

Basic Detail Report



00001156

Title

PIX magazine, 23 October 1948

Date

1948

Medium

Paper

Dimensions

Overall: 350 x 260 mm

Name

Magazine

History

PIX magazine was established in 1938 and became one of Australia's most popular magazines during the 1950s, 1960s and 1970s. The publication focussed on devoting editorial space to captioned images rather than text and became known for its cover girls. Like Australasian Post,

PIX was dedicated to exploring Australiana and showcased cartoons, jokes, fiction and general interest stories. Following the sexual revolution of the 1960s, the magazine became more risqué with its content and images, indicating an Australian society going through political and cultural change. In the 1970s, with the rise of other popular culture media such as television, circulation for PIX began to drop and it merged briefly with People magazine before disappearing from sale altogether.