

Pacific Magazines and Yahoo7 Showcase New Digital Partnership

Monday 28th March 2016: Pacific Magazines and Yahoo7 today showcased a new digital commercial partnership that best positions both businesses for accelerated digital growth.

The new partnership sees Pacific with management of all its branded websites, with Yahoo7 exclusively providing native in-stream advertising on all Pacific digital products

Peter Zavecz, CEO, Pacific Magazines, comments: “We have come together to evolve our partnership into one that better reflects the changing media landscape, our audiences’ and clients’ expectations and the inherent complementary strengths of Pacific and Yahoo7.

“Our clients will benefit from a single solution across all platforms, whilst the consumer experience will be seamless across publishing, social, video and online. This will drive our deep expertise in content, brands and categories whilst completing our multi-platform offering and total audience footprint.”

Ed Harrison, CEO, Yahoo7, says: “Yahoo7 will exclusively provide native advertising on all Pacific Magazines sites via our fast growing Gemini marketplace. This powerful advertising technology is proving popular with Australian advertisers, and now represents a substantial part of our Yahoo7 revenue.”

The new structure will see a whole range of new products and sites rolled out over the coming months.

Clive Dickens, Chief Digital Officer, Seven West Media, says: “This redefinition of the long and successful partnership between Pacific and Yahoo7 will deliver even better user experiences for consumers and better outcomes for all commercial partners.”

Ed Harrison continues: “This new arrangement provides Yahoo7 the opportunity to partner with a diverse set of content creators, driving our consumer-led approach to original content. We look forward to working with key content partners across the globe, to shape our diverse, engaging and personalised Lifestyle and Entertainment proposition.”

Editorial and social content, e-commerce and all advertising sales other than Gemini native advertising will now be managed directly by Pacific Magazines.

Peter Zavecz, CEO, adds: “We look forward to further enhancing the competitive advantage of our portfolio of leading media brands whilst continuing to drive further innovation in a highly dynamic market.”

Ends.