

Powerhouse Pacific Magazines portfolio delivers 32% readership share with just 17 titles

Two of the top five highest reaching magazines in the country published by Pacific

EMMA data embargoed until Monday 10th February 2014

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

The publisher's monthly total net reach grew one per cent in the last three months, with now over eight million people aged 14+ reading a Pacific Magazines' title every month. Pacific Magazines delivers a 32% share of annual gross readership, achieved with only 17 titles (16%) - from a total of 104 emma™ measured magazines.

Better Homes and Gardens is one of the top two most read magazines in the country, reaching 2.4 million readers every month with the title posting an increase of 76,000 readers since September 2013. New Idea is one of the top two most read weekly magazines in the country and reaches just under two million readers every week.

Mr. Peter Zavec, Director of Magazines, Pacific Magazines, says: "The latest emma™ results highlight the strength and reach of the Pacific Magazines portfolio.

"Our magazines reach eight million people every month. With talented staff, powerful brands and continual investment in innovation, Pacific Magazines is well positioned to evolve new revenue streams and formats in the times ahead," Zavec added.

Pacific Magazines occupies two of the top five highest reaching magazines in the country, with Better Homes and Gardens (#2) and New Idea (#4). In the largest revenue category of women's weeklies, Pacific Magazines holds two of the top three weekly magazines positions.

In the 12 months to December 2013, the overall Australian magazine market has grown in readership by 1% on last quarter and for the top 30 most read magazines in the country, 80% of the titles posted readership growth.

EMMA™ highlights

**Better Homes and Gardens – up 76,000 readers on the quarter
that's life! – added 9,000 readers since September 2013**

WHO – delivered an extra 6,000 readers to improve its incredible category lead

Men's Health – posted a phenomenal result, jumping 16,000 readers on the quarter

marie claire – posted an increase of 9,000 readers on the quarter

InStyle – secured impressive gains, up 4,000 readers since September 2013

Home Beautiful – jumped 4,000 readers on the quarter

Practical Parenting – secured impressive gains, securing an extra 6,000 readers since September

Better Homes and Gardens (2.406 million) – is the second most read magazine in the country, reaching 2.406 million readers every month. Better Homes and Gardens alone occupies a 47% share of the home and lifestyle market.

New Idea (1.987 million) – holds a 48% readership share of the mass weekly category and consolidates its position as one of the top two most read weekly magazines in the country.

that's life! (993,000) – is Australia's no. 1 real life weekly magazine and reaches almost one million readers every week. The title attracts 91,000 more readers every week than its competitor.

WHO (959,000) – WHO continues to be the undisputed category leader of the celebrity weekly market, with a 42% share of readership. The title has almost double the reach than its nearest competitor.

FAMOUS (347,000) – FAMOUS delivers a robust average issue readership of 347,000. The title holds the highest profile of female readers aged 18-29 years of all women's weekly magazines.

Home Beautiful (685,000) - reaches 685,000 readers every month. This is an increase of 4,000 readers since last quarter.

marie claire (508,000) – is the country's #1 fashion magazine and continues to lead over competitors, accounting for a 39% readership share of the fashion category.

Men's Health (540,000) – Men's Health had an outstanding release, posting growth of 16,000 readers (or 3.1%) since September 2013 – one of the top 20 biggest increases of all magazines. The title is the country's most read men's lifestyle magazine.

Women's Health (453,000) – has delivered a strong result of 453,000. Women's Health delivers a more affluent and educated reader than any other women's lifestyle magazine.

InStyle (180,000) – is the country's most targeted fashion title for reaching affluent, professional women.

Prevention (154,000) – remains the country's most targeted title for reaching the highly sought after and affluent market of 40+ women and has the highest profile of main grocery buyers of any magazine.

Diabetic Living (395,000) – Diabetic Living holds the highest readership of any magazine in its category and has added an extra 4,000 readers on last quarter.

Girlfriend (232,000) – Pacific Magazines occupies a 47% share of the teen girls' category.

Bride to Be (120,000) – the most read bridal magazine in the country is attracting 33,000 more readers than its nearest competitor.

Practical Parenting (119,000) – Practical Parenting increased readership by 6,000 readers on the quarter. The title now makes up 66% share of annual gross readership for the parenting category.

Virgin Australia Voyeur (488,000) – Pacific Magazines holds a 32% share of gross readership in the airline category.

Ends.

For further information, please contact

Rochelle Griggs

T: 02 9394 2063

M: 0422 768 925

E: Rochelle.griggs@pacificmags.com.au

Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending December 2013, people 14+ only

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