

## **PACIFIC MAGAZINES LEADS THE HIGHEST SELLING MAGAZINE CATEGORIES IN LATEST AUDIT**

- Pacific Magazines delivers 35% of all magazine circulation –
- Three of the top five highest selling magazines in the country –
- Two of the top three biggest circulation increases YOY of all magazines –

**Embargoed publication until 00:02am Friday August 15 2014** – Following on from the outstanding readership results earlier this week, Pacific Magazines, the publishing arm of Seven West Media, has delivered a 35% share of gross circulation, gaining market share in six of the categories in which it operates including: Women’s Weeklies, Women’s Lifestyle, Gardening, Health, Tweens and Teens.

According to the June 2014 ABC audit, in the two biggest magazine categories, Women’s Weeklies and Home & Lifestyle, Pacific Magazines dominates with a 50% and 52% share respectively.

Pacific Magazines Director, Peter Zavec said: “Despite a challenging market, our readers are accessing their favourite magazines in many different ways, but print continues to be a key touch point for our leading brands. We deliver quality content that our readers engage with, whether it’s in print, on a tablet or on a mobile. Our brand footprint across our portfolio continues to grow with our consumer touch points across offline and online properties now at over 15 million contacts each month”.

“Part of our recent success is our integration with Seven’s TV properties; in particular, Home Beautiful’s integration with House Rules, which has seen them record the biggest circulation growth of any magazine year-on-year.”

Zavec added: “New Idea’s integration with My Kitchen Rules and House Rules has delivered positive results, with New Idea outperforming the weekly market and its print and digital sales combining to grow its total circulation by 0.3% period-on-period.

“Australia’s leading multimedia brand, Better Homes and Gardens, is selling in excess of 340k copies every issue across its print and digital platforms.

“Our successful integration strategy with these brands will continue with Seven and will extend to our other leading titles.”

### **Pacific Magazines highlights**

- In the top two biggest selling magazine categories - Women’s Weeklies and Home & Lifestyle, Pacific Magazines leads with 50% and 52% share in these respective categories.
- **Home Beautiful** posted the largest increase (000’s) YOY of all magazines, adding an additional 7,037 copies every month.

- Pacific Magazines remains the Fashion category leader with **marie claire** and **InStyle** delivering 47% market share. **marie claire** is also the highest-selling fashion magazine.
- **Diabetic Living** has posted the third largest increase of all titles – up 7% YOY.
- **Men's Health** is the highest-selling men's magazine – selling more than twice as many copies as its direct competitor. Its female counterpart **Women's Health** is selling 24% more copies than its direct competitor.
- **Total Girl** and **K-Zone** are leading the tween market and are now the only two titles posting an audit.
- **Girlfriend** has an equal share of the teen market at 50%.

### Ends

#### For further information, please contact

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Source: ABC Audit, June 2014

*\*Note the categories are based on Pacific Magazines own genre classifications*

*15 million consumer contacts consists of: 8.7 million readers a month (from emma™ conducted by Ipsos MediaCT, 12 months ending June 2014), over four million social media audience (figures as at 1<sup>st</sup> July 2014 and includes footprint across Facebook, Twitter, Instagram, Tumblr, Pintrest and YouTube), 1.3 million unique users (from Nielsen NetView Hybrid.June 2014 and Google Analytics June 2014), 626k app downloads (for FY13/14) and 534k EDM subscribers (as at 1<sup>st</sup> July 2014)*