

18 August, 2022

OFFICEWORKS LAUNCHES FREE IN-STORE MAGAZINE

Officeworks is launching the first-ever issue of its free, glossy magazine this month, available in all stores nationally and online. The new brand publication is filled with 68 pages of inspiration and ideas including gift guides, art and craft activities for adults and kids, home office updates, tech advice and more.

The magazine launches under the creative direction of Officeworks' content partner, Medium Rare Content Agency and will see 250,000 copies distributed across the 167 Officeworks store network, targeting a wide customer base of art & craft enthusiasts, home organisers, parents and families, micro businesses and home-office workers.

The magazine will complement the Officeworks Noteworthy digital content platform as well as the extensive Officeworks supplier and advertising offer across owned channels including catalogue, digital advertising, emails and more.

Each issue will focus on five editorial themes: Work, Learn, Create, Connect and Gifting and will feature insights from home grown talent, including Australian artists, business experts, designers and popular personalities.

In its first issue, the Officeworks magazine showcases easy hybrid working space makeovers, plenty of gift ideas for Father's Day (for every budget), the benefits of setting up a smart home and new and noteworthy products for Spring. Readers will also find inspiration in creative craft activities like pour painting and kids' felt puppets, as well as a profile on Indigenous artist and Officeworks' National Indigenous Engagement Lead, Bayley Mifsud.

The launch of the Officeworks magazine comes as Australians are increasingly interested in brand-owned magazines. In May 2022, market researchers Roy Morgan revealed 14.8 million Australians read magazines with brand-owned, free magazines making up three of the top four most widely read* publications.

Officeworks General Manager Marketing & Insights, Jessica Richmond, said: "The market is continually evolving, and so are the products and services we offer to customers. Our new Officeworks magazine is designed to inspire customers to make bigger things happen, while showcasing our wide range of products and services.

The launch of our magazine builds on the success of our Noteworthy content platform, giving customers another way to engage with our brand and discover something new as they work, learn, create and connect from anywhere across Australia."

Running a stable of top performing brand publications, content agency Medium Rare understands the positive sentiment a physical and digital magazine offers customers, and the inspiration opportunities it provides for families, students, artists and professionals shopping at Officeworks.

Medium Rare Managing Director, Nick Smith, said: "Medium Rare is thrilled to be partnering with Officeworks, a company we've long been proud to work with, to produce and publish the new Officeworks magazine. We have already enjoyed a successful three-year working relationship through our collaboration on the launch of the Noteworthy content platform and producing award-winning content that helps customers work, learn, create and connect. The new magazine is fresh, fun, and colourful — and shows the broad range of Officeworks products in a lifestyle format that will be relevant to readers' lives."

Officeworks magazine will be available free in-store and online four times a year from Thursday 18 August, 2022. Digital version available at www.officeworks.com.au/noteworthy/magazine.

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**Roy Morgan research (May 2022) can be found via [its website](#).*

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ABOUT OFFICEWORKS

Established 28 years ago in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 167 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow.

Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing and career progression of the more than 9,000 team members it employs. It's dedicated to operating in a sustainable way, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source products ethically and responsibly.

ABOUT MEDIUM RARE CONTENT

Medium Rare is a full-service content marketing agency, producing multi-platform content for leading brands such as David Jones, Coles, Qantas, Bunnings, the Australian Institute of Company Directors, Officeworks, Australian Seniors, Vintage Cellars and Chartered Accountants ANZ.