

PACIFIC MAGAZINES GAINING CIRCULATION SHARE IN THE LARGEST MAGAZINE CATEGORY OF WOMEN'S WEEKLIES

- Pacific Magazines has two of top three selling weekly magazines in Australia –
- New Idea closes in on nearest competitor, smallest margin in over two decades –
- that's life! #1 in real-life category and further increases lead –

Friday November 14, 2014 – In the latest July to September 2014 circulation audit, Pacific Magazines has outperformed the market and delivered circulation share gains of 0.2 percentage points in the past 12 months to now hold 50% share of Women's Weeklies.

Pacific Magazines' flagship weekly, **New Idea**, narrowed the circulation gap against its nearest competitor for the fourth consecutive audit to stand at its smallest margin in over two decades.

that's life! remains number one in the real-life category with 54% share of gross copies sold and has further extended its lead to now sell 18% more copies than its nearest competitor every week.

Pacific Magazines Director of Magazines, Peter Zavec said: "While it is a challenging market, our weekly mastheads continue to perform well, and we remain committed to building audiences across platforms with high-quality engaging content".

Pacific Magazines highlights

- **New Idea** - one of top two highest-selling magazines in Australia has a total paid masthead sales of 278,687 – consisting of 277,014 copies in average net paid print sales and 1,673 copies in average net paid digital sales
- **that's life!** - third highest-selling magazine in country with a print circulation of 194,253; 54% share of gross copies sold in category
- **Who** - remains the highest-selling celebrity weekly magazine (102,996 print circulation) and is the only celebrity title to sell in excess of 100,000 copies every week
- **FAMOUS** - with average net paid print sales of 60,211 combines with Who to deliver 52% share of the celebrity weekly market

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Source: ABC Audit, September 2014

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