



PACIFIC'S GROWING HEALTH PORTFOLIO APPOINTS KAREN HOLMES TO GROUP SALES MANAGER

Monday 8 April, 2013 – Pacific Magazines has announced the appointment of Karen Holmes to the position of Group Sales Manager, Healthy Lifestyle titles (Men's Health, Women's Health and Bike).

Karen has over 18 years of media experience, both locally and internationally. Most recently, she worked for DMG radio where she held the position of National Client Development Director for nine years. Prior to DMG, Karen was employed by MCM Entertainment as State Sales Manager, overseeing the Sydney office.

Dymphna James, Director of Advertising Sales, Pacific Magazines said: "Karen brings to the role an impressive wealth of media experience. She's a highly skilled and committed sales professional and I am certain Karen will play a pivotal role in driving Pacific Magazines Healthy Lifestyle Group to new heights."

Karen Deveson, Publisher, Healthy Lifestyle titles, says: "Karen is a renowned talent with an impeccable market understanding and well-established relationships."

"She joins us at a time of growth and innovation across the Healthy Lifestyle Portfolio. Men's Health and Women's Health continue to outperform the market. Our advertising partners want to connect more closely with this aspiring audience and I am delighted Karen will be leading these initiatives," added Deveson.

Karen Holmes comments, "I am thrilled to join Pacific Magazines – and I look forward to the opportunities the role presents."

The role will report to Dymphna James, Director of Advertising Sales and Karen Deveson, Publisher, Healthy Lifestyle. The appointment is effective from today.

Ends.

For further information, please contact:

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