

# New Idea

## NEW IDEA RECORDS AUSTRALIA'S BIGGEST MAGAZINE AUDIENCE

### ***New Idea* – highest monthly audience across print and digital platforms of any magazine**

Monday 12<sup>th</sup> May 2014: New Enhanced Media Metrics Australia (emma™) figures released today reveal ***New Idea*** - flagship weekly in the Pacific Magazines brand portfolio - now has the biggest monthly total audience of any magazine in Australia.

*New Idea* now has a total monthly audience of 3.667 million. This figure represents the masthead audience across print magazine, website and digital editions on mobile and tablet.

Other Pacific Magazine titles which also increased total monthly audience were ***Better Homes and Gardens* (2.765 million)** and ***marie claire* (698,000)**.

*New Idea's* latest audience figures put it 44,000 ahead of Woman's Day and 789,000 ahead of Australian Women's Weekly.

Peter Zavec, Director of Magazines for Pacific is quoted as saying: "We have a strategy that is about building audiences around our brands, on any platform. This result shows that strategy is working.

"New Idea was Australia's first magazine for women and is now leading the way in building cross-platform audiences that are engaged and involved like never before.

"For our advertising clients that's great news - in the most recent SMI advertising revenue report, Pacific Magazines was the only publisher to record growth in advertising revenue - and now we are pleased to see corresponding growth across our brand platforms."

*Ends.*

### **For further information, please contact**

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Source: emma™ conducted by Ipsos MediaCT, 12 months ending March 2014, Nielsen Online Ratings March 2014, People 14+