

Pacific Becomes One of Australia's Fastest Growing Digital Publishers: Adds New Online Destinations for Home Beautiful and Prevention to Digital Portfolio

Monday May 30th 2016: The next phase of the digital rollout at Pacific Magazines continues today with the launch of new online destinations for leading brands Home Beautiful and Prevention. The two products join the surging digital portfolio at Pacific, which has seen daily traffic soar since April – to become one of the fastest growing digital publishers in Australia.

Peter Zavec, CEO, Pacific Magazines, says: “Pacific already owns homes and health from both an audience and category perspective. Today we unveil new data-driven, fully responsive sites set to help us further accelerate this impressive lead.”

The creation of these new products follow a renewed digital 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 all Pacific digital products.

Gereurd Roberts, Commercial Director and General Manager Food, Family and Home, comments: “The combined reach of Home Beautiful along with the country’s biggest multi-platform brand, Better Homes and Gardens, is unparalleled – offering Pacific and our commercial partners incomparable reach into an active, engaged homes audience at scale.”

Homebeautiful.com.au launches today with mobile-first design, a new visual identity, rich user experience and new content verticals of Home, Bathroom, Kitchen, Outdoor, Renovate, Entertain, Decorate and Shop. The site also includes interiors and style trends and tips, fast-loading galleries and vertical video.

Gereurd Roberts continues: “For 90 years, Home Beautiful has been helping Australians fall in love with the possibilities of their homes. Home Beautiful is now the country’s fastest growing homes brand, with beautifully curated, uniquely Australian content that influences consumer purchasing behaviour like no other.

“We broke the mould with our Home Love app and are offering market-leading digital shopping experiences which fuel new commercial partnerships through our Shop. Our new online destination now marks the beginning of an exciting era of digital innovation as we offer seamless multi-platform experiences for our audience and partners, and further build on our already impressive data sets.”

Prevention (preventionaus.com.au) today unveiled a fresh visual identity, easy-to-navigate functionality and new content verticals of Health, Fitness, Food, Weight Loss, Mind, Sex and Positive Ageing. Both new sites include integration with social channels spanning *Snapchat*, *Facebook Live*, *YouTube* and *7Live* streaming from the Seven Network.

Jackie Frank, General Manager, Fashion, Beauty and Health, says: “The new site for Prevention has been designed to tap into the incredible growth in online usage in the 40+ market and is set to further bolster our impressive category lead. Our partners will also benefit from a new portfolio of innovative, high visibility opportunities which supercharge commercial results to the next level.”

Both sites will undergo a multiphase rollout with additional functionality revealed in the coming months.

Ends. See www.homebeautiful.com.au and www.preventionaus.com.au

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