

Magazine bucks trend

Pacific Publications' *Girlfriend* editor **Sandra Barker** told Media Eye last week the magazine bucked the teen market decline "by being a lifestyle, fashion, beauty and advice magazine and not just covering celebrities".

Girlfriend was the only teen magazine to gain ABC circulation (3% to 112,784) in the six months to December while the category lost 29% total circulation (more than any other category), its eighth consecutive decline, says NDD. The cause: increasing electronic media and a lack of big-impact celebrities.

Barker said, "Last year we redesigned *Girlfriend* and catered more to what we found readers wanted in research groups and also what they told us in letters, emails and Internet polls.

"We get hundreds of letters a month and as a result we started a readers' section, where they can have their say on all sorts of things. They've taken over this section and it's been very popular among our target group, aged 12-18. Many of them ask about sex and some parents have written to thank us for being frank about it. Very few parents have complained."