



JB Hi-Fi: Stack Magazine

Stack is **JB Hi-Fi's** instore magazine, acting as a guide for home entertainment needs and targeting the JB customer across a broad demographic of tech, games, film, and music enthusiasts. Stack has been in production for 17 years, and there have been 207 issues so far, coming from humble beginnings to a monthly print run of 100,000 copies Australia-wide.

Objective:

JB Hi-Fi produces Stack in close collaboration with JB Hi-Fi category managers, to deliver the most up-to-date and in-depth coverage of retail products, that align with key marketing strategies and drive sales. Additionally, JB Hi-Fi produces the magazine to educate and entertain their customers with content that spans informative editorial features and interviews to product reviews and buying guides and up-to-date news and updates. >>

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International content inputs enrich readership engagement and value triggers



Method:

Stack covers all facets of the entertainment industry with a distinct and unique voice. Correspondents in Melbourne, Sydney, Los Angeles and London have forged relationships with publicity and marketing managers across all categories which has given Stack access to some of the biggest names in entertainment. From directors like Quentin Tarantino to musicians such as Ed Sheeran and Dave Grohl, Stack has created a dedicated readership and close collaboration with JB Hi-Fi, which allows the magazine to bridge the gap between consumers and retailers.

Results:

Stack has managed to develop a dedicated readership base, which has allowed them to successfully bridge the gap between consumer and retailer. The magazine played a large role in JB Hi-Fi's move into the technology sector, with the introduction of the magazine's Life Tech section. This was an invaluable sales tool for JB Hi-Fi.

