

Pacific Magazines' total monthly audience footprint exceeds 20 million

Circulation share at all time high (36%)

Tenth consecutive quarter of growth

Pacific holds three of the top five magazine brands

Embargoed until 00.01 Friday 12th February 2016: Pacific Magazines, the publishing arm of Seven West Media, has delivered its tenth consecutive quarter of total audience growth.

Peter Zavec, CEO, Pacific Magazines, comments: "These results speak to the success of our transformation strategy, as we continue to strengthen our competitive position with rapid total audience growth.

"Our magazine brands are leaders in their respective categories. Our business model has impressive multi-platform reach, backed with data and digital clout – and just 20 months into our new direction the sum of our consumer touch points is in excess of 20 million.

"We are now well positioned for continued growth. During the next 12 months we will extend our brands into new platforms, increase our footprint, launch major new online plays and continue to develop attractive new revenue streams."

Over the last 12 months, Pacific Magazines' total cross platform monthly brand impressions has soared by 4.3 million – or 26% - to now sit at more than 20.7 million.

Pacific Magazines' circulation share is also at an all-time high of 36%.

Performance highlights for Pacific include –

- **Pacific continues to outperform its rivals** – with the largest per title share of any major publisher
- **New Idea soars** – delivering an incredible **4.6 million consumer contacts monthly** across print, digital and social
- **Better Homes and Gardens story is stronger than ever – delivering 3.5 million consumers contacts monthly.** With 2.19 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 is the #1 teen brand** – Girlfriend's total monthly audience is a more than 2.2 million. Social media impressions have soared by 156% over the past 12 months, with more than 1.5 million Facebook fans alone.
- **Prevention** – posts the largest growth over the last 12 months (YOY) of ALL magazines.
- **Home Beautiful jumps 50% to 1.56M monthly; Bride to Be climbs 99% to 1.28M consumer contacts**
- **Pacific is #1 in key magazine categories** including Women's Weeklies, Home & Lifestyle, Fashion, Men's Lifestyle, Teens, Bridal and Parenting.
- **Pacific publishes three of the top five magazine brands in the country** – with New Idea, Better Homes and Gardens and that's life!
- **Pacific holds 3 of the top 10 most engaged Facebook pages** in Australia with that's life!, New Idea and Girlfriend.

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

Peter Zavec is current Chairman of Magazines Publishers Australia.

"The release of 360° data from the MPA is a newly created metric that measures audience reach across multiple platforms, offering a more comprehensive and accurate picture of market demand for magazine brands.

"This is a timely, important move by the MPA which better reflects how audiences interact with brands today."

Pacific has enjoyed a growth in digital audience – social, apps, online – of more than 633% in the last three years

alone.

This week Pacific launched *BEAUTYcrew*, Australia's ultimate beauty destination. The launch of the site marks the first time Pacific brands have united in the one destination, providing new content, functionality, expertise and a powerful reach for consumers and clients alike.

Gereurd Roberts, Commercial Director, Pacific Magazines, comments: "Our total audience strategy puts data front and centre of our decision making, whilst our content hits the mark in the audience segments that count.

"Pacific's portfolio of trusted, quality brands is evolving with our audiences – with outstanding social and digital growth, e-commerce, live events, sampling and international partnerships with some of the world's best media players.

"This year, we will launch a stable of new brands and services. These new online plays increase our footprint, drive value for our customers and deliver measureable results and innovation for our commercial partners."

New business activities for Pacific Magazines over the last 12 months include:

- **BEAUTYcrew** – is an Australian first: a single online hub where women who love beauty can learn, try, review and buy. The launch is supported by partners including L'Oréal, Coty, Estée Lauder, Unilever and Parfums Christian Dior. Ten of Australia's favourite mastheads provide content and unparalleled authority and expertise, including *marie claire*, *InStyle*, *Women's Health*, *Better Homes and Gardens*, *New Idea* and *Girlfriend*.
- **StyledBy *marie claire*** – a new online destination which combines curated fashion content and a unique personal styling experience with an e-commerce platform. A global first for *marie claire*.
- **mywedding** – A perfect marriage of two powerful wedding publishers – Meredith (USA) and Pacific. The collaboration sees the most dominant force in the US 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 to date.
- **The Parcel** – An Australian luxury first from *marie claire*: an all-new, subscription sampling service containing full and sample size deluxe beauty brands. Following the success of The Parcel by *marie claire*, *InStyle*, *Men's Health*, and *Girlfriend* now have Parcel offerings, in addition to a partnership with Hoyts with the Hoyts Girls Night Out Parcel.
- **Adult colouring in: first with new trends** – Pacific was the first major Australian publisher to release an adult colouring magazine. 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' new ecommerce site has delivered impressive new revenue

Ends.

Sources:

emmaTM conducted by Ipsos MediaCT, 12 months ending December 2015

The Online Circle Digital, Facebook Performance Report, January-December 2015

Consumer contacts based on: Nielsen NetView Hybrid. December 2015; Google Analytics Jan 2016. Social media stats updated as at 2 Feb 2016. emmaTM readership December 2015

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