

PACIFIC IS #1

#1 Homes | #1 Celebrity Weeklies | #1 Real Life Weeklies
 #1 Fashion | #1 Men's Lifestyle | #1 Health | #1 Teens

REACHING

6.6 million

1 in 3 AUSTRALIANS
EVERY MONTHNUMBER 1 MAGAZINE
IN THE COUNTRYBetter
Homes
and Gardens.

Pacific publishes...

3 of the top 5
most read magsBetter
Homes
and Gardens
New Idea
*that's life!*2 of the top 3
weeklies*New Idea*
that's life!

TOTAL AUDIENCE FOOTPRINT UP 20% YOY

Gereurd Roberts, CEO, Pacific, comments:

"Pacific has again delivered an unrivalled readership result with our brands cementing their #1 lead in key categories - Homes, Celebrity Weeklies, Real Life Weeklies, Fashion, Men's Lifestyle, Health and Teens - in addition to total audience footprint growth of 20.5%.

"Within these numbers are the stories of the lives, attitudes, behaviours and future intentions of the millions of consumers engaging with our brands, daily. This granular demographic and behavioural readership data, along with our other proprietary Insights studies, gives us a unique understanding into our audiences. Harnessing this insight into commercial opportunities is what drives our brands and our client partnerships."

WE REACH

1 in 2 women
(4.6 MILLION) EVERY MONTH

60%

ARE THE MAIN
GROCERY
BUYERS IN THEIR
HOUSEHOLDS

82%

INTEND TO
HOLIDAY IN
THE NEXT
YEAR

26%

INTEND TO
BUY A CAR
IN THE NEXT
3 YEARS

30%

HAVE A
HOUSEHOLD
INCOME
OVER \$100K

35%

ARE THE MAIN
FINANCIAL DECISION
MAKER IN THEIR
HOUSEHOLD

Who are the Pacific female readers?

FAMILY & ENTERTAINMENT

- 1 IN 4 HAVE YOUNG FAMILIES AT HOME
- 452,000 ARE MILLENNIAL MUMS

FASHION & BEAUTY

- 1 IN 4 BUY BEAUTY PRODUCTS AT LEAST MONTHLY

HEALTH

- 2 MILLION ARE EXERCISING AT LEAST ONCE A WEEK

HOMES

- 2.2 MILLION OWN THEIR OWN HOME
- 2 MILLION ARE DIY'ERS

FOOD

- 1.4 MILLION ARE FOODIES
- 2.2 MILLION LIKE TO TRY NEW PRODUCTS AND EXPERIENCES

Prue Cox, Commercial Director, Pacific, says:

"Pacific wins in the consumer markets that Australians care most about - and those that matter most to our commercial partners.

"Our transformed business model is set up to help partners exploit insight-led opportunities in highly-targeted audience segments, with an innate understanding of how to effectively inspire, inform, entertain and move our consumers from inspiration to transaction."

Pacific average issue readership

<i>New Idea</i> 1,525,000	home beautiful 487,000	Who 569,000	Better Homes and Gardens 2,151,000
marie claire 349,000	InStyle 150,000	<i>that's life!</i> 818,000	MensHealth 517,000
Girlfriend 142,000	Women'sHealth 335,000	virgin australia voyeur 398,000	diabetic LIVING 352,000

... and did you know this about
our audience?

- 6 in 10 bought a block of chocolate in the past 4 weeks
- 168,000 will travel to France on their next overseas holiday
- 372,000 own a SUV/4WD
- 2.1 million (61%) have a VISA card
- 495,000 buy red wine at least once a week

FOR FURTHER INFORMATION, PLEASE CONTACT:

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