

MEDIA RELEASE

PACIFIC MAGAZINES APPOINTS LOUISA HATFIELD EDITOR-IN-CHIEF FOR NEW IDEA

June 16, 2015: Pacific Magazines Group Publisher Weekly titles, Fiona Legdin, today announced the appointment of Louisa Hatfield as Editor-in-Chief of its flagship women's weekly brand, *New Idea*.

Louisa Hatfield has been Acting Editor-in-Chief for the past 12 months, while incumbent Kim Wilson was on maternity leave. Wilson has decided not to return to the role, which she had held for five years.

Legdin thanked Wilson for her outstanding contribution to the title's success during her tenure, saying, "Kim was a fantastic driving force on *New Idea*, giving Australia's most-loved magazine new energy and relevance to the readers. We wish her well for the next stage of her career."

Legdin said she is thrilled that Louisa will be staying on permanently as Editor-in-Chief.

"Louisa has had a fantastic career at the helm of some of the country's best-selling brands, both in print and on TV," she said. "This is a time of exciting change in our industry and I'm delighted that someone with her expertise, energy and experience will continue to steer the *New Idea* brand into the future."

Hatfield has previously been Editor-in-Chief of *Woman's Day*, *TV WEEK*, *Take 5* and *NW*, as well as working for *The Sydney Morning Herald* and *Sunday Magazine*. She also spent three years in TV as the Executive Producer of *Mornings*.

As Editor-in Chief at *New Idea*, she is supported by a strong, senior and experienced editorial team.

Hatfield said she is looking forward to taking the iconic brand to its next level as a truly multi-platform destination for Australian women.

"I am so excited to be permanently taking on this challenging role at *New Idea*," said Hatfield.

"The magazine's team is one of the most dynamic, dedicated and creative I have ever worked with and I am thrilled that I have been given the chance to carry on working with them and continue *New Idea*'s success. "

Said Legdin: "At a time when digital media is so crucial to advertisers and as audiences are increasingly accessing content via mobile devices, it's significant that *New Idea*'s social audience has grown by 70% YOY.

"Today, *New Idea*'s total consumer contacts across all platforms – print, website, social – stands at 4.4 million a month¹.

"*New Idea* sits proudly within the Top 20 most engaged Facebook audiences in the country², the only magazine brand to appear in that list. It's a level of digital engagement envied by other publishing brands."

¹ Total Consumer Contacts based on the following: emmaTM conducted by Ipsos MediaCT, 12 months ending April 2015 All people 14+, Social media figures as at 2 June 2015 and includes footprint across Facebook, Twitter and Instagram; Nielsen NetView Hybrid April 2015

² The Online Circle Digital, Facebook Performance Report, 1 January to 31 March 2015

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Louisa's appointment is effective immediately.

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