



Sex guru Bella will spice up your afternoon

By KATE PATTERSON

BRISBANE'S new afternoon newspaper *mX* will spice up the afternoon commute, thanks to Bella Ellwood-Clayton.

The sex columnist, 31, plans to reveal our secret desires in a weekly column covering everything from performance anxiety to sexual fantasies.

"I look at a wide range of topics, including single life, picking up, dating, relationships, gender issues, cheating and sexual health," she said.

"I think talking about sexuality in an open way without too much censorship is a valuable thing."

Her anthropology studies led her to compare sexual habits of people from all over the world.

"I started my PhD at UQ in Brisbane, so I have fond memories and good friends up there," the Melburnian said.

Readers are encouraged to write to Dr Ellwood-Clayton for advice. "I'm really looking forward to talking to them, hearing their questions, and dishing out some ideas about sex and relationships."

Dr Ellwood-Clayton is already a huge success in the Melbourne and Sydney editions of *mX*.

From 2.30pm each Monday through Friday, copies of *mX*, a full colour, tabloid-format newspaper, will be available from 90 distribution points across Brisbane's CBD, including



Central, Roma St, Fortitude Valley and South Brisbane railway stations.

The 28-page *mX* Brisbane edition will have a launch distribution of 40,000 copies a day.

Queensland Newspapers managing director Jerry Harris said the paper "will add to the vibrancy of Australia's fastest-growing capital city".

Read Bella's new weekly column *How Was It For You?* every Friday in *mX*, starting this week.

The first copies of *mX* will be distributed at the official launch party tomorrow at the Zen Bar at Post Office Square.

Brisbane *mX* editor Neil Melloy, previously chief of staff of *The Courier-Mail*, said the newspaper would target 18 to 35-year-olds.

"It has a fresh editorial approach with short, sharp reports that will appeal to people who are not traditional newspaper readers."

"It will be a guide to life in the heart of Brisbane that will quickly become part of the daily culture of busy commuters and city workers."