

J-14 Is The Fastest Growing Magazine On Facebook

Written by Australian Business

ENGLEWOOD CLIFFS, N.J., Sept. 30, 2013 /PRNewswire/ -- Bauer Teen Network — Bauer Publishing's digital teen division reaching 5 million unique users monthly and comprised of [J-14.com](#)

,
[M-Magazine.com](#)

,
[TwistMagazine.com](#)

,
[4TNZ.com](#)

,
[MissLiterati.com](#)

,
[QuizFest.com](#)

, and

[Blingee.com](#)

— today announces that only three months after its relaunch,

J-14

is now the fastest growing magazine on Facebook, organically growing Facebook fans faster than any other magazine on the market.

J-14's Facebook page is increasing by more than 75,000 fans per week and with more people talking about it — the actual number of people commenting, liking posts and sharing content — than any other entertainment news page, *J-14* has emerged as the most engaging entertainment news page across all of Facebook, already surpassing major sites like *BuzzFeed*

,
People

,
Us Weekly,

and

Seventeen

n.*

Moreover, the title's website, www.J-14.com, has grown 144% since the relaunch reaching 804,484 unique users in August, according to Google Analytics.

"The astounding number of our readers that are not only coming to *J-14*'s digital properties as a daily destination but interacting and sharing our content is a testament to BTN's innovative approach in the digital space,"

Caroline Stanley

, managing editor of Bauer Teen Network, said. "We've seen what the competition has done and their missteps. The reality is, teens aren't just spending their time online searching the web. They're socializing, creating, telling stories, and communicating with each other. Our digital network gives readers a fully-rounded social experience with the brands they love, offering a sense of community and personalized experience that they can't find anywhere else."

BTN's relaunch focuses on providing shareable and interactive content and enabling readers to connect across all digital channels with ease. Each site was redesigned with a sophisticated yet age-appropriate layout and its own unique, distinct focus within the teen category. J-14.com gives teens a mixture of breaking entertainment news and list-style features. Readers are able to customize their experience, putting the stars into focus that they care about the most

.□

TwistMagazine.com is a style-focused site that keeps a younger reader, and her limited budget, front of mind.

M-Magazine.com is the online destination for inspiring celebrity features, focused on creating a sense of community and providing helpful life advice that will help girls navigate their teen years.

Taking notice are major advertisers including Universal Music Group, Mattel, Sony Music and Warner Music

.

"Our dramatic post-launch growth in both traffic and engagement supports our decision to enhance our print relationships via sophisticated and brand specific websites," said Marc Richards

, VP and group publisher of Bauer's entertainment and teen titles. "A decision further reinforced by the diverse group of advertisers who have already sought to leverage our relaunched site's early success."

J-14 Facebook vs. industry leaders*

Facebook Page

Engagement

("People Talking

About It" per week)

Fans

Growth

(weekly fans added per week)

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J-14

152,971

974,211

75,207

Buzzfeed

133,013

609,552

16,290

People

107,816

1,879,773

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5,881

Us Weekly

74,507

894,047

3,398

AOL Cambio

57,104

750,110

4,087

PopCrush

21,906

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551,344

2,670

Seventeen

11,048

1,929,442

1,078

TeenVogue

89,606

1,854,682

45,556

Teen.com

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12,415

101,895

526

*Source: Facebook Insights data analysis. Engagement and Growth per week average taken from Sept

About Bauer Teen Network The Bauer Teen Network, reaching 5 million unique users monthly, is comprised of J-14.com, M-Magazine.com, TwistMagazine.com, and 4TNZ.com. It is Bauer's online extension with up-to-the-minute celeb news, star features, teen style and life advice. The Bauer Teen Network also includes specialty websites MissLiterati.com, a social networking website for reading and writing enthusiasts. Quizfest.com, an interactive destination featuring fun and engaging quizzes and polls. As well as Blingee.com, an interactive site that allows the user to add glitter, graphics, and comments to personalize their images, then share with their friends!

SOURCE Bauer Media Group

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