

## Egmont launches new teen magazine 'We Love Pop'

**Maisie McCabe**, 18 July 2011, 12:01am

**Egmont Publishing Group is to buck the trend in the teen media market with the launch of We Love Pop, a new monthly pop magazine aimed at teen girls, more than five years after Smash Hits folded.**

The first issue of the magazine is out on Wednesday (20 July) with a cover price of £1 and its launch will be supported by a marketing campaign, including point of sale, outdoor media and digital.

The magazine will target a core audience of 13-15 year olds with in-depth interviews with pop stars, behind-the-scenes exclusives, photos and a "high-end cover gift" designed to appeal to a savvy teen audience.

'We Love Pop' is edited by Malcolm Mackenzie, the former music editor of News International's defunct free newspaper thelondonpaper, and will launch with a print run of 200,000.

The marketing campaign will include point-of-sale activity with retailers such as Tesco, Asda, Co-op, Sainsbury's, Morrisons and WH Smith Travel, advertising on London buses and digital activity on Stardoll, Sugarscape and Vevo.com.

The digital campaign was devised by digital agency Hello World and the outdoor ads were created and bought in house.

The accompanying website ([www.welovepopmag.co.uk](http://www.welovepopmag.co.uk)) will include a rolling news blog, Twitter and Facebook integration and dedicated YouTube channel featuring clips, behind-the-scenes footage, pictures, competitions and downloads.

Advertisers that feature in the first issue of the 68-page magazine include musical label Universal, for its new girl band Wonderland, and online clothing site BooHooSister.com, while boyband The Wanted are advertising on the website.

Mackenzie said: "Pop music and following the antics of pop stars has always been a fundamental part of growing up, but it has seen a real resurgence in the past couple of years.

"With pop domination of the charts, and a host of TV shows like Glee and X Factor feeding the buzz, we believe the time is right to bring the pop world to life for a new generation of teens."

**Emap, now Bauer Media, pulled the plug on the 28-year old magazine Smash Hits in February 2006** after losing readers in their hundreds of thousands to the internet and mobile phones.

In its last set of circulation figures, published by the ABC in August 2005, Smash Hits reported a circulation of just over 120,000, hundreds of thousands fewer copies than it distributed in the late 1980s.

Siobhan Galvin, publisher, We Love Pop, said: "Egmont firmly believes there is a place on the newsstand for a respected teen pop magazine.

"Our in-depth research into this audience demonstrates a real appetite for a magazine that delivers fresh and exciting pop content and we believe We Love Pop is set to refresh and revitalise the teen

sector."

The trend in the teen market has been to move online: **Hachette Filipacchi closed the print version of its flagging teen print magazine Sugar in March**, after its circulation tumbled by 75% over the last decade.

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