

## Cosmetic Physicians College of Australasia - PR Coverage

Media coverage analysis

January 2015 - March 2016



Date	Outlet name	Outlet type	Description of coverage	State	Size of article e.g. 1/4 page, 30 seconds, 1 page (if online)	Position of article e.g. online homepage, page 5, first TV news story, radio news segment, breakfast show	Circulation OR unique monthly browsers	URL
1/01/2015	Women's Health & Fitness	Print	New cosmetic treatments	National	3 pages	Beauty feature	90,267	N/A
1/03/2015	MiNDFOOD	Print	Aesthetic Advances	National	3 pages	Beauty	64,100	N/A
6/04/2015	The Sunday Times	Print	Make Me Beautiful	WA	1/4 page	Lifestyle	204,892	N/A
1/05/2015	Men's Health	Print	Monster's Ink	National	7 pages	Features	52,714	N/A
29/05/2015	ABC West Australia	Online	State of tomorrow: the business of tattoo removal in the Mid West	WA	1 page	Local story	N/A	<a href="http://www.abc.net.au/local/photos/2015/05/29/4244996.htm">http://www.abc.net.au/local/photos/2015/05/29/4244996.htm</a>
29/05/2015	Gold Coast Bulletin	Online	Some Gold Coast clinics allegedly thinning out their products as Botox price war erupts	QLD	1 page	News Story	187,000	<a href="http://bit.ly/1JIGQri">http://bit.ly/1JIGQri</a>
29/05/2015	Gold Coast Bulletin	Print	Some Gold Coast clinics allegedly thinning out their products as Botox price war erupts	QLD	1 page	News Story	25,529	
23/06/2015	A Current Affair	Broadcast	Hair removal	National	6 min 6 sec	News Story	1,124,000	N/A
23/06/2015	A Current Affair	Online	Hair removal	National	1 page	News Story	N/A	<a href="http://aca.ninemsn.com.au/article/9000685/hair-removal">http://aca.ninemsn.com.au/article/9000685/hair-removal</a>
1/08/2015	Australian Women's Weekly	Print	The Future of Anti-Ageing	National	1/8 page	Beauty story	451,235	N/A
1/09/2015	Channel 9 News	Broadcast	Males and Botox	WA	3 min	News Story	29,000	N/A
1/09/2015	Channel 9 News	Online	Males and Botox	WA	3 min	News Story	29,000	N/A
21/09/2015	Beauty Biz Magazine	Print	What's Up Doc	National	2 pages	Beauty story	14,560	N/A
18/10/2015	News.com.au	Online	Is it OK for women to pop their Botox cherry in their early 20s?	National	1 page	Lifestyle story	3,883,000	<a href="http://www.news.com.au/lifestyle/beauty/is-it-ok-for-women-to-pop-their-botox-cherry-in-their-early-20s/story-fnick634-1227572622443">http://www.news.com.au/lifestyle/beauty/is-it-ok-for-women-to-pop-their-botox-cherry-in-their-early-20s/story-fnick634-1227572622443</a>
18/10/2015	The Daily Telegraph	Online	Is it OK for women to pop their Botox cherry in their early 20s?	National	1 page	Lifestyle story	1,644,000	<a href="http://www.dailytelegraph.com.au/lifestyle/is-it-ok-for-women-to-pop-their-botox-cherry-in-their-early-20s/news-story/dfb3d03539f2d2874c4fe1ae0e245fea">http://www.dailytelegraph.com.au/lifestyle/is-it-ok-for-women-to-pop-their-botox-cherry-in-their-early-20s/news-story/dfb3d03539f2d2874c4fe1ae0e245fea</a>

