

## Pacific Outpaces Bauer Media's Digital Performance for the First Time

Friday 22<sup>nd</sup> December 2017: Pacific's network of digital brands has outpaced Bauer Media for the first time, according to new Nielsen DRM figures.

The November DRM Nielsen result shows the collective performance of Pacific's digital portfolio to stand at 1.9 million UAs (Unique Audience) vs. 1.85 million UAs for Bauer Media – despite the difference in size of the portfolio of digital brands.

Brett Wadelton, Head of Digital Content, Pacific, comments: “Our digital competitive advantage has been achieved via an unwavering commitment to understanding our audiences and brands – and this impressive result speaks to the dedication, tenacity, collaboration and passion of our outstanding in-house digital and editorial teams.”

18 months ago Pacific gained control of its digital properties following a renegotiation of its agreement with Yahoo7. Over the past six months, Pacific has launched premium destinations for selected brands including marie claire, New Idea and Women's Health.

Gereurd Roberts, CEO, Pacific, says: “We have significantly evolved both our digital products and content to build engaged communities at scale.

“We are still early in our digital journey but we have a clear strategy, and it is working. Our audiences are in growth and our brands are more connected, and connecting more, than ever before. These results are a notable milestone – and an incredible way to cap off a stellar year at Pacific.”

*Ends.*

**For further information, please contact:**

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Source: Nielsen DRM (November 2017)

Pacific: **1,905** (+28.2% YoY), Bauer 1,850 (-27.6% YoY)