

Pacific Magazines delivers 19 million consumer contacts per month

Total audience soars by 2.6 million or 16.6% in the last 12 months

Ninth consecutive quarter of growth for Pacific

Embargoed to 00.01, Friday 13th November 2015: New audience figures have confirmed the unwavering reach of Pacific Magazines, the publishing arm of Seven West Media.

Latest figures reveal that Pacific Magazines' focus on total cross platform audience continues to yield results, with the company delivering 18.7 million consumer contacts per month and its ninth consecutive quarter of audience growth – up by 2.6 million or 16.6% in the last 12 months.

Peter Zavec, CEO, Pacific Magazines, comments: “We are committed to giving our consumers the content they want, however they want it. Our magazine brands dominate their respective markets, whilst our rocketing digital and social growth, innovative live events and product launches enable us to deliver quality content over an ever-extending audience base.

“These results speak to the success of our transformation strategy, as we continue to grow our total audience and further extend our brand touch points.”

In line with the US MPA model, for the first time the Magazines Publishers of Australia (MPA) have released 360° - or total cross platform audience (print, readership, digital, social).

Peter Zavec, current MPA Chairman, adds, “The release of the first cross platform, 360° data from the MPA is a positive move for the industry and our clients, better reflecting not only the reach of our powerful brands – but also how audiences interact with them.”

Recent performance highlights for Pacific include:

- **Pacific continues to outperform its rivals** – with the largest per title share of any publisher.
- **Pacific holds 3 of the top 15 most engaged Facebook pages in Australia**
- **Pacific holds 5 of the top 8 largest Facebook pages in the News and Magazines industry**
- **Pacific is #1 in key magazine categories** – including women's weeklies, home and lifestyle, fashion, men's lifestyle, bridal and parenting.
- **New Idea soars** – delivering an incredible **4.4 million consumer contacts monthly** across print, digital and social
- **The Better Homes and Gardens story is stronger than ever – delivering 3.4 million consumers monthly.** With 2.2 million readers every month, a live events business going from strength to strength, impressive revenue from its new e-commerce site, a TV show and app, Better Homes and Gardens reign as Australia's leading integrated media brand continues.
- **Girlfriend has climbed by 1.1 million** (up 127%) in just 12 months to make 1.9million consumer contacts monthly
- **Home Beautiful jumps 35% to 1.4M monthly; Bride to Be climbs 78% to 1.1M consumer contacts**

Gereurd Roberts, Commercial Director, Pacific Magazines, comments: “Our powerful portfolio of brands continue to drive engagement and deliver relevant content in the right channels.

“Our commercial partners seek insights-led strategic campaigns that drive results via engaged audiences. And we deliver this connection all day, every day, across every channel to our passionate communities.”

Recent new business activities for Pacific Magazines include:

- **mywedding.com partnership with Meredith** - The collaboration sees the most dominant force in the US marketplace partner with Australia's leading wedding brand – Bride to Be – to create the most compelling and wide-reaching platform in the Australian wedding media space.
- **The Parcel** – An Australian luxury first from marie claire: an all-new, subscription sampling service containing full and sample size deluxe beauty brands
- **Pacific has driven new trends** – Pacific was the first magazine publisher to release an adult colouring magazine one-shot. Now with seven one shots in the space of just four months – from New Idea, marie claire and Better Homes and Gardens – these special edition magazines have delivered strong circulation and revenue performances
- **bhghshop** – Better Homes and Gardens' ecommerce site has delivered impressive new revenue

“With a well-established paid readership, outstanding social and digital growth, live events, apps and new one-shots - all powered by a portfolio of trusted, quality brands - it’s an exciting time for Pacific,” adds Roberts.

Ends.

Sources:

emmaTM conducted by Ipsos MediaCT, 12 months ending September 2015

The Online Circle Digital, Facebook Performance Report, March 31- June 30 2015

Consumer contacts based on: Nielsen NetView Hybrid. Sep 2015; Google Analytics Oct 2015. Social media stats updated as at 2 Nov 2015. emmaTM readership September 2015

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