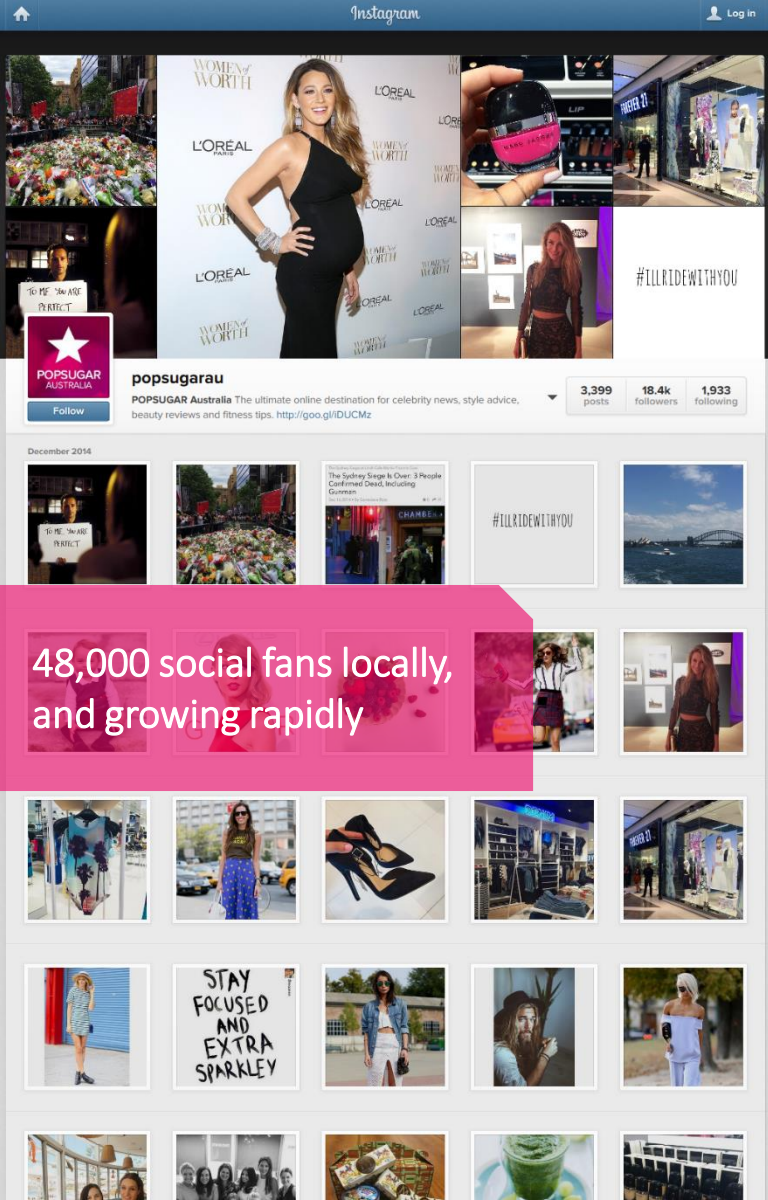
- Vibrant, inclusive content
- Unprecedented access to local stars
- Greater access to exclusive images
- Always fans and never critics
- Frequency & relevancy

## The Must-Buy Brands Landing at David Jones for Autumn

by Sponsor 2/3/14 1 Reactions 5 Shares Print 1 0 4 0 0







48,000 social fans locally,  
and growing rapidly

# Social

## SHAREABLE CONTENT THAT STARTS A CONVERSATION

POPSUGAR content is created for sharing. Not only do we cover trending topics, we create them. Leveraging the social followings our loyal celebrity following has, we start the conversation on Facebook, Twitter, Instagram, Pinterest, Tumblr, SnapChat and Google+. From breaking news to behind-the-scenes moments, if it's happening at POPSUGAR, it's already happened on our social media channels.

Follow POPSUGAR Australia:



68%

OF POPSUGAR READERS ARE ON SOCIAL MEDIA AT LEAST A FEW TIMES A DAY

73%

HAVE NETWORKS ON SOCIAL MEDIA OF 100+





# Fans, Not Critics

POPSUGAR's positive, aspirational tone and content offers a brand safe, uplifting environment. This fresh approach enables POPSUGAR access and support from a whole host of celebrities and experts. If they want to talk, they come to POPSUGAR first.

**MARGOT ROBBIE**

"I was jumping out of my skin when my publicist told me you were next...I love the site so much!"

