CosBeauty Magazine is the thinking woman’s beauty source and Australia’s foremost authority on lifestyle, health and beauty.

With 15 years of experience reporting on the cosmetic enhancement and beauty industries, it is a must-read for everyone wanting to look and feel as good as they can.

Each issue contains fresh and fun in-depth articles on lifestyle, appearance medicine, skincare technologies and current beauty trends, all written by experienced medical and beauty journalists.

Published as a quarterly digital magazine, it is available online at www.cosbeauty.com.au
**CosBeauty Magazine** provides a unique opportunity to reach a loyal following of beauty and appearance medicine devotees, and fills the gap between targeted cosmetic surgery information and mainstream beauty.

**CosBeauty Magazine** is available FREE online at www.cosbeauty.com.au. Each online edition offers easy navigation, optimised articles, and links to doctor and company videos and websites. It is designed for easy reading on any device – anywhere, anytime.

**Regular Features Include**

- Skincare technologies
- Latest beauty products
- Appearance medicine procedural information
- Cosmetic enhancement guides
- Industry news
- Wellness and fitness
**CosBeauty Magazine** is primarily targeted towards women aged 18–55. It also caters for men’s interests, with hot topics on male grooming, wellness and cosmetic enhancement.

**Our Readers Want**
- to look their best and are very conscious of their appearance
- relevant factual information to help make informed decisions
- accessible treatments that are relevant to their lifestyle
- to feel great physically and emotionally, no matter what their age
- the most up-to-date information about new technologies, procedures, products and beauty trends
- informative, intelligent articles on the latest beauty, lifestyle and cosmetic enhancement hot topics

**Our Reader, Your Client**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>use the magazine as an information resource</td>
</tr>
<tr>
<td>88%</td>
<td>read at least seven articles each issue (mean = 26 pages)</td>
</tr>
<tr>
<td>68%</td>
<td>click through at least one link</td>
</tr>
<tr>
<td>92%</td>
<td>would recommend the magazine to family and friends</td>
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From cosmetic enhancement to finding a local practitioner, from skincare to makeup, from fitness to lifestyle, www.cosbeauty.com.au provides information, motivation and inspiration to more than 40,000 people each month.

With more than 500 (and counting) independent articles written by medical journalists, before and after galleries and videos, cosbeauty.com.au propels consumers into action.

cosbeauty.com.au attracts more than 120,000 page views per month, and our product and practitioner directory is the most comprehensive lifestyle, enhancement, health and beauty directory in Australia, with over 1,000 listings.

CosBeauty eNews – our popular monthly EDM – is delivered to 12,000+ inboxes every week. It has 27.8% open rate (industry average 18.1%) and 12.2% click rate (industry average 4.1%).

Be part of something beautiful.
Be part of Australia’s premier lifestyle, enhancement, health and beauty online destination.

Contact us for a tailor-made digital marketing strategy.
40,000+ UNIQUE BROWSERS

120,000+ PAGE VIEWS

1,000+ DIRECTORY LISTINGS

12,000+ NEWSLETTER SUBSCRIBERS