

New Idea

NEW IDEA LAUNCHES TV EXTRA AND UNVEILS NEW PARTNERSHIP WITH MKR



Monday, February 1, 2016: Pacific Magazines today announced the launch of **TV Extra**, *New Idea*'s new 16-page bonus TV guide dedicated to showcasing the best new television content.

TV Extra will include in-depth celebrity interviews, reviews, behind-the-scenes news and stunning photoshoots with some of the nation's most loved TV personalities. A detailed TV highlights section – the best shows to watch at a glance – will also feature within the complimentary guide.

Louisa Hatfield, editor-in-chief, *New Idea*, comments, "We're delighted to launch **TV Extra**."

"Offering the best mix of celebrity profiles, news, photoshoots and revelations, the launch of **TV Extra** coincides with the start of TV ratings – and further cements *New Idea* as Australia's best loved celebrity weekly."

Exclusive content for the first issue includes an interview with Molly Meldrum and Samuel Johnson, ahead of the launch of Channel Seven's *Molly*, an interview with *Wanted*'s Rebecca Gibney and her mum Shirley, and a must-read feature on *My Kitchen Rules*' new 'Cougar Couple'.

New Idea today also unveils a partnership with Channel Seven's top-rating series, *My Kitchen Rules*. As the official magazine partner, *New Idea* will deliver the latest exclusive news, gossip and recipes from the must-see *MKR* series.

Fiona Legdin, Group Publisher, Weeklies, comments: "*New Idea*'s partnership with *MKR* brings together two of the country's favourite brands, and coupled with the launch of TV Extra, it's an incredibly exciting time for the *New Idea* brand."

"With an audience footprint of more than 4.4 million, the brand's continued reach and relevance is impressive, and we're continuing to invest in this audience into the future," Legdin added.

Launching on Channel Seven on Monday, February 1, the television commitment includes a series of nightly promotions of exclusive *MKR* content appearing in *New Idea*.

Peter Zavec, Chief Executive Officer, Pacific Magazines, says: "The combined launch of TV Extra and the *MKR* partnership heralds a strong start to the year for our flagship *New Idea* brand."

The launch of *New Idea*'s **TV Extra** and *MKR* partnership will be supported in print, TV, digital and on social channels.

Ends.

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