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NEWS IN BRIEFS: 15 APRIL

15 Apr 2010
AdNews

ACP launches Cosmo health annual

SYDNEY: ACP Magazines has jumped onto the health bandwagon launching an annual spinoff from Cosmopolitan magazine all about healthy living. Cosmopolitan Health is a chunky 212 page magazine aimed at women aged 18-39 and features sections on nutrition, beauty, fashion, exercise and wellbeing. Launch advertisers include Avon, Running Bare, Rebel Sport, Asics, Gaia Organics and Lorna Jane.

Aussie Webby winners

SYDNEY: Australia's 14th Annual Webby Awards nominees have been announced. The nominees are: Amnesia Razorfish for Lonely Planet on Microsoft Surface in the mobile and experience marketing category; Profero for its NAPCAN campaign in the rich media: non-profit/educational category; BMF for Lion Nathan in integrated campaigns; Visual Jazz for its Government campaign in the employment category; The White Agency for its DrinkWise campaign in the parenting and family category; Tribal DDB Sydney's Tourism Australia campaign in the tourism category and Bonobo's Yoink campaign in the green category.

Mnet partners with VHA

SYDNEY: Mobile company Mnet has signed a master content aggregator agreement with Vodafone Hutchison Australia (VHA) for its various content portals including Vodafone Live! and Planet 3. Mnet will establish, host, manage, operate, supply and maintain music, tones and games content for VHA. In October 2009 Mercury Mobility and m.Net Corporation merged to form Mnet.

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