

Val Morgan launches publishing platform

- *The Latch* will be aimed at affluent over-thirties.
- Amanda Bardas will lead a team of writers and editors creating thought-provoking entertainment, lifestyle and wellness content for older millennials.
- Editorial and commercial content will be amplified across Val Morgan's cinema and outdoor networks.

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Val Morgan has announced that it will launch a new digital publishing platform, *The Latch*, in early 2020.

The Latch is set to provide entertainment, wellness and lifestyle content with a focus on audiences aged over 30.

"I'm very excited to announce Val Morgan will be launching *The Latch* next year. Val Morgan identified a gap for audiences over 30 and *The Latch* will allow us to speak directly to this increasingly important demographic," Managing Director, Val Morgan Digital, Brian Florido, said.

Curating entertainment, lifestyle and wellness content, *The Latch* will give audiences an in-depth understanding of the topics they care about and will connect advertisers to high value audiences across the entire Val Morgan network.

"Whilst *The Latch* is primarily a digital publishing platform, our editorial and commercial partner content will be shared across Val Morgan's cinema and outdoor networks, connecting brands to high value audiences where they watch, shop, train and refuel," Mr. Florido said.

Recently appointed Executive Editor of Val Morgan Digital, Amanda Bardas, will lead the team of writers and editors for *The Latch*, who will aim to build a following through witty, colourful and engaging content.

"*The Latch* will deliver thought-provoking content designed to unlock interesting conversations and educate without any fluff, click-bait or hyperbole," Ms. Bardas said.

In 2018, Val Morgan formed a cross-platform partnership with *Fandom* – the world's largest pure entertainment platform* dedicated to fans of TV, movies and video games - which now reaches more than 1.4 million** 13-29 year olds each month in Australia, with average online dwell times of over 12 minutes**.

"This new platform will extend the incredible campaign work we've been delivering with *Fandom*, enabling brands to have richer conversations with their consumers via relevant partnerships, branded content and more immersive experiences," Mr. Florido said.

The Latch will launch in January 2020 at: TheLatch.com.au

*Google Analytics Jan-Oct 2019

**Nielsen Digital Content Ratings October 2019

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About Val Morgan: Val Morgan is an industry leader delivering premium, highly attentive audiences across Cinema, Outdoor and Digital platforms. Located throughout Australia and New Zealand, Val Morgan provides a 100% digital, full-screen, advertising solution for brands looking to connect with engaged and active consumers. The Val Morgan network comprises of over 14,000 location-based digital advertising screens in cinema, retail, petro-convenience and

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fitness locations, and offers digital publishing opportunities via *The Latch* and *Fandom* - the world's largest entertainment fan site.