

Practical Parenting and Diabetic Living Join Growing New Digital Portfolio at Pacific

Monday June 6th 2016: Pacific Magazines today welcomed new digital products for Practical Parenting and Diabetic Living to its new digital portfolio. The data driven, fully responsive sites join the suite of new digital products at Pacific Magazines, which has seen daily traffic soar 238% since April* – to become one of the fastest growing digital publishers in Australia.

Peter Zavec, CEO, Pacific Magazines, says: “Our aggressive timetable has seen us unveil ten market leading digital destinations in just five weeks. This sleek portfolio of mobile first, video driven new sites extend our audience footprint and build on our already impressive data sets. Traffic is soaring and market response is phenomenal.”

The creation of these new products follow a renewed digital commercial partnership between Pacific Magazines and Yahoo7, with Pacific now overseeing creative, content, commercial and overall management of its brands and Yahoo7 exclusively providing in-stream native advertising on all Pacific digital products.

Practical Parenting (practicalparenting.com.au) launches today with mobile-first design, a new visual identity, rich user experience and new content verticals of Bump, Baby, Beyond, Lifestyle and Nutrition. The site also includes trends and tips, fast-loading galleries and vertical video.

Helen Morassut, General Manager, Youth and Defining Moments, comments: “For the last 20 years, Practical Parenting has been connecting with mums and dads with the most reliable parenting information and parenting advice.

“We are already the country’s biggest and best parenting magazine brand. The launch of our new online destination today is set to build on our impressive multi-platform growth to satisfy our digitally savvy, highly engaged audience whilst amplifying traffic and results for our commercial partners.”

Diabetic Living (diabeticliving.com.au) today unveiled a fresh visual identity, easy-to-navigate functionality and new content verticals of The Facts, Live Well, Weight Loss, Prevention, Meds and More and Food. The website offers recipes vetted by a diabetes dietitian, exercise plans, health information and emotional support - all that is required to lead a happy, balanced life with diabetes or reduce chances of developing type two. Both new sites include integration with social channels spanning *Snapchat*, *Facebook Live*, *YouTube* and 7Live streaming from the Seven Network.

Jackie Frank, General Manager, Fashion, Beauty and Health, says: “Our new digital destination extends the brand footprint and brings our authority to life with easy-to-navigate, data driven content centred around making life happier, healthier and easier for families living with diabetes – the health epidemic of the 21st century.”

Both sites will undergo a multiphase rollout with additional functionality revealed in the coming months.

Ends. See www.practicalparenting.com.au and www.diabeticliving.com.au

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*Nielsen Market Intelligence (Domestic), May 2016