

PACIFIC MAGAZINES ANNOUNCES SOUTH AUSTRALIA AND WEST AUSTRALIAN SALES REPRESENTATION

Thursday 12th November 2015 - Pacific Magazines today announced changes to its sales representation in South Australia and Western Australia.

In South Australia, Pacific Magazines has appointed Industry Servant (Russell Media), aligning its Adelaide representation with Seven Network regional stations. Peter 'Spike' Russell will lead Pacific's SA sales strategy and implementation, with the appointment effective immediately.

Simone Dalla Riva, Regional Advertising Director, Pacific Magazines, comments: "Russell Media's appointment in South Australia is testament to their incredible relationships, creativity and ability to drive cross-media sales solutions."

Peter Russell says: "Russell Media is delighted to represent Pacific Magazines and their burgeoning content proposition. It will add considerable scope to the conversations we presently undertake as we continue to drive sales for some of the country's best brands."

Nicky Simpson has also been appointed as WA Advertising Sales Manager.

Dalla Riva adds, "Simply put, Nicky Simpson is a top operator and boasts a wonderful industry reputation. Her enthusiasm and sales mindset come with proven client results and will help us drive continued growth in WA."

"It is a privilege to join the innovative, successful team at Pacific Magazines – and I look forward to delivering against the objectives of our agency and client partners," comments Nicky Simpson.

Previously Nicky has held sales roles at ACP Magazines (now Bauer Media) and at Indigo Media (Real Weddings).

The appointment of Nicky Simpson and Russell Media follows the recent passing of Peter Murphy, who represented Pacific Magazines in South Australia and Western Australia for ten years.

Peter Murphy was awarded Magazines Sales Person of the Year, SA, at last night's Media i Awards, held in Sydney.

Peter Zavec, CEO, Pacific Magazines, comments: "Peter Murphy was not just a legendary sales person - he was also one of advertising's greatest characters.

"Both Pacific and Murph's family are touched by his poignant posthumous Media i win last night. He undoubtedly leaves big shoes to fill.

"Nonetheless, we are delighted with the appointments of Nicky Simpson and Russell Media. We look forward to continuing to drive growth and client results with Nicky, Russell and their respective teams," adds Zavec.

Ends.

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