

Pacific Magazines reaches new heights with 16.5m consumer contacts a month — up a massive 30% YOY

Pacific retains its #1 position in women's weeklies — 50% share of copy sales

***Better Homes and Gardens* continues its readership dominance**

Embargoed until Friday 00:02 hours February 13 2015

Pacific Magazines continues to demonstrate the success of its multiplatform engagement strategy in the latest emma readership and ABC circulation figures released today. The results reveal that Pacific continues to grow audiences and dominate key categories across multiple publishing platforms.

Pacific Magazines now has a total of at 16.5million consumer contacts every month – up a massive 30% year on year. Consumer contacts consists of 8.8 million gross readership (-0.6%YOY), 6.1million social audience (+213% YOY) and 1.5 million across online (-18%YOY).

“Our consumer-led publishing strategy continues to deliver compelling results for both our readers and our advertisers,” Pacific Magazines Chief Executive, Peter Zavec, said.

“Our teams understand what consumers want and provide it to them across a range of touchpoints – the results clearly show that our commitment to engaging with audiences by delivering quality content across all platforms is working,” he said.

Better Homes and Gardens continues to be the most-read consumer-paid magazine in the country (2.5M readers per month), also recording the largest year-on-year readership gain of all consumer-paid magazines, adding 66,000 readers.

“Better Homes and Gardens is a terrific example of how we’re reaching our consumers in a range of immersive environments, be it on TV with the revamped program, through the magazine, online, social or live consumer events” Zavec said

RESULTS HIGHLIGHTS

- Pacific retains its **#1 position** in the largest magazine category – women's weeklies, with **New Idea, that's life!, Who** and **FAMOUS** combining to deliver over 50% share of copy sales.
- Pacific Magazines delivers two of the top three most-read and highest selling weekly magazines in Australia (**#2 New Idea** and **#3 that's life!**).
- Pacific's **Better Homes and Gardens** and **Home Beautiful** deliver a **market leading 59%** share of readership and 53% share of copy sales.

Pacific magazines

- **Better Homes and Gardens** has enjoyed the **largest gains of all consumer paid magazines** for both readership (+66K YOY) and circulation (+16KPOP).
- **Home Beautiful** is in the top two biggest circulation increase YOY of all magazines (+2K).
- Pacific Magazines continues its **dominance in the fashion category** – **InStyle** recorded the **second fastest readership growth of all magazines** (% POP), while **marie claire** remains the **number one fashion magazine**. Together **marie claire** and **InStyle** hold a **market leading** 46% readership share of the category.
- For the first time in its history **Girlfriend** has become the **highest selling** teen girls magazine – with 55% share.
- **Pacific delivers three of the top-five highest-selling magazines** in the country as well as seven of the top-20 highest-selling magazines: #2 Better Homes and Gardens, #4 New Idea, #5 that's life!, #10 Family Circle, #12Who, #14 Home Beautiful, #18 marie claire.

ENDS

SOURCE: ABC Audit, December 2014 (ANPPS)

SOURCE: emmaTM conducted by Ipsos MediaCT, 12 months ending December 2014, Nielsen Online Ratings December 2014, People 14+

Total Consumer Contacts based on the following: emmaTM conducted by Ipsos MediaCT, 12 months ending December 2014, Social media figures as at 2 February 2015 and includes footprint across Facebook, Twitter, Instagram, Tumblr, Pintrest and YouTube; Nielsen NetView Hybrid. Dec 2014; Google Analytics Jan 2015.

For more information, please contact:

Danielle Veldre. Access PR. E: danielle@accesspr.com.au M: 0408 972 997