



ISSUE | HEALTH + WELLBEING | THE



● PEOPLE BEFORE PROFITS ● RETHINKING SUSTAINABILITY IN THE MEDIA ●

● THE INFORMATION DIET ● BOOST YOUR BRAND WITH PUBLISHING

GENEVRA LEEK

Editor-in-Chief Elle Australia

“With eco-anxiety on the rise, waning trust in politicians and governments, and a relentless news cycle, we need to be reminded that there is still light, hope and beauty and that it is still within our power to make a difference”

WHAT DO YOU LOVE ABOUT WORKING IN PUBLISHING?

I've been working in publishing for close to my entire adult career and I continue to thrive on the immediacy, the creativity, and the direct line my role provides to the reader and audience. It is a rapidly changing industry, which means we are constantly evolving, innovating and coming up with exciting new ideas across all platforms.

MAGAZINE READERSHIP HAS GONE UP IN THE PAST YEAR, WHY DO YOU THINK THAT IS?

ELLE's print readership has increased 15 per cent year-on-year. We've really recommitted to inspiring imagery, great storytelling and an optimistic outlook over the last 12 months. From our front cover to our back page, we want our reader to feel uplifted when she reads an edition of ELLE. With eco-anxiety on the rise, waning trust in politicians and governments and a relentless news cycle, we need to be reminded that there is still light and hope and beauty and that it is still within our power to make a difference.

HOW DO YOU ESTABLISH YOUR VOICE IN A CLUTTERED MARKET?

We bring together visionary voices and diverse perspectives in order to be the destination for intelligent women seeking to improve, enrich and enliven their minds. Our aim is always to entertain, inspire and delight readers - never to shame them. For that reason, ELLE stories should be non-judgemental, friendly, inclusive and a little tongue in cheek. We need to be believable, relevant and speak to our reader's real life from a position of insider knowledge and access. The amazing women (and men) who read ELLE want to be engaged, involved, uplifted and challenged.

HOW DO YOU ENGAGE WITH NEW GENERATIONS TO ENSURE READERSHIP GROWTH CONTINUES?

ELLE is all about fresh ideas and a future-facing outlook. We continually tap into issues that are becoming increasingly important to a generation coming of age and finding their voice. In August we released an issue dedicated to sustainability with an associated campaign, #ELLEFutureIsNow - the edition dealt with everything from the climate crisis to the circular fashion movement and the beauty industry's plastic use. In September, the cover story featured Natasha Liu Bordizzo, an Australia actor of Chinese and Italian descent, who openly shared her views on women and minorities in film and the need for greater representation in Hollywood.

For our October 2019 issue, we released The ELLE list 2019, featuring a new generation of change-makers who are reshaping their industries and helping to shift perspectives, including 17-year-old political activist "Egg Boy". We're proud that our audience is incredibly socially aware and responsible and we will continue to grow with them and keep them informed, whether it's on the latest in ecotourism, the low-down on vegan leather, advancements in inclusive beauty or the most up-to-date information on mental health (see November's "Smile" issue!).

HOW HAS YOUR STRATEGY EVOLVED TO STAY RELEVANT AND RETAIN ENGAGEMENT WITHIN THE MODERN MEDIA DIET?

By having a crystal clear point of view, a distinct point of difference and ensuring that what we deliver in print is the kind of content that can't be dictated by an algorithm but instead is curated by experienced editors, informed by insightful journalism and punctuated with world-class imagery.

MARKET RESEARCH INDICATES THAT MAGAZINES ARE SEEN AS A MEDIUM USED TO 'SWITCH-OFF', IS THIS A CONSIDERATION WHEN CURATING PUBLICATIONS?

We like to think our readers escape into the world rather than away from it when they pick up the print edition of ELLE. Our team edits what's new and next for an open-minded and independent woman who is just as interested in being at the center of the latest cultural conversation as she is in knowing about the new season boot or latest beauty hack. We edit the magazine with the reader experience in mind - her downtime is precious so we need to ensure that every page is engaging, informative and personal.

WHAT SHOULD ADVERTISERS CONSIDER WHEN PLACING CONTENT IN A MAGAZINE TO FIT WITHIN THIS TREND OF READERS USING MAGAZINES TO SWITCH OFF?

The reader experience is paramount. Evocative imagery, an authentic message and clear brand values are key.

WHAT'S YOUR FAVOURITE WAY TO SWITCH OFF?

Aside from flicking through a magazine? When I have a moment to exhale I actually switch on to a podcast - a good one can have such a positive effect on mindset and make you think in new and challenging ways. Plus I'm doing research for one we have in the works so it feels like I'm making the most of my downtime!

WHAT FUTURE MAGAZINE TRENDS SHOULD WE LOOK OUT FOR?

