

MEN'S HEALTH AND WOMEN'S HEALTH – THE POWER COUPLE OUTPACE THE MARKET

**PERSONAL BEST FOR *MEN'S HEALTH* –
HIGHEST EVER READERSHIP RESULT (421,000)**

***WOMEN'S HEALTH* IS THE STRONGEST PERFORMING
WOMEN'S LIFESTYLE MAGAZINE IN
BOTH CIRCULATION AND READERSHIP
(Circulation up 0.3%, Readership up 11% YOY)**

Embargoed until 00.01 Friday 15th February 2013 – Pacific Magazines have delivered an outstanding result, with record performances for titles ***Men's Health*** and ***Women's Health***.

Men's Health (421,000) secured its highest-ever readership number, jumping 30,000 readers in the last 12 months (7.7%), whilst adding 18,000 readers (4.5%) on the quarter. This incredible result was delivered in the country's fastest growing readership category of Men's Lifestyle.

Men's Health now reaches 81% more readers than its nearest men's lifestyle competitor. For the first time, ***Men's Health*** is the No.1 magazine in both circulation and readership amongst *all* magazines targeting men. The title has also delivered an impressive debut digital audit, with 2,079 average net paid digital sales.*

In the 12 months to December 12, consumers spent \$7.7 million purchasing ***Men's Health***.

Women's Health also posted a phenomenal readership soaring 10.9% to 447,000 readers. With four consecutive readership gains, the title now holds a 32% share of gross readership in the women's lifestyle market. It is the *only* magazine in the category to show readership growth in the past year or period.

Women's Health has delivered an impressive circulation performance, posting growth of 0.3% to 92,596, despite the launch of a new entrant to the market (*Women's Fitness*).

Karen Deveson, Publisher, Healthy Lifestyle, Pacific Magazines, comments: "Pacific Magazines is committed to understanding the healthy lifestyle trends of Australian men and women. These results demonstrate our expertise and commitment to this growing category.

"Our titles deliver advertising partners an incredible reach to a highly engaged consumer.

"We look forward to capitalising on our momentum with a strong stream of editorial, campaigns, events – and a few surprises, this year," Deveson adds

Ends.

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