

## MEDIA RELEASE

### PACIFIC MAGAZINES ANNOUNCES RESTRUCTURE OF HEALTH TITLES' BEAUTY DEPARTMENT

**September 9, 2015:** Pacific Magazines today announced the restructure of the health titles' beauty department, with the appointment of key new roles across *Women's Health*, *Men's Health* and *Prevention*.

"It's a really exciting move driven by strong demand," says Jackie Frank, Group Publisher Fashion and Health. "Both our male and female readers are crying out for more beauty and grooming content that helps them look as good as they feel."

Caelia Corse has been promoted to the role of Beauty and Grooming Director, *Women's Health/Men's Health/Prevention*, effective immediately. Corse has 12 years experience in the magazine industry and has been at Pacific Magazines for the past five years, recently in the role of Beauty Director, *Women's Health*.

"We're creating a beauty environment perfect for readers with an active, fast-paced lifestyle," says Frank. "And Caelia's unique expertise and passion for both beauty and health will further engage our unique and insatiable consumer."

Melinda Ayre will join the health titles' beauty team as Beauty and Grooming Editor, *Women's Health/Men's Health/Prevention*. Ayre has previously held beauty roles at *body+soul* and *Good Health*.

"Melinda is an extremely experienced and highly regarded beauty journalist with an authentic passion for fitness and wellness. She's the perfect fit for our team," says Corse.

"Our health titles have an exclusive audience who are savvy consumers and big spenders: they want to see the best of beauty, more tailored solutions and the latest innovations, presented by our trusted brands. This restructure enables us to connect our unique readers with your brands," says Frank.

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