

MEDIA RELEASE

## PACIFIC MAGAZINES APPOINTS *WHO* EDITOR

Pacific Magazines Group Publisher Weekly titles, Fiona Legdin, today announced the appointment of Shane Sutton as editor of *WHO*, Australia's number one celebrity news magazine.

Sutton, formerly deputy editor of *WHO*, is a highly skilled journalist with extensive experience in celebrity and general news, who brings to the role a deep understanding of the values and ethos which underpin this iconic Australian media brand.

Sutton has played a major role in the success of *WHO*, and as deputy has an impressive track record of securing big celebrity and entertainment exclusives. Throughout his career he has held senior positions on most of the major weekly magazine brands in the country, including *New Idea*, *Famous* and *Woman's Day*.

Legdin said she was excited to have Sutton as editor. "Shane has always impressed me with his ability to hone in on what is big and new in popular culture. Most importantly, Shane has the experience, ideas and passion to take *WHO* to the next level. He also has the vision needed to extend the brand's footprint, particularly on social platforms, and continue its transition to a true multi-platform brand."

He will be supported by a strong, senior and experienced team who consistently deliver high-calibre celebrity and news content to the *WHO* audience, wherever they are.

Sutton said he was delighted to be taking the reins of the title.

"I am extremely proud of *WHO*, what it stands for, the unique position it has in the media landscape and what our talented and hard-working team has achieved under Nicky's editorship," said Sutton. "I am really looking forward to leading the next phase of the title's print and digital evolution."

CEO of Pacific Magazines, Peter Zavec, said he was excited about Sutton's appointment. "With his depth of experience in print and digital, and intimate knowledge of what makes *WHO* resonate with its audience, I know Shane will be an outstanding editor of one of Australia's best-loved media brands."

Sutton replaces outgoing editor, Nicky Briger, who is leaving to edit Pacific stablemate, *marie claire*.

Legdin thanked Nicky for her outstanding contribution to the title during a period of great change in the publishing industry.

"Nicky has been a fantastic driving force on *WHO* for the past seven years. Under her leadership, the magazine became the market leader and has won the Publishers Australia Excellence Award for best consumer cover in 2014, as well as consecutive Cover of the Year awards at The Maggies (2013-2014)," said Legdin.

"I wish Nicky well in her new role and look forward to the next exciting phase of *WHO* under Shane's leadership."

**ENDS**

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