



PACIFIC ANNOUNCES PORTFOLIO CHANGES

Monday 22nd August, 2016 – Pacific Magazines, the publishing arm of Seven West Media, today announced portfolio changes designed to strengthen its business and position it for the future.

Peter Zavecz, CEO, Pacific Magazines, comments: “Our portfolio changes are designed to focus Pacific on its key consumer brands and categories and to build a stronger business, more able to provide outstanding multiplatform content experiences for our audiences and successful outcomes for our clients.

“The decisions announced today are part of a transformation process at Pacific which creates a more sustainable, future focussed business with stronger competitive advantage.”

Practical Parenting and Bride to Be will continue as pure-play digital brands, with Bride to Be relaunching as mywedding.com/au in September. The last print issue of Practical Parenting will be on sale 1st September with the last issue of Bride to Be on sale now.

The Pacific stable continues to outpace the market, delivering its 12th consecutive quarter of total audience growth and occupying a leading share in key consumer and advertiser categories including fashion, home, real life, women’s lifestyle, men’s lifestyle and teens.

Over the last 12 months, the publisher has invested in its flagship multi-platform brands including New Idea, Better Homes and Gardens, marie claire and Women’s Health, grown new revenue streams including social media and e-commerce, brought to market a portfolio of twelve new data driven, mobile first websites and launched major new digital businesses including Beauty Crew and the new Seven West Media brand Foodiful.

Peter Zavecz, says: “Our strategy is about adding value to the audiences we target. We now believe we can best meet the demands of our bridal and parenting audiences with digital-only business models.”

Your Garden will also cease publishing entirely, with its final Spring Edition on sale 25th August.

The licence to publish Prevention will revert back to Rodale, effective January 2017, with the December/January issue (on sale 7 November) the last published by Pacific Magazines. Rodale will be announcing a new publisher for Prevention in the Australian market soon.

Peter Zavecz says: “The decision for Pacific to cease publishing these titles in print has not been an easy one. We are very sad to say goodbye to the talented staff and friends whom are affected by today’s changes.

“I would like to sincerely thank our staff for their contribution to these brands.”

Pacific is working with affected teams to transition as many staff as possible into new roles within the business.

Ends.

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