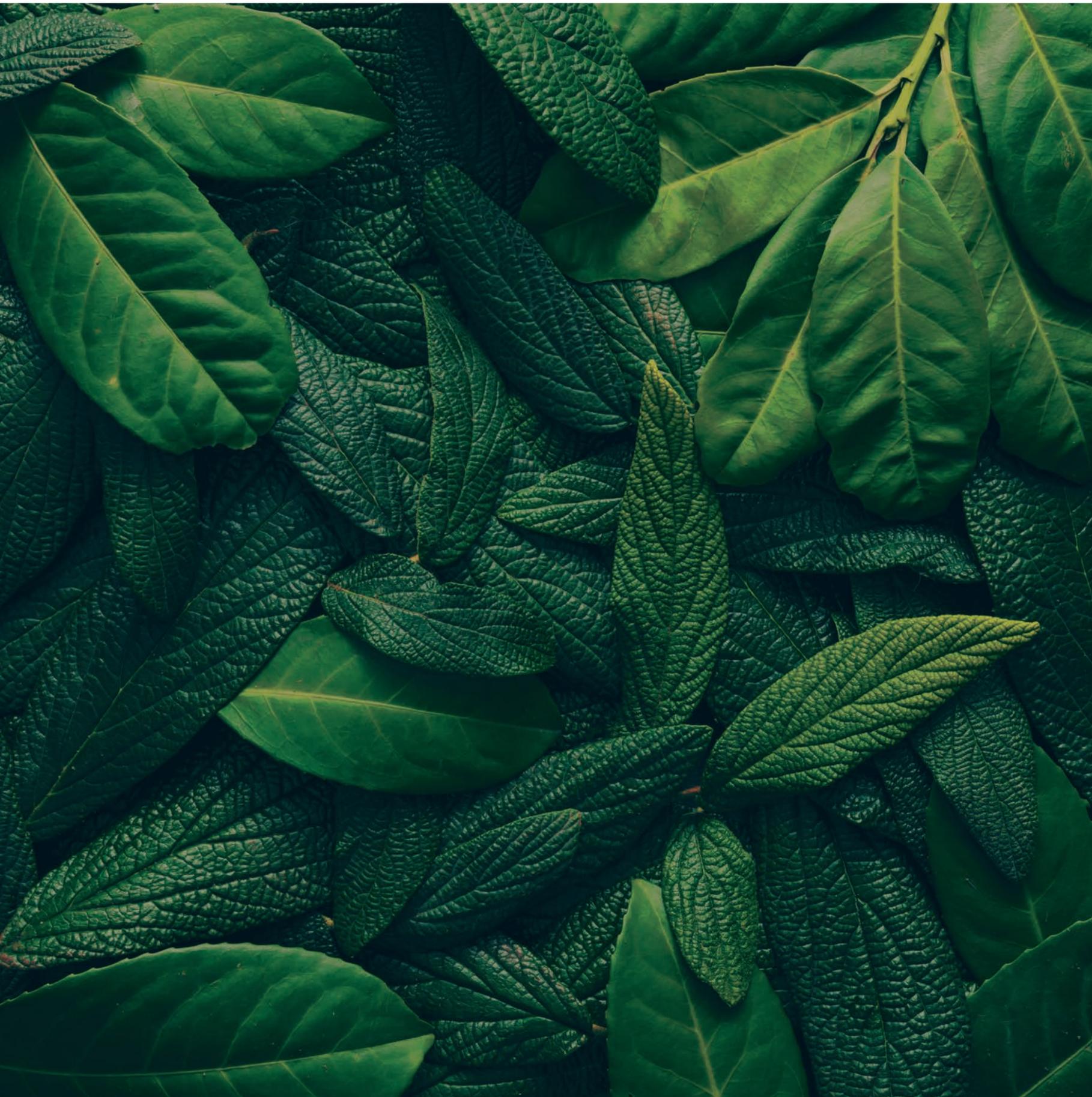
Magazines, more than ever, need to decide who they are, what they stand for, and who their audience is.



FROM DEEP THINKERS TO SKIM READERS

The steady diet of digital content is turning us into a world of skim-readers, which is bad news for our brains

By Sam Upton



R E T H I N K I N G SUSTAINABILITY I N T H E M E D I A

by Sam Upton

A question: what's the most environmentally responsible form of media? Right now, most of you are probably thrusting your hand up and shouting 'Digital!' With no physical presence and little distribution costs, online media is widely perceived to be the kindest on the environment, reaching the most amount of people with the lowest impact on the natural world. However, is this a misconception? Have we got it wrong?

There is another form of media with a strong environmental record, one that has a highly efficient, and commercially viable, recycling system and a long-established program of regeneration, using a renewable material that's been proven to be first choice for customers. More importantly, its continued use actually results in the removal of carbon from the atmosphere. That media? Paper.

**VoPP
mag:**

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