

Press Mag Media and FOREO advertise the gift of giving

Monday 3 November, 2014

FOREO has enlisted Media Agency Group's specialist press division – [Press Mag Media](#), to coordinate an advertising campaign across some of the UK's biggest women's lifestyle magazines.

[Full page magazine adverts](#) and advertorials promoting the beauty brand will feature in the November, December and January issues of Cosmo, Woman and Home and Marie Claire.

The campaign has been launched to promote [FOREO's LUNA™](#), an innovative facial cleansing device that directs T-Sonic™ pulsations through an ultra-hygienic silicone brush.

The advert features the LUNA™ passing between the hands of a consumer, accompanied by the strapline "Who said it's better to give than receive?"

Encouraging consumers to "Give yourself the gift of radiant, younger looking skin" and to "Spoil yourself this holiday", the campaign is perfectly positioned to target consumers during the build up to the festive period.

The attractive design and use of product creates an attractive campaign to capture interest, engage magazine readers and encourage them to discover more about FOREO and the LUNA™.

Lee Dentith, CEO of Press Mag Media's parent company Media Agency Group, said:

"FOREO's unique product already makes for an engaging campaign. By placing the brand directly in front of key consumers FOREO has a fantastic opportunity to encourage women to treat themselves to the LUNA™ this Christmas. Providing high-impact visual coverage, magazine advertising is the ideal format to develop FOREO's brand awareness and prompt direct response from readers."

Media:



Related Sectors:

Retail & Fashion :: Women & Beauty ::

Related Keywords:

FOREO :: Advertising :: Press Advertising :: Cosmo :: Marie Claire :: Magazines ::

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