



Impact Displays for **Dating Survival Guide Launch**

Launched on the 4th May, the Dating Survival Guide is aimed to provide sassy, single women; aged from 25 to 45, with the ammunition they need to succeed in today's dating jungle.

Thanks to Impact, the first issue was supported with a strong merchandising campaign and point of sale material included posters and cover run-ons. A unique 'sweetener' was offered to newsagents prior to the launch in the form of a 'cover run on style' introduction to the magazine with a cover mounted chocolate as a thank you for their support.

Impact also provides merchandising services to the top 2000 newsagents in Australia as well as supermarkets such as Woolworths, Coles, Bi-Lo and Franklins, chain stores such as K Mart, Target, Big W and Bunnings and also selected bookstores nationally. Core clients also include FPC Magazines, NDD, Reader's Digest, Fairfax Business Media, Pacific Magazines and Airworks Media.

More Great Displays by Impact



Impact Merchandisers have been busy over the last month preparing displays for a range of great NDD titles including the launch edition of Vogue Girl and the Rich 200 issue of BRW.

