

New Idea

New Idea's strong circulation results support new position as market leader in total audience

Embargoed publication until 12.02am, Friday 16th May, 2014 – New Idea, Pacific's flagship magazine, has recorded a strong circulation performance in the latest audit results – supporting this week's readership news announcing New Idea as Australia's leading magazine in total audience.

The latest circulation figures show New Idea delivering the fastest circulation growth of any weekly magazine, with an average net paid print sales (ANPPS) of 282,206 copies (up 0.4% or 1017 copies since last quarter).

This has contributed to the smallest margin in 22 years between the two highest selling weekly magazines in Australia: New Idea (ANPPS 282,206) and Woman's Day (ANPPS 330,217) – a gap of just 48,011 copies.

This strong circulation result follows emma™ readership numbers released earlier this week, which confirm New Idea has the biggest total monthly audience of any magazine in Australia at 3.667 million people*. This figure represents the masthead audience across print, website and digital editions of the magazine*.

This total monthly audience put New Idea 44,000 ahead of Woman's Day and 789,000 ahead of The Australian Women's Weekly*.

Pacific's Director of Magazines, Peter Zavec, says: "As Australia's first women's magazine, New Idea has always broken new ground. Its ongoing success, now also in total audience results across multiple platforms, marks another great milestone for this iconic Aussie brand."

Ends

For further information, please contact:

Nicole Vignone

T: 02 9394 2055

M: 0408 521 471

E: Nicole.vignone@pacificmags.com.au

Source: ABC Audit, January – March 2014 (ANPPS)

*emma™ conducted by Ipsos Media CT, 12 months ending March 2014, Nielsen Online Ratings March 2014, People 14+

