

PACIFIC REMAINS AUSTRALIA'S MOST POWERFUL PUBLISHER

#1 Home & Lifestyle	#1 Women's Fashion	#1 Healthy Lifestyle
#1 Men's Lifestyle	#1 Teens	#1 Real Life

PACIFIC'S PRINT READERSHIP IN GROWTH: UP 1.8% YOY

REACHING
6.9 million
AUSTRALIANS EVERY MONTH

PACIFIC DELIVERS 3 OF THE TOP 6 MAGAZINES.

IN THE LARGEST CATEGORY OF WOMEN'S WEEKLIES, PACIFIC DELIVERS 2 OF THE TOP 3 MOST READ MAGAZINES.

Gereurd Roberts, CEO, Pacific, comments:

"Once again, Pacific has delivered an impressive readership result as we continue to outperform the market from a brand-by-brand perspective and category-based offering."

"We are a business in growth, across our print, digital and social audiences. Our ability to inspire, entertain and influence has never been more powerful – we are connecting with our audiences more than ever before."

"Every month, Pacific's brands are invited into the lives and homes of more than 6.9 million Australians, and the reach of our print magazines is only part of our story. The power and engagement of our brands across all platforms must be recognised over and above the results released today."

PACIFIC BRAND HIGHLIGHTS:

Better Homes and Gardens

(2.339m) continues as Australia's #1* magazine + 206K readers YOY

New Idea

(1.569m) remains one of the top two most read weekly magazines + 10K readers POP

PACIFIC IS #1 WOMEN'S FASHION

marie claire

(393,000) jumps 6.8% YOY

InStyle

(159,000) up 6% YOY

PACIFIC IS #1 HEALTHY LIFESTYLE

Women's Health

(377,000)

highest ever readership

+ 8.6% POP and + 6.8% YOY

Men's Health

(538,000) #1 Men's Lifestyle title

Highest figure ever

+ 2.3% POP and + 14% YOY

diabetic LIVING

(382,000)

#1 health title

+ 11% YOY

Nicole Bence, Acting Commercial Director, says:

"These results are testament to Pacific's ability to innovate and engage with Australian audiences every day, on every platform."

"We have the country's strongest portfolio of multi-platform brands – and concentrate our efforts on being number one in all the categories that are most attractive to our commercial partners."