**DELTA GOODREM**

"I love the POPSUGAR gang...it's such a great website"

**LARA BINGLE**

"I love you guys, you're the only site that is supportive....you guys post so much and are so quick"

**MICHELLE BRIDGES**

"I love POPSUGAR. The Australian one and also the US version"

**NICOLE TRUNFIO**

"I love your website so much. Like, I'm a huge fan"



# POPSUGAR Verticals



## CELEBRITY & ENTERTAINMENT

Breaking celebrity news and pictures, superior red carpet coverage and access, and the very latest on the hottest entertainment buzz.

## BEAUTY

Backstage access to international fashion shows, relatable product reviews, instructional how-to galleries and beauty tips from industry insiders.

## FASHION

Dedicated fashion event coverage, must-have shopping galleries, celebrity style commentary and the latest fashion industry news.

## HEALTH & FITNESS

Healthy living tips designed to help real women, wholesome recipe ideas and fitness advice for a balanced and fulfilled lifestyle.

## SHOPSTYLE

Shop the best of local and international retailers and designers, all at your fingertips.







# POPSUGAR Celebrity

The highly addictive POPSUGAR Celebrity delivers, dissects and discusses the latest in pop culture, news and entertainment from the red carpets of Hollywood to your local TV screen.

The first to break the latest celebrity news and make the trends, POPSUGAR Celebrity highly sharable content around the clock, attracting the most engaged, social-savvy and celeb-obsessed readers.



OUR READERS LOVE REALITY TV SHOWS, TV DRAMAS AND MOVIES



VISIT POPSUGAR FOR CELEBRITY NEWS AND RED CARPET EVENT COVERAGE



ARE MORE LIKELY TO WATCH A MOVIE AFTER VIEWING A TRAILER ONLINE





# POPSUGAR Fashion

From celebrity style to fashion week coverage live from the front row, POPSUGAR Fashion is the ultimate fashion destination to inform and inspire fashion conscious women and shopaholics alike.

With regular features including style stalks, product galleries & attainable trend edits, POPSUGAR Fashion takes readers from what to wear and how to wear it, through to where to buy it.

77%

LISTED FASHION WEBSITES AS THEIR MAIN SOURCE OF INSPIRATION FOR FASHION PURCHASES

1 in 4

ARE SHOPAHOLICS, SHOPPING ONLINE FOR CLOTHES, EVERY WEEK

34%

THINK IT IS IMPORTANT TO KEEP UP WITH THE LATEST TRENDS







# POPSUGAR Health & Fitness

POPSUGAR Health & Fitness combines the latest in workout and exercise trends with advice on healthy eating, re-energising the mind, and relieving life's stresses.

Dedicated to real women seeking wellbeing and balance, POPSUGAR Health & Fitness provides unprecedented access and advice from local experts and inspirational, fit and healthy celebrities.

50%

VISIT POPSUGAR FOR OUR FITNESS TIPS AND IDEAS

41%

DESCRIBE THEMSELVES AS HEALTH CONSCIOUS WEIGHT WATCHERS

79%

EXERCISE AT LEAST ONCE A WEEK





# POPSUGAR Beauty

The ultimate go-to beauty guru, POPSUGAR Beauty offers hair, skincare and make-up tips, tricks and techniques to look and feel great.

From how-to guide, must-see runway trends, product reviews and instructional videos, there's something for beauty novices and junkies alike.

63%

VISIT BEAUTY WEBSITES TO FIND OUT ABOUT NEW PRODUCTS

74%

ARE MOTIVATED TO PURCHASE NEW MAKE-UP AFTER SEEING AN AD, OR READING ABOUT IT ON BEAUTY WEBSITES

71%

ARE WILLING TO TRY NEW MAKE-UP PRODUCTS





# ShopStyle

The world's best search engine for fashion, ShopStyle is so much more than a fashion platform, it is a thriving fashion community.

A high profile, powerful search engine for fashion and beauty products, it is the go-to destination to get access to over 330 local and international retailers and designers. ShopStylers are loyal, fashion-forward influencers with a serious purchase mindset.

92%

SPEND 1-2 HOURS OR MORE ONLINE SHOPPING EVERY WEEK

\$

SHOPSTYLE INFLUENCES OVER \$100,000 WORTH OF SALES A DAY

78%

BUY FASHION ONLINE AT LEAST ONCE A WEEK





DISCOVERED

I don't have to wear wrinkles

An alternative to painful injections

That friends do tell secrets

CLICK HERE TO DISCOVER



DR. LEWINNS' OLD CAN WAIT

DISCOVERED

I don't have to wear wrinkles

An alternative to painful injections

That friends do tell secrets

ALEX PERRY MBFWA SHOW: THIGH-HIGH LACE-UP TONY BIANCO BOOTS  
 Shop: The Boots Everyone At MBFWA Is talking About

