

FOR IMMEDIATE RELEASE

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**iSUBSCRIBE EXCLUSIVELY LAUNCHES
JAMIE MAGAZINE INTO THE ONLINE SUBSCRIPTIONS MARKET**

iSUBSCRIBE, Australia's leading magazine and newspaper subscription site has signed an exclusive deal with Jamie Oliver's magazine brand, Jamie Magazine.

The magazine will launch exclusively on iSUBSCRIBE.com.au, which will be the only online subscriptions agent to showcase the magazine. It will also be exclusively featured on iSUBSCRIBE's sister sites in the United Kingdom (isubscribe.co.uk) and in New Zealand (isubscribe.co.nz)

Jamie Magazine, currently with its fourth issue on sale, is a fantastic win for iSUBSCRIBE, which has secured the title just as it announces it is about to double its print run.



"iSUBSCRIBE delivers new subscribers that we may not have reached through our own channels, putting Jamie Magazine in front of new readers and gift buyers. Being the top online magazine agent, iSUBSCRIBE is the perfect partnership for our online sales," said the magazine's editor Andy Harris.

Jamie is an ideal fit with iSUBSCRIBE's customer base, which is predominantly made up of females 35 to 50 who are predominantly gift buyers. iSUBSCRIBE's current best sellers include Better Homes & Gardens, donna hay magazine, Women's Health and Vogue Australia.

"Given the profile of our customers, I wouldn't be surprised if Jamie jumps into our top 10 very quickly," said Hunter Drinan, iSUBSCRIBE's Managing Director for Australia and New Zealand. "We have some big plans to promote the magazine in both our online and offline marketing activity."

There is huge growth potential for the magazine, off the back of the success of the Jamie Oliver brand, with the celebrity chef recently becoming the UK's biggest-selling author. Printed on uncoated paper from sustainable forests in true Jamie style, the magazine is bi-monthly and aims at creating a more personal relationship with readers by inviting them into Jamie's world.

Representing over 450 publishers, iSUBSCRIBE.com.au offers subscriptions to over 2,000 different magazines and newspapers, for every interest from the fashionista to the fisherman and the gossip queen to the golfer.

Launched in Australia in 2000, iSUBSCRIBE is also the market leader in the UK and New Zealand.

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