

Pacific Unveils Complete Portfolio of Twelve New Data Driven Products

Daily Traffic Growth Soars 2147% Year on Year

Thursday June 16th 2016: Pacific Magazines today completed the first phase of its digital rollout, following an aggressive launch period during which saw the company unveil new products for leading brands New Idea, WHO, FamousLIVE, marie claire, Women's Health, Men's Health, Better Homes and Gardens, Home Beautiful, Prevention, Practical Parenting and Diabetic Living.

The rollout culminated with a new visual identity, content verticals and improved, rich user experience for leading real-life brand, that's life! The portfolio of data driven, mobile first digital destinations have collectively delivered 185% traffic growth since April * – to see Pacific become one of the country's fastest growing digital publishers.

Peter Zavec, CEO, Pacific Magazines, says: "The teams have worked incredibly hard to deliver a portfolio of data led, fully responsive sites in just over six weeks. This is an impressive feat by any measure.

"Our new portfolio of digital assets allow us to extend the footprint of our leading cross-platform brands whilst building the country's most deep and valuable data sets – and, in doing so, own the consumer categories most strategically and commercially important."

The creation of the new portfolio of digital products follows a renewed commercial partnership between Pacific Magazines and Yahoo7, with Pacific now overseeing creative, content, commercial and overall management of its brands and Yahoo7 exclusively providing in-stream native advertising on Pacific digital products.

Gereurd Roberts, Commercial Director and General Manager, Food, Family and Home, comments: "Our recent digital campaign has delivered a new and market-leading portfolio of mobile first, video-driven digital products which offer scale at speed, and highly engaged audiences across valuable consumer categories.

"During the second phase, we will further extend our already impressive digital, data and content capabilities – to grow our reach and to improve returns for Pacific's consumers and commercial partners alike."

All products were conceived, designed and built by Pacific's in-house teams, led by Darren Kerry, Head of Digital and Innovation. He comments: "Our portfolio of new digital products offer the perfect foundation to drive growth and accelerate Pacific's competitive advantage – as we deliver leading multi-platform experiences for users and best-in-class viewability and better commercial outcomes valued partners and advertisers."

Ends.

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*Source: Nielsen Market Intelligence (Domestic), Average Daily Unique Browsers, as at 15/06/2016.