

## **All-time high for Pacific: Record weekly magazines share**

### **WHO is Australia's #1 celebrity weekly: the only title to increase print growth in the last quarter**

### **That's Life! is Australia's #1 real life magazine: extends lead over competitors**

### **New Idea outperforms Woman's Day: closes in by 4,000 copies per week**

**Strictly embargoed until 00.01 Friday 11<sup>th</sup> November 2016:** New circulation figures released today show an all-time high weekly magazines share for Pacific at 48.4%. Pacific achieves this share with only three women's weekly titles, compared to its main competitor's four.

Every one of Pacific's weekly magazines titles strengthened their competitive positions during the last quarter.

#### **Highlights include:**

- **WHO increased its #1 lead** in the celebrity weekly market – the only weekly magazine to increase print sales in the last quarter
- **that's life! increased its #1 lead** in real life – to now sell almost 26,500 copies more than its competitor every week
- **New Idea reduced gap** on competitor Woman's Day by almost 4,000 copies per issue per week over the last audited 12 weeks

Gereurd Roberts, CEO, Pacific Magazines, comments: "Pacific has the country's best performing weekly portfolio, publishing half of all the women's weekly magazines sold in Australia with just three of the titles. In the past three months our weekly brands alone generated more than \$25m worth of consumer sales, proving the ongoing value of premium paid content and the deep relationship Australian women have with our brands.

"However, just like our audiences our brands are not one dimensional - circulation is only one metric and only part of the story in our business. Our audiences connect with our brands across all platforms, including social, site, apps and events, and their power and engagement across these touch-points must also be recognised within our discussions of the results today."

According to the Nielsen September Digital Ratings Monthly report, Pacific is now the country's fastest growing digital publisher. Pacific's unique monthly audience has soared by a factor of six since the beginning of the year to now reach almost 1.9 million Australians following the launch of twelve new digital products earlier this year, including new digital destinations for New Idea, WHO, that's life!, Better Homes and Gardens, Home Beautiful, marie claire, Women's Health and Men's Health.

Gereurd Roberts, CEO, Pacific, adds: "Our rapid digital growth is evidence of our strategy in action. Our lead as the country's fastest growing digital publisher speaks to the strength and engagement of our multi-platform brands and the incredible content delivered by our talented in-house teams – as we outpace the market from both a competitive brand-by-brand perspective and a total network offering.

"When we combine our digital delivery with our print leadership, our strategic multi-platform solutions offer commercial partners incomparable reach into active and engaged online and offline audiences – and, more importantly, tangible results."

*Ends. Sources: Nielsen Digital Ratings Monthly, September 2016. Note: Pacific Magazines is reported in Nielsen DRM as Seven West Media (Pacific Digital). Circulation data – Audit update (ANPPS).*

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