



## Pacific Partners with World's #1 Digital Food Brand

Monday 11<sup>th</sup> April 2016 – **Pacific Magazines** today announced an Australian and New Zealand partnership with the world's number one digital food brand, *Allrecipes*.

*Allrecipes* is a global multi-platform brand serving 24 countries in 12 languages. The site receives more than 1.3 billion visits annually from home cooks who connect and inspire one another with trusted recipes, entertaining ideas, practical tips and every day or occasion meal solutions.

*Allrecipes* extends the partnership between Pacific Magazines and the Meredith Corporation USA, with existing brands including *Better Homes and Gardens*, *Diabetic Living*, *Family Circle* and *mywedding*.

**Larisa Sheckler, Allrecipes Senior Director of International Revenue Operations**, comments: "We look forward to extending our highly successful partnership with *Pacific*."

"*Allrecipes* is centred on creating innovative experiences that address a new generation of Australian and New Zealand home cooks – with highly-targeted commercial partnerships that connect brands with valued food audiences as they shop, cook and share daily meal experiences."

User-generated content differentiates *Allrecipes* as cooks share recipes, reviews, photos and build on ideas with recipe tweaks, diet and taste adaptations. Australian *Allrecipes* editors act as native consultants, curating user content including videos, hacks, how-tos and galleries.

**Peter Zavecz, CEO, Pacific Magazines, comments:** "From the *New Idea* Test Kitchen through to *that's life!*, *Better Homes and Gardens*, *Family Circle* and beyond, our brands have been delivering mouth-watering content to Australian home cooks for decades."

"Now, our partnership with Meredith allows us to also bring to the table the world's leading digital food brand, creating an unrivalled food portfolio for Pacific."

"*Allrecipes* fits with our business model on a number of levels. Not only does it embed our winning partnership with a leading global player in Meredith, but it puts data front and centre of our decision-making to deliver audiences and clients more of what they want."

Commercial partners leveraging *Allrecipes* tap into the site's wealth of data and SEO expertise to drive optimal content and expand brand reach.

**Gereurd Roberts, Commercial Director, Pacific, says:** "Backed by *Seven West Media*, the country's largest audience company, *Allrecipes* helps *Pacific* deliver an unmatched food proposition, creating inspiration that delights food audiences and solutions that drive measurable results for our commercial partners."

*Allrecipes* ranks in the top three food and cooking brands in Australia\*. *Allrecipes* is available at <http://allrecipes.com.au/>.

Ends.

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\*Source: Nielsen Digital Ratings Monthly, Food & Cooking ranking, Feb 2016