



Pacific Magazines – Growing Brands, Growing Audiences

**Delivering more than 15 million consumer contacts each month:
8m through print, 4m through social media
(up 37% year-on-year)**

**#1 Market Share in major categories: Women’s Weeklies, Home
& Lifestyle, Fashion, Men’s Lifestyle, Parenting and Bridal**

**#1 Magazine in Australia: Better Homes & Gardens - highest
readership and biggest magazine growth YOY**

**Pacific titles enjoy four of top 10 biggest readership increases QOQ,
three of top five most-read weeklies**

Embargoed until Monday August 11, 2014

The success of Pacific Magazines’ strategy has once again been underlined by the release of the latest audience figures, which show that across its portfolio the company’s brands deliver more than 15 million consumer contacts per month, a huge 37% increase year-on-year.

This number includes:

- **8.7 million readers a month**
- **More than four million social media audience***
- **1.3 million unique users****
- **626,000 app downloads**
- **534,000 EDM subscribers**

“Our strategy of building audiences for our brands across multi-channels is proving extremely successful. We continue to create content people engage with, whether it’s on a tablet, in a magazine or on their phone,” said Pacific Magazines’ Director of Magazines Peter Zavec.

“We work closely with our clients to ensure that they reach their audiences how, when and where resonates best to build loyalty, engagement and results.”

In the latest June 2014 Enhanced Media Metrics Australia (emma™) figures, Pacific Magazines has increased its annual gross readership by 2.4% YOY.

Furthermore, Pacific Magazines has cemented its place with the biggest readership share in the key categories of women's weeklies (52% share), home and lifestyle (59%) and fashion (46%) as well as men's lifestyle (45%), parenting (64%) and bridal (40%).

Zavec added that Pacific Magazines' dominance in key categories was further proof that the long-term commitment to strong editorial and innovative content was a vital component in its strategy.

"Quality counts and this is what we continue to invest in and what continues to grow our audiences," he said.

Highlights:

Better Homes and Gardens – recording the largest readership growth of all magazines YOY, to reach 2.564 million in print and a total monthly audience of 2.852 million across print and digital combined

New Idea – adding 16,000 readers in the last quarter and closing the gap on its nearest competitor. New Idea has a readership of 2.027 million and a total monthly audience of 3.668 million across print and digital combined

that's life! – fastest growing real life title (+4.4% YOY) with a readership of 1.03 million and a total monthly audience of 1.559 million across print and digital combined

FAMOUS – fastest readership growth of all magazines in the last three months (up 14% QOQ). FAMOUS' total monthly audience for print and digital combined stands at 808,000

WHO – most read celebrity weekly magazine, with a readership of 917,000 and a total monthly audience of 1.75 million across print and digital

Home Beautiful – remains one of the most popular homes titles recording a 4.5% YOY increase

marie claire – Australia's most read fashion magazine with a readership of 529,000 and a total monthly audience of 689,000 across print and digital

InStyle – delivering readership growth both YOY and QOQ, by 2.1% and 3.2% respectively

Men's Health – biggest readership growth of all men's magazines (+50,000 readers YOY)

Women's Health – only women's lifestyle title to deliver YOY readership growth (+0.7% YOY)

Bride to Be – most read bridal magazine and leading category growth YOY, up 3.1%

Feast – fastest growing food and entertaining magazine QOQ with readership up 11.7%

Practical Parenting – biggest market share at 64% of annual gross readership in the parenting category

Voyeur – fastest growth YOY in the category and in top ten largest increases YOY for all magazines (+46,000 readers)

*Sources: emma™ conducted by Ipsos MediaCT, 12 months ending June 2014, Nielsen Online Ratings June 2014, People 14+; *Social media figures as at 1st July 2014 and includes footprint across Facebook, Twitter, Instagram, Tumblr, Pinterest and YouTube; ** Nielsen NetView Hybrid June 2014; Google Analytics June 2014
NB: Market share calculations based on annual gross readership*