

Pacific Launches Another Two New Digital Products as traffic soars 105% across the new network:

New Women's Health and Men's Health Digital Destinations Unveiled

Monday May 16th 2016: Pacific Magazines today continued its ambitious digital rollout with the launch of another two new digital products for market leading brands Women's Health and Men's Health. The two new healthy lifestyle websites join the existing digital portfolio at Pacific, which has seen daily traffic soar by 105%* since April and the launch of the publisher's first home-grown new digital product with FAMOUSLive.

The creation of these new products continue the new digital commercial partnership between Pacific Magazines and Yahoo7, with Pacific now overseeing creative, content and overall digital commercial management and Yahoo7 exclusively providing in-stream native display advertising.

Peter Zavec, CEO, Pacific Magazines, comments: "The teams have worked exceptionally hard over the last month to deliver on our ambitious commitment to launch 12 new sites by the end of June. These mobile first, data optimised digital products have set new benchmarks with the audience and commercial partner reaction and daily traffic to date exceeding all expectations."

womenshealth.com.au today launches with a fresh new visual identity and new content verticals of health, fitness, sex and love, food, lifestyle and weight loss. Content will be continuously updated including fast loading photo galleries, original new video, deeper dive long form, life hacks and health trends. The site launches with 7Live streaming integrated from the Seven Network.

Jackie Frank, General Manager, Fashion, Beauty and Health, Pacific Magazines, says: "Our new digital products launch with stunning visuals, sophisticated design, easy-to-navigate content and an impressive new range of compelling high visibility commercial opportunities.

"Our editorial and digital teams worked seamlessly together on the launch of marieclaire.com.au – with sensational results – and this collaborative working relationship will continue with our healthy lifestyle sites," Frank adds.

Menshealth.com.au today also unveils a new visual identity, a high-impact visual focus and new content verticals of health, fitness, sex, nutrition, style, weight loss and life. Both womenshealth.com.au and menshealth.com.au include integration with all of the leading social channels, including Snapchat, Facebook Live, Facebook Instant Articles, YouTube and Apple News.

The new digital products were conceived, created, designed and built by Pacific's in-house team, led by Darren Kerry, Head of Digital and Innovation. He says: "Our two new digital products are designed to further accelerate our impressive digital growth, as mobile-first, data optimised products which deliver seamless user experiences.

"Our portfolio of new digital products will deliver richer user experiences for consumers across all devices and include new ad formats, new branded content and digital content hubs whilst creating a truly comprehensive offering for our commercial partners," Kerry adds.

Ends. The new sites can be viewed at: womenshealth.com.au and menshealth.com.au

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