

MyMovies are InStyle for IPC

Ultimate online fashion destination InStyle.co.uk and leading video and technology provider MyMovies have announced a new partnership that sees the hottest talent in film brought direct to InStyle users through an array of dynamic video content.

InStyle has always stood apart from the competition when it comes to the latest trends and adding the latest movie trailers, clips, star interviews and red carpet features enhances both the online user experience and adds value for executing targeted advertising strategies.

Sarah Hammond, Publisher of InStyle, "Our video offering is important in InStyle's online growth. This partnership with MyMovies is a painless way for us to further leverage the opportunities that video content represents for both our users and advertisers".

Monica Chadha, Managing Director of MyMovies, said "We're excited to continue the growth of our relationship with IPC and add MyMovies content to the existing 360-degree InStyle experience".

About MyMovies

Since its launch in 1998, MyMovies has become the market leader in providing entertainment video solutions across movies and video games ensuring brands and content owners connect with relevant audiences across multiple platforms and devices.

They work with content owners to get their most powerful marketing assets - trailers and AV content - rapidly distributed to exactly when and where people want to watch them. Backed by strong editorial, high production values and top talent access, their business delivers trailers, movie shows, premiere reports and star interviews, with supporting metadata and imagery, to in excess of 25 million people a month.

MyMovies are known for connecting audiences to the best content and lead the way in maximising video performance and revenue. For further information, please see <http://about.mymovies.net>

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About InStyle

InStyle.co.uk, launched in May 2007, has fast become the ultimate online destination for the hottest trends in fashion, beauty and celebrity style. Standing apart from the competition, InStyle.co.uk does not delve into gossip, but instead specialises in what it knows best: style. As a result, InStyle.co.uk delivers a targeted audience and is the go-to site for women who are affluent, style-conscious and reactive.

InStyle offers a 360-degree experience to its audience via the monthly magazine, bespoke supplements, InStyle.co.uk, social media, reader events, celebrity parties and awards.