



Media Release

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PACIFIC MAGAZINES APPOINTS LOUISA HATFIELD ACTING EDITOR-IN-CHIEF FOR NEW IDEA

Seasoned magazine professional Louisa Hatfield has been named Acting Editor-in-Chief of Pacific Magazines' flagship weekly *New Idea* as incumbent Kim Wilson begins her maternity leave.

Hatfield brings a superior publishing track record having been Editor-in-Chief of *Woman's Day*, *TV WEEK*, *Take 5* and *NW*, as well as working for *The Sydney Morning Herald*, and *Sunday Magazine*. She also spent three years in TV as the Executive Producer of Mornings.

She will be supported by a strong, senior and experienced editorial team, led by Editor Frances Sheen who will continue to steer the magazine on a day-to-day basis.

Group Publisher Fiona Legdin said: "Kim has been a fantastic driving force on *New Idea* over the past four years, giving Australia's most-loved magazine new energy and relevance to the readers – a result that's reflected in its outstanding circulation, audience growth and market share position.

"We wish Kim all the best for the arrival of her baby, and warmly welcome Louisa to the *New Idea* team and Pacific Magazines. Having someone with Louisa's extensive experience and energy on board is a real coup," Legdin said.

Hatfield started her career in London's Fleet Street working mostly for Mirror Group Newspapers and was Deputy News Editor of the *Sunday Mirror* when she left for Australia in 1995.

Hatfield will join *New Idea* on Monday, July 21.

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