

Pacific Magazines appoints CEO

26th September 2016 - Seven West Media, one of Australia's leading integrated media and content creation companies, today confirmed the appointment of Gereurd Roberts as CEO of Pacific Magazines. Mr Roberts will report to Tim Worner, CEO and Managing Director of Seven West Media.

Mr Roberts is currently General Manager, Food Family and Home at Pacific Magazines. He has nearly two decades of publishing experience including roles at Guardian News and Media, ACP Magazines (now Bauer Media) and as an editor, publisher and Commercial Director prior to his most recent role at Pacific Magazines.

Commenting, Mr Worner said: "Gereurd has done a tremendous job leading advertising sales, client services, digital sales and new opportunities to extend and build our portfolio of publishing brands. He is well-placed to continue to create and deliver new opportunities that will underpin Pacific Magazines' brands in a dynamic and changing market. Pacific Magazines continues to transform its business beyond the pages of a magazine across digital, social media and events. It has put in place the cornerstones for its future. Our titles are out-performing their peers in readership and circulation, we are building share through new online platforms, and we taking advantage of a changing landscape as our magazine brands continue to transition beyond print into Social Media, Digital Video, eCommerce and live events."

Mr Roberts comments: "We have the country's best brands, management team and people at Pacific. And with the support of Australia's largest and best-performing integrated media group, Seven West Media, we are ideally positioned for future growth.

"It's a privilege to take this role at such a pivotal and exciting time for Pacific. I look forward to working with our exceptionally talented teams to continue our transformation process, driving growth in our core business, fuelling new revenue and commercial outcomes for our company."

Ends.