

Supplementary submission
requested by Senate.
Standing Committee on environment,
communications and the arts.

Includes:

- (1) Advertising revenue break up for Total Girl
- (2) Advertising revenue break up for Girlfriend
- (3) Roy Morgan readership of Dolly, Girlfriend & Total Girl by age.

(1) Total Girl.

Category break up by % of revenue for Total Girl:

CATEGORY	% OF REVENUE
Toys	31%
Entertainment/Gaming	22%
Craft	10%
Books	10%
Food	9%
Fashion / Access Cosmetics	13%
School Supplies	3%
Communications	2%
TOTAL	100%

Over 50% of the advertising carried in Total Girl is for toys and entertainment properties (DVDs, concerts, films, Gaming).

The categories of craft, books and school supplies combined make up nearly a quarter of all advertising (23%).

The cosmetics category covers lip balm and Palmolive shampoo.

Communications captures the mobile phone ads.

Regarding the percentage of advertising to editorial per issue, Total Girl averages between 20% - 25% advertising pages per issue.

(2) Girlfriend.

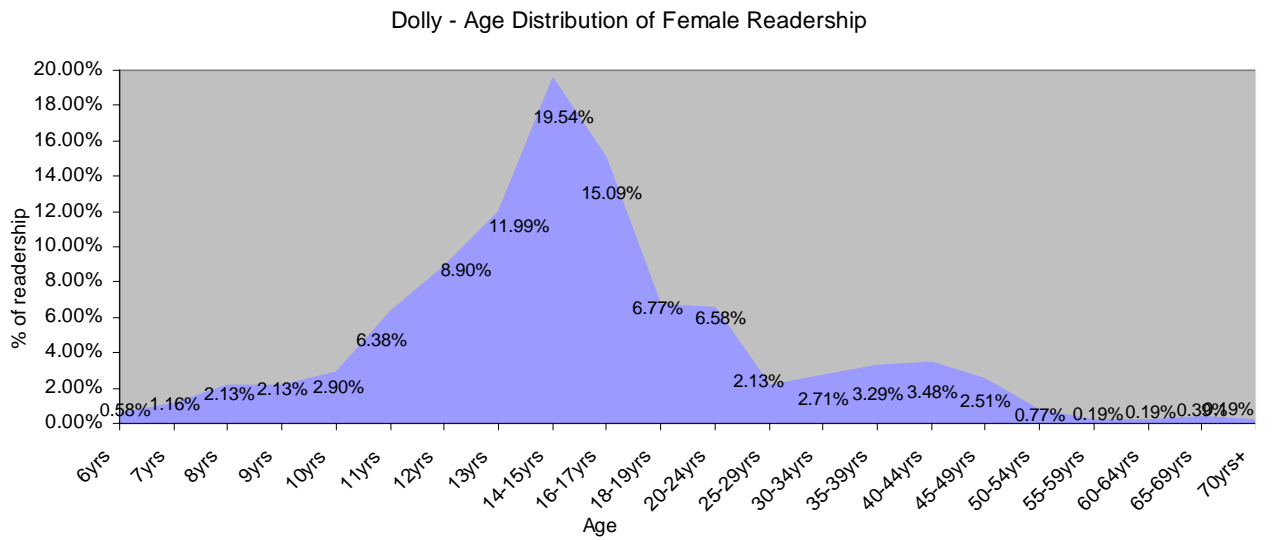
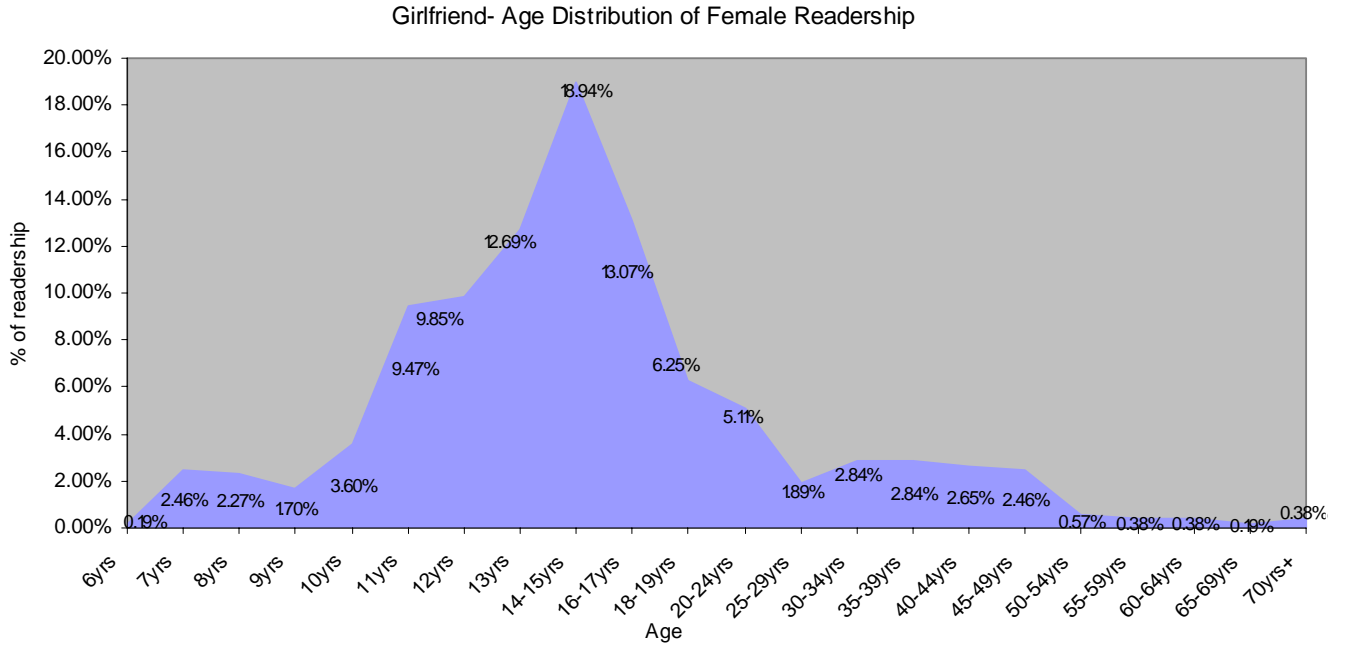
Category break up by % of revenue for Girlfriend:

