

INSIDE MAGAZINES

**POL'S OXYGEN
GOES BI-MONTHLY
AND KEEPS THE
HOLE IN COVER!**

POL Publishing has yet to get final newsagents' sales figures for the first issue of their *Oxygen* magazine, yet editor **Jan Mackey** told *Mediaweek* all other indicators led her to believe "it's gone extremely well. We have sold out in many places we have been on sale." So good is the response that the magazine has now switched to a bi-monthly frequency.

In addition to newsagents, POL put *Oxygen* into bookshops, galleries, design shops and lots of overseas markets. So far it seems the \$17.95 cover price hasn't been an obstacle for potential customers. Mackey, who's been with POL for a remarkable 20 years, says POL has always been a publisher associated with excellence. "Even for the client publishing we look after, POL has never been a place people have come if they wanted something done really cheaply. Our place in the market is quality and that's what distinguishes us. We also had long discussions with our distributor [NDD] about the price point."

The magazine has recently appointed **Dennis Lindsay** as their national advertising manager. Lindsay used to work for POL before he travelled to Europe where he worked for Conde Nast and was part of the relaunch team for *Tate* magazine. "He has a real passion for design and art," said Mackey.

The publishers are keeping their distinctive dye-cut hole on the cover which was a feature of the first issue. "It's an O for *Oxygen*. It won't always be the same size or in the same place, this issue it's smaller. Other times we might have little holes all over the cover. We are great believers that you should be able to tell a magazine even without its masthead. It should be instantly recognisable."

Oxygen has recently also started a series of subscriber lunches. One in Sydney held at the Opera House featured architect **Harry Seidler** as the guest of honour.

To see what the magazine is up to on the web visit www.oxygen.pol.net.au.



MACKEY