

## **Pacific Magazines circulation share reaches all time high**

### **Pacific's market share jumps to 34%**

### **Pacific is #1 in fashion, celebrity weeklies, real life, home and lifestyle, men's lifestyle and tween**

### **Pacific increases share in eight categories over the last 12 months**

**Embargoed publication until 00.02am Friday 16<sup>th</sup> August 2013** – Pacific Magazines, the publishing arm of Seven West Media, has delivered the largest circulation share increase of all major publishers to increase its **overall share to a record high** at 34% in the six months to June 2013 (up from 31% a year ago).

Mr. Nick Chan, CEO, Pacific Magazines, comments, "Pacific Magazines has out-performed the market, to once again deliver the largest share increase of all major publishers.

"Our portfolio is well balanced, our brands are strong and key titles have continued to strengthen their competitive positions."

This latest audit confirms Pacific Magazines' has the number 1 highest selling magazines in the following categories: fashion, home and lifestyle, men's lifestyle, celebrity weekly, real life, tween boys and tween girls.

Pacific Magazines has increased share YOY in eight categories: women's weeklies, fashion, men's lifestyle, health, teen, tween, gardening and food.

Based on average issue the total magazine market is down 3.2%, excluding titles that have closed or are no longer audited.

#### **Pacific Magazines Results Highlights:**

**New Idea** - outperformed the market in the past 12 months to close the gap on its nearest competitor  
**Home Beautiful** – second highest growth YOY of any magazine title, posting growth both YOY and POP  
**WHO** –15<sup>th</sup> consecutive release as the country's #1 celebrity weekly  
**Diabetic Living** – delivered 3<sup>rd</sup> consecutive POP growth, to its highest circulation ever  
**Men's Health** – continues reign as the country's highest selling men's magazine

#### **Magazines summary:**

**New Idea (290,049)** – New Idea outperformed the market, with the circulation gap on its nearest competitor reducing by 3% since this time last year. New Idea is one of the top two highest-selling weekly magazines in the country.

**WHO (120,081)** – WHO remains the country's highest selling celebrity weekly magazine. With a circulation of 120,081, WHO delivered its 15<sup>th</sup> consecutive release as #1.

**FAMOUS (80,045)** – FAMOUS delivered a solid result, performing in line with the overall market this release.

**that's life! (203,137)** - that's life! retains its #1 position as Australia's biggest selling real life magazine. The title is the third-most sold weekly magazine in Australia.

**Better Homes and Gardens (362,150)** – Better Homes and Gardens is steady YOY and remains the number two selling title in the country.

**Home Beautiful (84,120)** - Home Beautiful delivered an impressive result, increasing 5.7% POP and 8.9% YOY. The title delivered the second highest YOY growth of any magazine, to now hold its highest circulation figure in 15 years.

**Diabetic Living (59,007)** – Diabetic Living delivered the largest YOY growth in the category (+2.6%), and its 3rd consecutive POP increase. This is Diabetic Living's highest circulation ever.

**Men's Health (70,080)** - Men's Health confirms its position as the highest selling title amongst the men's lifestyle, men's interest, motoring and business titles in the country. Men's Health also delivers 2,591 average net paid digital sales. The title sells more than double the number of copies as its nearest direct competitor every month.

**Women's Health (90,267)** – Women's Health posted a strong result, improving its competitive position this release. Women's Health accounts for nearly a quarter of all sales in the Women's Lifestyle market.

**Prevention (50,184)** - Prevention has consolidated its circulation position with 50,184 average issue copy sales.

**marie claire (90,092)** - marie claire, continues its incredible lead as Australia's number one fashion magazine. The title accounts for 36% of the fashion category's gross copy sales.

**InStyle (53,150)** – InStyle posted a steady release (POP), as the second highest selling fashion magazine in the country.

**Girlfriend (70,002)** –In the six months to June 2013, consumers have spent in excess of \$3 million buying Girlfriend.

**Total Girl (49,020)** – Remains the number one tween magazine in the market, Total Girl continues to sell almost three times the number of copies of any other tween girls' title, and more than its two competitors combined.

**K-Zone (40,004)** - K-Zone remains the number one selling tween boys title in the market, selling more than 2.5 times the number of copies of any of its competitors.

**Your Garden (41,894)** – the only title in its category to enjoy growth, securing a slight YOY increase of 0.8%.

**SBS Feast (35,658)** - Feast has consolidated its launch figure to post an audit of 35,658, steady POP (+0.1%).

*Ends.*

**For further information, please contact**

Hannah Devereux

T: 02 9394 2066

M: 0422 003 873

E: [hannah.devereux@pacificmags.com.au](mailto:hannah.devereux@pacificmags.com.au)

Rochelle Griggs

T: 02 9394 2063

M: 0422 768 925

E: [rochelle.griggs@pacificmags.com.au](mailto:rochelle.griggs@pacificmags.com.au)

*\*Note the categories are based on Pacific Magazines genre classifications  
ABC Audit, June 2013 (ANPPS)*