Product Category	Total
Apparel and fashion	27%
Communications	13%
Education & Learning	4%
Entertainment & Value	7%
Food	2%
Government	2%
Haberdashery	1%
Hair Care	5%
Non Alcoholic	3%
Beverages	
Office & Business	1%
Equipment	
Pharmaceutical	1%
Toiletries/Cosmetics	33%
Grand Total	100%

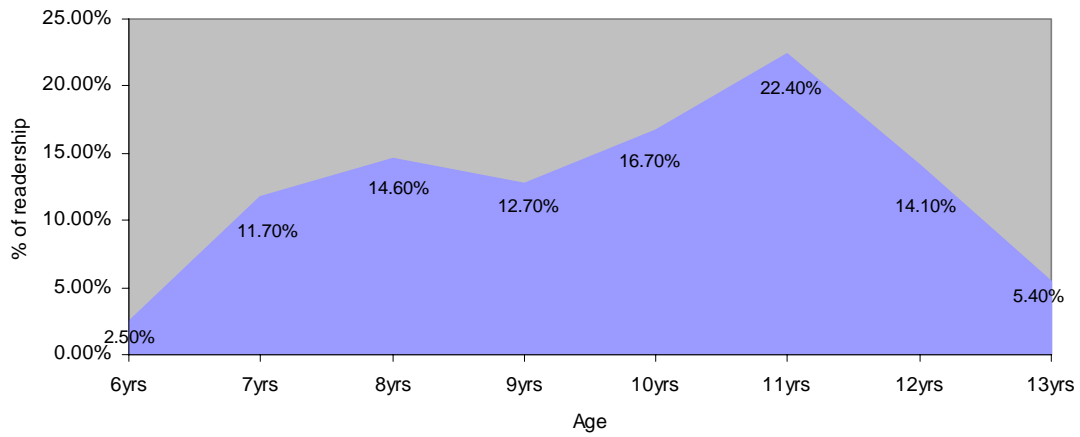
Regarding the percentage of advertising to editorial per issue, Girlfriend averages 22% of advertising pages per issue.

(3) Age Distribution of Tween and Teen Girls Magazines Readership

Sources: Roy Morgan Readership, January – December 2007 (Australians aged 14yrs+)
 Roy Morgan Young Australians Survey, January – December 2007 (Australians aged 6-13yrs)



Total Girl - Age Distribution of Female Readers



	Magazines		
	Total Girl	Girlfriend	Dolly
6yrs	2.50%	0.19%	0.58%
7yrs	11.70%	2.46%	1.16%
8yrs	14.60%	2.27%	2.13%
9yrs	12.70%	1.70%	2.13%
10yrs	16.70%	3.60%	2.90%
11yrs	22.40%	9.47%	6.38%
12yrs	14.10%	9.85%	8.90%
13yrs	5.40%	12.69%	11.99%
14-15yrs		18.94%	19.54%
16-17yrs		13.07%	15.09%
18-19yrs		6.25%	6.77%
20-24yrs		5.11%	6.58%
25-29yrs		1.89%	2.13%
30-34yrs		2.84%	2.71%
35-39yrs		2.84%	3.29%
40-44yrs		2.65%	3.48%
45-49yrs		2.46%	2.51%
50-54yrs		0.57%	0.77%
55-59yrs		0.38%	0.19%
60-64yrs		0.38%	0.19%
65-69yrs		0.19%	0.39%
70yrs+		0.38%	0.19%