

**Pacific outpaces the market:  
delivers 35% circulation share with just 16 titles**

**Pacific delivers 12<sup>th</sup> consecutive quarter of total audience growth**

**Pacific holds three of the top five highest reaching  
magazine brands**

**Pacific is #1 in Fashion, Home, Real Life,  
Women's Lifestyle, Men's Lifestyle and Teens**

Embargoed until 00.01 Friday 19<sup>th</sup> August 2016: Pacific Magazines, the publishing arm of Seven West Media, has delivered its 12<sup>th</sup> consecutive quarter of total audience growth.

Peter Zavec, CEO, Pacific Magazines, comments: "Pacific's portfolio is evolving with our audiences – with outstanding social and digital growth, new e-commerce, events and sampling businesses and international partnerships with some of the world's best media players.

"Our content hits the mark in the audience and commercial segments that count. Our magazine brands are leaders in their categories – and we are continuing to strengthen our competitive position with continued share growth."

Pacific Magazines publishes three out of the top five magazine brands in the country in readership with New Idea, Better Homes and Gardens and that's life! Pacific's three weekly titles (New Idea, that's life! and Who) together occupy a 48% share of the gross copy circulation sales in the lucrative women's weekly market.

Performance highlights for Pacific include –

- **Pacific continues to outperform its rivals** – with the largest per title share of any major publisher
- **Pacific holds 2 of the top 3 most engaged Facebook pages** in Australia with that's life! and New Idea
- **Pacific is #1 in key magazine categories** including Home, Fashion, Real Life, Women's Lifestyle, Men's Lifestyle and Teens
- **New Idea soars** – with an incredible 5.15 million consumer contacts monthly across print, digital and social
- **Better Homes and Gardens is the country's #1 most read magazine** – With a live events business going from strength to strength, impressive revenue from its new e-commerce site, a TV show, app and more than 2 million print readers per month, the Better Homes and Gardens story is stronger than ever
- **marie claire is #1** – delivering more than 31% than its nearest monthly fashion competitor in circulation; combined with stable mate InStyle both titles deliver a leading 44% share of the fashion category
- **Girlfriend is the #1 teen brand** – Girlfriend's total monthly audience is more than 2.62 million
- **Home Beautiful jumps** – delivering 1.9M total monthly impressions; together with stable mate Better Homes and Gardens both titles deliver a leading 48% share of the homes category

Prue Cox, Commercial Director, Pacific Magazines, says: "We are continuing to outperform the market, with a powerful portfolio of multi-platform brands, a new stable of data driven, mobile first websites and robust total audience growth.

"Our magazines brands are leaders in the consumer markets that Australians care most about – and those that matter most to our commercial partners."

Over the past year, Pacific has launched a new portfolio of twelve mobile first digital destinations and six standalone new digital properties including Foodiful, AllRecipes, BEAUTYcrew, StyledBy marie claire, mywedding.com and BHGShop. These new digital plays increase Pacific's footprint, develops new revenue streams and delivers value for both audiences and commercial partners.

- **Foodiful** – Bringing together the incredible food content from Seven West Media's portfolio of brands in a single destination, Foodiful addresses the 'what's for dinner' dilemma of everyday life with a personalised and intuitive mix of menus, planning options and a powerful in-store and online shopping experience. Foodiful proudly launches as the most advanced digital food product in Australia, with Woolworths as the exclusive retail partner

- **Allrecipes** – In April, Pacific announced a partnership with the world’s number one digital food brand. With 19 sites in 24 countries in 13 languages, Allrecipes is a global community of home cooks sharing everyday food experiences through social media
- **BEAUTYcrew** – is an Australian first: a single online hub where women who love beauty can learn, try, review and buy, supported by a range of partners to date 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.
- **FAMOUSLive** – FAMOUS’ new digital platform launched with a new visual identity and a leading line-up of great new tech – including 360 fly video and 7Live streaming.
- **The Parcel** – Following the success of The Parcel by *marie claire*, Better Homes and Gardens, InStyle, Men’s Health, Practical Parenting, and Girlfriend now have Parcel offerings, in addition to a partnership with Hoyts with the Hoyts Girls Night Out Parcel. Over 100,000 Parcel units have now been sold.

Ends.

Sources:

Online Circle 2016 Mid-Year Facebook Performance Report.

emmaTM conducted by Ipsos MediaCT, 12 months ending June 2016

Consumer contacts sources: Google Analytics Jun 2016. Social media stats updated as at 10 Aug 2016. emmaTM readership June 2016

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