

Australians love affair with magazines blossoms with total magazine readership up 6.2%

Pacific Magazines' brands continue to grow and engage across all platforms

Pacific Magazines' grows readership, reaching 1 in 2 Australians every month

Better Homes and Garden remains Australia's #1 most read magazine

New Idea #1 total monthly audience across platform

emma™ data embargoed until Monday 12th May 2014

New Enhanced Media Metrics Australia (emma™) figures released today have confirmed the buoyancy of the magazine market and the unwavering reach of Pacific Magazines, the publishing arm of Seven West Media.

The latest results from the emma™ readership survey show that the overall Australian magazine market has grown readership by 6.2% on last quarter. Reflecting the strength of Pacific Magazines' portfolio, the publisher's gross readership grew one per cent in the last three months, to now reach 8.6 million or 1 in 2 Australians aged 14+. That's half of Australia reading a Pacific Magazines' title every month.

Pacific Magazines occupies three of the top five highest reaching weekly magazines in the country, and in the biggest magazine category of women's weeklies, holds the largest publisher share at 52%.

Better Homes and Gardens remains Australia's most read magazine in the country, reaching almost 2.49 million readers every month and the title posting an increase of 88,000 readers since December 2013. New Idea is one of the top two most read weekly magazines in the country and has closed the gap on its nearest competitor in the last three months (by 36%). In total audience (print + digital combined) New Idea is the #1 magazine brand reaching 3.667 million people every month

Mr. Peter Zavec, Director of Magazines, Pacific Magazines, says: "The latest emma™ results highlight the strength and powerful reach of the Pacific Magazines portfolio, as well as our enduring consumer engagement.

"These robust results are underpinned by our intimate understanding of our customers, coupled with leading insights and editorial excellence. This has enabled us to continue to extend our relationship with our audience into new and exciting territories - our social media footprint alone now has a gross audience in excess of 3.5 million, which is a testament to the equity of Pacific Magazines' brands.

"Our strategy is to build audiences around our brands, through all touchpoints, and this shows that strategy is working.

"People love and associate with our brands across all platforms, not just in print, and this not only provides our advertisers with amazing opportunities to reach consumers anytime, anywhere, but places our business well for future growth. The latest figures show print is still incredibly strong and effective, but today we're offering so much more.

"As our brands continue to grow with new products like custom apps, digital magazines and extensions, and our social community numbers keep climbing rapidly, our total audiences are growing. And we're working with our clients to ensure they access our entire audience in the most effective way, not just the magazine readers."

Highlights

Better Homes and Gardens – largest readership growth of any magazine and up 88,000 readers on the quarter. Total monthly audience of 2.765 million (print + digital) and social audience footprint of 260,000+.

New Idea – #1 magazine brand reaching 3.667 million people every month (print + digital). Strong growth in print readership, jumping 24,000 readers POP.

Diabetic Living – biggest readership growth ('000) of any health magazine, up an incredible 6.1% or 24,000 readers POP.

InStyle – delivered a standout performance, posting the largest growth in the fashion category, up 10,000 or 5.6% YOY and is amongst the top 15 fastest growing magazines in the country.

Bride to Be - fastest growing bridal magazine, holding #1 in the category up 5.8% POP and is one of the top 10 fastest growing magazines in the market. Social audience has reached over 243,000.

Men's Health – Men's Health has had another strong release, posting growth of 10,000 or 1.9% QOQ to now reach 550,000 readers every month. The Men's Health social media audience footprint sits at over 743,000.

Ends.

For further information, please contact

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

**Note categories are based on Pacific Magazines' own genre classifications; Period on period comparisons are based on March 2014 vs. December 2013 readership periods*

*** Total footprint data: collated across Facebook, Twitter, Instagram, Tumblr, Pintrest and YouTube, figures as at time of release.*