



Aigua Media Appoint New Sales and Commercial Director

October 12th 2011 – Aigua Media, the online publishing network consisting of 11 blogazines and two social shopping sites, is happy to announce the appointment of a new Sales and Commercial Director.

Mandy McLean joins the Aigua Media team this week to continue to grow new commercial partnerships. She will be responsible for all advertising sales and sponsorship revenues across the publishing network. Mandy brings with her a huge amount of experience which spans over 25 years across a range of prestigious titles. These titles include The Mail on Sunday, Trinity Mirror, The Independent and more recently, Hello! Magazine - where Mandy held the position of Advertisement Director.

Whilst running her own Insert Sales and Marketing business Mandy was successful in significantly increasing insert revenue for the Evening Standard, The Business newspaper and some other niche magazines. Whilst Head of Trading at The Independent and Independent on Sunday, Mandy was responsible for generating substantial increase in advertising revenue, during her five year tenure. Mandy's appointment to Aigua Media demonstrates their strong commitment to support the digital needs of advertisers looking to engage with their female audiences.

Mandy joins Aigua Media at a very exciting time. The network's reach now hits an incredible 1.2 million users each month (plus over 200,000 followers on Twitter), making it the UK's biggest fashion and lifestyle online resource. Aigua Media's influential titles include; the globally renowned 'Catwalk Queen', niche style sites 'Shoewawa' and the 'BagLady', the UK's leading beauty blog 'Kiss & Make-up' and the retail platforms 'OSOYOU' and 'OSOGLAM.'

Mandy comments ***"I am thrilled to be joining the Aigua Media team. The network of blogazines is going from strength to strength, with a huge reach - more than many of the more traditional, print fashion magazines. I am looking forward to further expansion and bringing more strategic commercial partners on-board"***.

Mischa Alexander, CEO of Aigua Media comments ***"Mandy rightly has an outstanding reputation in the Media world. Not only is she an excellent salesperson, she genuinely understands the needs of brands and agencies. It is a real coup for Aigua Media to have Mandy join us and we are delighted she will be leading the sales effort for our leading collection of female fashion and beauty targeted sites."***

- ENDS -

Aigua Media Group is the UK's leading online fashion and beauty publisher with a network that includes leading titles such as **CATWALK QUEEN, SHOEWAWA, THE BAG LADY, KISS AND MAKEUP** and **OSOYOU**.

For more information and all press enquiries, please contact: Heather Swaine at EdenCancan on 0207 467 9400 / heather.swaine@edencancan.com or James McNicholas at EdenCancan 020 7467 9400 / james.mcnicholas@edencancan.com