

**Better Homes and Gardens is #1:
increases lead as Australia's most read magazine**

**Pacific Magazines delivers 33% readership share
with just 17 titles**

**Pacific Magazines publishes three of the top five
highest reaching magazines in the country**

**Pacific Magazines outpaces the market and increases share of
women's weekly magazines**

**Pacific Magazines holds two of top three weekly magazines in
circulation**

EMMA data embargoed until Monday 11th November 2013

Circulation data embargoed until Friday 8th November 2013

New Enhanced Media Metrics Australia (emma™) figures confirm the remarkable reach of Pacific Magazines, the publishing arm of Seven West Media.

The publisher outpaced the market to deliver the largest readership share growth of any magazine publisher, gaining 1.4 percentage points in the last three months to hold a 32.7% share of annual gross readership. This impressive reach is achieved with only 17 titles - from a total of 104 magazines.

Better Homes and Gardens increased its lead as the country's #1 most read magazine, with the title adding 17,000 readers per issue since June 2013. New Idea is one of the top two most read weekly magazines in the country with over 2 million readers (2.032 million) every week, closing the gap on its nearest competitor to only 43K readers (down from 81K in the previous quarter).

Mr. Nick Chan, Chief Operating Officer, Seven West Media, says: "The latest emma™ results underscore the strength of the Pacific Magazines portfolio. In nine of the eleven categories we operate in, Pacific Magazines has delivered growth in the last three months - Better Homes and Gardens has increased its lead as Australia's most read magazine.

"More broadly, emma™ data indicates the powerful reach of magazine brands and their enduring consumer engagement."

Pacific Magazines occupies three of the top five highest reaching magazines in the country, with Better Homes and Gardens (#1), New Idea (#4) and that's life! (#5).

Over a one month period, Pacific Magazines reaches 7.7 million (45%) of all people aged 14+.

In circulation, Pacific Magazines also outpaced the market to increase its share of women's weekly magazines* to 49.8% (up 0.9 percentage points over the last 12 months).

Based on average issue, the total weekly magazine market is down 3.0% on the period.

Mr. Nick Chan, Chief Operating Officer, Seven West Media, comments: "The last quarter was a difficult retail market – with a pause in spending which we believe was related to the federal election. Many discretionary items, such as magazines, were impacted.

“Against this backdrop, Pacific Magazines has posted robust share gains.”

In the largest revenue category of women’s weeklies, Pacific Magazines holds two of the top three weekly magazines positions.

EMMA™ highlights

Better Homes and Gardens – up 17,000 readers, increasing its #1 lead as the country’s most read magazine

New Idea – added readers on the quarter, to close the gap on nearest competitor

WHO – gained 14,000 readers since June, to improve its incredible category lead

Home Beautiful – soared 38,000 readers since June

Men’s Health – posted a phenomenal result, jumping 30,000 readers on the quarter

Women’s Health – delivered an extra 13,000 readers since June

Prevention – jumped 17,000 readers on the quarter

Voyeur – posted impressive gains, securing an extra 34,000 readers since June

Better Homes and Gardens (2.33 million) – is the number one most read magazine in the country, reaching 2.33 million readers every month. Better Homes and Gardens alone occupies a 46.8% share of the home and lifestyle market.

New Idea (2.032 million) – With over 2 million readers every week, New Idea holds a 49.5% readership share of the mass weekly category. New Idea posted gains on the quarter, to improve its competitive position in the women’s weekly market.

that’s life! (984,000) – is Australia’s no. 1 real life weekly magazine, reaching 96,000 more readers every week than its competitor.

WHO (953,000) – WHO is the undisputed category leader of the celebrity weekly market, with a 40.8% share of readership. The title reaches 76.2% more than its nearest competitor.

FAMOUS (384,000) – FAMOUS delivers a robust average issue readership of 384,000. The title holds the highest profile of female readers aged 18-29 years of all women’s weekly magazines.

Home Beautiful (681,000) - reaches 681,000 readers every month. This is an increase of 38,000 readers every issue (or 5.9%) from June 2013.

marie claire (499,000) – is the country’s #1 fashion magazine and the second most read women’s monthly magazine. The title continues to lead over competitors, accounting for a 39.2% readership share of the fashion category.

Men’s Health (524,000) – Men’s Health had an outstanding release, posting growth of 30,000 readers (or 6.1%) since June – one of the top 10 biggest increases of all magazines. The title is the country’s most read men’s lifestyle magazine.

Women’s Health (452,000) – has delivered a strong result of 452,000, to extend its lead in the women’s lifestyle market. Women’s Health delivers a more affluent, educated, high spending reader than any other women’s lifestyle magazine.

InStyle (176,000) – is the country’s most targeted fashion title for reaching affluent, professional women.

Prevention (164,000) – Prevention posted strong growth this release, up 17,000 or 11.6% since June – this puts Prevention amongst the top 3 largest readership gains (%) of all magazines. The title remains the country’s most targeted title for reaching 40+ female women.

Diabetic Living (391,000) – Diabetic Living holds the highest readership of any health magazine. Together with stable-mate Prevention, Pacific Magazines holds a 27.2% share of the health category.

Girlfriend (234,000) – Pacific Magazines occupies a 47.1% share of the teen girls’ category.

Bride to Be (128,000) – Bride to Be attracts 34,000 more readers per month than its nearest competitor.

Practical Parenting (113,000) – Practical Parenting was the only parenting title to enjoy readership growth, up 0.9% on last quarter.

Virgin Australia Voyeur (495,000) – Virgin Australia Voyeur delivered impressive gains on the quarter, jumping 34,000 readers.

Ends.

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Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2013, Nielsen Online Ratings September 2013, people 14+ only

**Note the categories are based on Pacific Magazines' own genre classifications
ABC Audit, September 2013 (ANPPS)*