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Farmers to Sponsor ACP Magazines 30 Days of Fashion & Beauty

ACP Magazines announced today that it will partner with iconic retail store Farmers on its inaugural 30 Days of Fashion & Beauty promotion in November.

30 Days of Fashion & Beauty will be a month-long consumer promotion involving fashion shows, in-store demonstrations, makeovers and fashion and beauty workshops, many of which will take place within Farmers stores around the country.

New Zealand is only the fourth country to host the 30 Days of Fashion and Beauty event, which was launched in New York in 2006 and has since been rolled out to Los Angeles, Chicago, London and Sydney.

In New Zealand, ACP Magazines will stage a month of magazine promotions and consumer events to co-incide with the summer spending season. ACP's market-leading women's titles *Woman's Day*, *The Australian Women's Weekly*, *Next*, *Cleo* and *Fashion Quarterly* will be involved - reaching 55% of all New Zealand women or an impressive 1,012,000 women!

"We are delighted to welcome Farmers onboard as a Diamond Sponsor of our inaugural 30 Days event," said ACP Magazines' Group Publisher Debra Millar. "Farmers stores house the most comprehensive range of beauty products in New Zealand and their summer fashion range promises something for every woman."

"We'll be working with Farmers to ensure 30 Days of Fashion & Beauty provides New Zealand consumers with a unique experience and really enhances their fashion and beauty confidence."

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About ACP Magazines:

ACP Magazines is a division of ACP Media. It publishes some of the country's most popular magazines, including *Woman's Day*, *The Australian Women's Weekly*, *Next*, *Taste*, *Metro* and *North & South*. ACP Magazines also has a range of market-leading websites, including taste.co.nz, cleo.co.nz, yourhomeandgarden.co.nz and runwayreporter.co.nz.