by Genevieve Rota 09/4/13 26 Reactions 27 Shares Print



MOST SHARED VIEW ALL

This Model Just Joined the Ranks of Miranda Kerr and Jess Hart



13 SHARES

10 Things You Should Never Wear in Winter

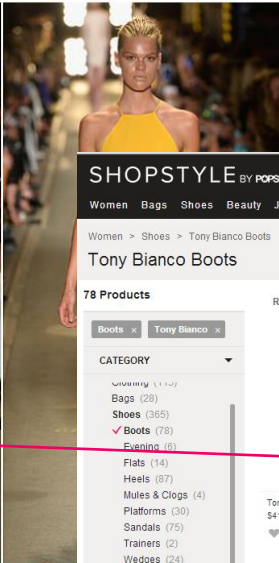


5 REACTIONS 2 SHARES



CLICK HERE TO DISCOVER MORE

DR. LEWINNS' OLD CAN WAIT



SHOPSTYLE BY POPSUGAR Search for clothing, bags, shoes, etc... STYLEFEED Log In or Sign Up

Women > Shoes > Tony Bianco Boots

Tony Bianco Boots

Add Sale Alert

78 Products

Related: Tony Bianco Ankle Boots Bianco Boots Diesel Leather Boot

AU Stores All Stores Most Popular

Boots x Tony Bianco x

CATEGORY

- Evening (6)
- Flats (14)
- Heels (87)
- Mules & Clogs (4)
- Platforms (30)
- Sandals (75)
- Trainers (2)
- Wedges (24)

Home (2)

BRAND

PRICE

COLOUR

SIZE

SALES & DEALS

STORE

Create A Sale Alert

Clear All Filters

<p>Tony Bianco Anette \$419.95 ♥ 11</p>	<p>Tony Bianco Nashville \$429.00 \$300-440 ♥ 2</p>	<p>Tony Bianco Tivoli \$159.95 ♥ 9</p>	<p>Tony Bianco Parade \$209.00 \$100 ♥ 5</p>	<p>Tony Bianco Rasia \$499.00 \$300 ♥ 2</p>	<p>Tony Bianco Tate \$189.95 ♥ 18</p>
<p>Tony Bianco Roxette \$479.00 \$300-300 ♥ 1</p>	<p>Tony Bianco Alicia \$399.00 \$180-400 ♥ 7</p>	<p>Tony Bianco Rumber \$469.00 \$300-490 ♥ 2</p>	<p>Tony Bianco Pia \$249.95 ♥ 6</p>	<p>Tony Bianco Ramp \$269.00 \$120 ♥ 0</p>	<p>Tony Bianco Florence \$479.00 \$120 ♥ 0</p>

When Alex Perry's models hit the runway at the 2013 MBFWA is dresses everyone was talking about — those divine Tony Bianco of day one of fashion week, if not the biggest, with Phoebe Tonki social media. And here's the ace news: these thigh-high leg leng now, at Tony Bianco's online store, in the label's Melbourne and. The boots are made to order (how luxe!) and come in blush or bi

Source: Getty

# Content Meets Commerce

Working with POPSUGAR offers a unique environment where readers transition seamlessly from reading about trends and products on POPSUGAR to purchasing them on ShopStyle.



# Audience Insights

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- Our readers
- Reach & Demo snapshot
- Continued growth
- Key Audience Insights





# Our Readers

The POPSUGAR woman is 18-34 years old, well connected, influential and hungry for the latest news and trends.

