

Cosmetic Physicians College of Australasia - PR Coverage

Media coverage analysis

July 2016 - May 2017



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
PRINT ARTICLES								
31/07/2016	The Courier Mail	Print	Types of treatments	QLD	2 pages	Print story	139,791	N/A
15/08/2016	The Canberra Times	Print	Tattoo removal	ACT	1 page	Print story	86,000	N/A
10/09/2016	The Daily Telegraph	Print	Lunchtime face-lifts	NSW	2 pages	Print story	232,067	N/A
16/10/2016	The Sydney Morning Herald	Print	Anti-ageing tweakments	NSW	1 page	Print story	671,000	N/A
15/03/2017	Herald Sun	Print	Fake Doctor	VIC	1 page	Print story	316,499	N/A
15/03/2017	Geelong Advertiser	Print	Fake Doctor	VIC	1 page	Print story	17,262	N/A
ONLINE ARTICLES								
8/08/2016	BeautyHeaven	Online	DIY beauty treatments	NAT	1 page	Online story	36,753	http://www.beautyheaven.com.au/salonheaven/beauty-treatments-to-never-DIY
15/08/2016	The Canberra Times	Online	Tattoo removal	ACT	1 page	Online story	506,000	http://www.canberratimes.com.au/act-news/canberra-tattoo-removal-business-booming-thanks-to-ragrets-and-spelling-fails-20160728-gag8hi.html
1/09/2016	Aesthetic Medical Practitioner	Online	Statistics on cosmetic medicine	NAT	1 page	Online story	35,000	http://bit.ly/2rfG91G
10/09/2016	The Daily Telegraph	Online	Lunchtime face-lifts	NSW	1 page	Online story	1,722,000	http://bit.ly/2r7Dafz
10/09/2016	News.com.au	Online	Lunchtime face-lifts	NAT	1 page	Online story	6,248,000	http://bit.ly/2rgJzSE
10/09/2016	The Courier Mail	Online	Lunchtime face-lifts	QLD	1 page	Online story	1,738,000	http://bit.ly/2qi9M4O
10/09/2016	The Advertiser	Online	Lunchtime face-lifts	SA	1 page	Online story	1,107,000	http://bit.ly/2rg0lkd
15/09/2016	Spa + Clinic	Online	Survey results release 2	NAT	1 page	Online story	830,000	http://spaandclinic.com.au/2016/05/australias-spend-cosmetic-treatments-tops-1-billion/
3/10/2016	Form and Face	Online	\$1 billion figure	NAT	1 page	Online story	18,600	http://bit.ly/2r7ylZR

11/10/2016	News.com.au	Online	Botox Party	NAT	1 page	Online story	6,248,000	http://bit.ly/2pAd4SI
11/10/2016	The Daily Telegraph	Online	Botox Party	NAT	1 page	Online story	1,722,000	http://bit.ly/2qhizJ2
16/10/2016	The Sydney Morning Herald	Online	Anti-ageing tweakments	NSW	1 page	Online story	4,283,000	http://www.smh.com.au/lifestyle/beauty/would-you-try-these-antiageing-tweakments-20161012-gs0w6t.html
18/10/2016	Ninemsn Style	Online	Botox	NAT	1 page	Online story	350,000	http://style.nine.com.au/2016/10/18/15/10/botox-parties-at-home-off-label-overseas-australians-risky-bargain-antiage
16/03/2017	Herald Sun	Online	Fake Doctor	VIC	1 page	Online story	2,172,000	http://bit.ly/2qkM2vB
20/03/2017	Now To Love	Online	In-office tweakments	NAT	1 page	Online story	2,200,000	http://www.nowtolove.com.au/beauty/ageing/what-are-dermal-fillers-36070
24/03/2017	Spa + Clinic	Online	Male Cosmetic Surgery	NAT	1 page	Online story	830,000	http://spaandclinic.com.au/2017/03/15990/
4/04/2017	New York Post	Online	\$1 billion figure	NAT	1 page	Online story	7,000,000	http://nypost.com/2017/04/04/botox-is-over-heres-whats-next/
6/04/2017	Plastic Surgery Practice	Online	\$1 billion figure	NAT	1 page	Online story	50,000	http://www.plasticsurgerypractice.com/2017/04/is-acupuncture-the-new-botox/
8/04/2017	With Her In Mind	Online	\$1 billion figure	NAT	1 page	Online story	200,000	http://www.whimn.com.au/look/beauty/is-acupuncture-the-new-botox/news-story/713f8f0858246af87c3f50dac9bad9ca
Total articles	25					Total reach	38,758,972	