**44%** 18-34 YEAR OLDS

**42%** VISIT POPSUGAR AT LEAST ONCE A DAY

**41%** SOCIALISE WITH FRIENDS EVERY WEEK

**61%** LOVE SOCIAL MEDIA







# Reach and Demo

## REACH

Monthly UB

**2,043,085**

Monthly PI

**9,478,175**

## ENGAGEMENT

PVs per person

**8**

Minutes per person

**4.2**

## AGE

18-24...19%

25-34...25%

35-49...31%

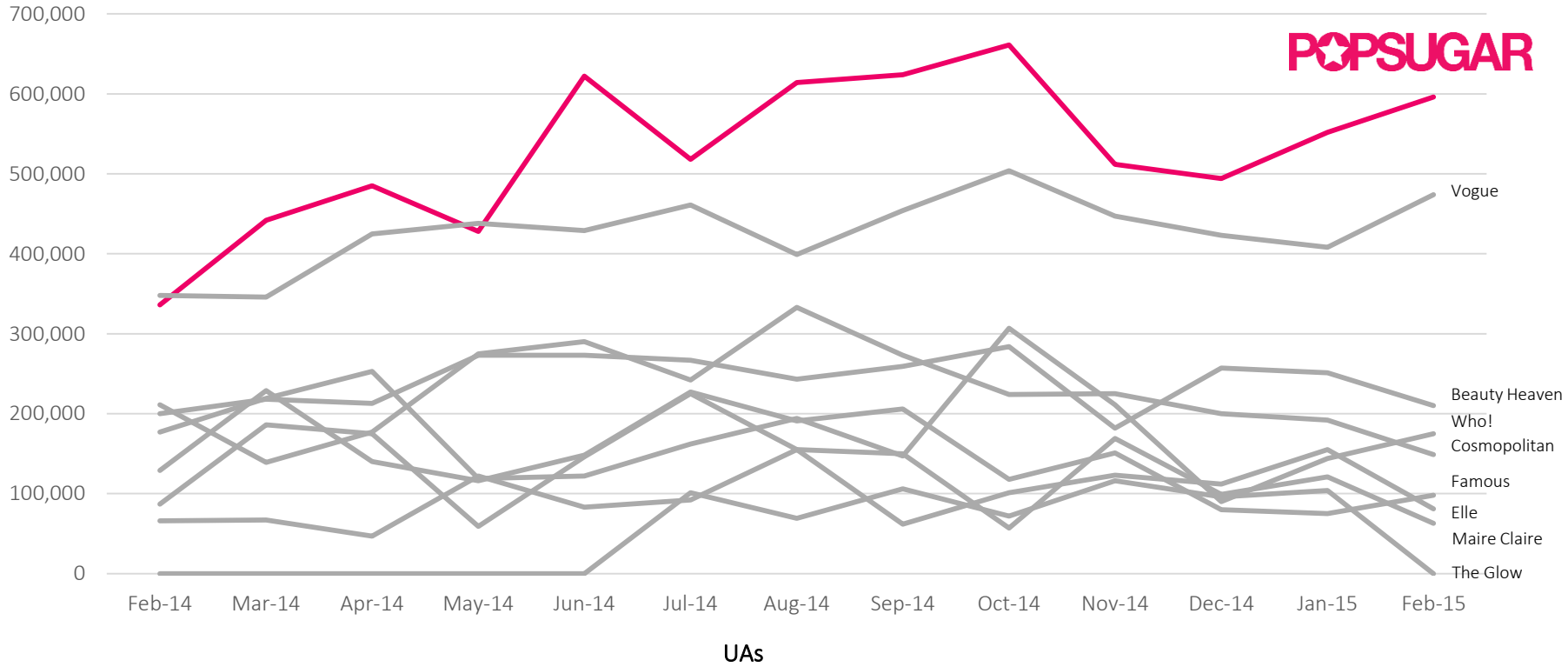
## INCOME

**51%**

earn \$75,000+



# Continued Growth



**POPSUGAR**

Vogue

Beauty Heaven

Who!

Cosmopolitan

Famous

Elle

Maire Claire

The Glow

UAs

Source: Nielsen Online Ratings, Feb14-Feb15



# Fashion Insights

**77%** LISTED FASHION WEBSITES AS THEIR MAIN SOURCE OF FASHION INSPIRATION FOR FASHION PURCHASES

**64%** SHOP WITH A PURPOSE, BUT END UP IMPULSE BUYING OTHER ITEMS

**50%** ARE ASKED FOR FASHION TIPS FROM THEIR FRIENDS

**1 in 4** ARE SHOPAHOLICS, SHOPPING FOR CLOTHES ONLINE EVERY WEEK

**40%** REPORT THAT MORE THAN HALF OF THEIR CLOTHES AND ACCESSORIES ARE PURCHASED ONLINE







# Beauty Insights

**84%** ARE WILLING TO TRY NEW SKINCARE PRODUCTS

**63%** VISIT BEAUTY WEBSITES TO FIND OUT ABOUT NEW MAKE-UP & SKINCARE TRENDS/PRODUCTS

**57%** READ REVIEWS ONLINE BEFORE BUYING OR TRYING NEW MAKE-UP PRODUCTS

**74%** ARE MOTIVATED TO PURCHASE NEW MAKE-UP AFTER SEEING AN AD, OR READING ABOUT IT ONLINE

**71%** ARE WILLING TO TRY NEW MAKE-UP PRODUCTS





# Lifestyle Insights

**79%** ARE HEALTH CONSCIOUS AND EXERCISE AT LEAST ONCE A WEEK

**62%** WATCH OR RENT A MOVIE A FEW TIMES A MONTH

**41%** SOCIALISE WITH FRIENDS AT LEAST ONCE A WEEK

**66%** ARE EXPERIMENTAL – THEY LIKE TO TRY NEW EXPERIENCES AND PRODUCTS

**49%** ARE HEAVY INTERNET CONSUMERS, SPENDING OVER 3 HOURS A DAY ONLINE





For any enquiries, visit:

<http://www.alluremedia.com.au/contact>