

Pacific is the country's best performing publisher

**Pacific delivers second consecutive quarter of print growth:
Up 1.4% YOY and 0.9% POP**

**Pacific is #1 in key categories:
#1 Home and Lifestyle
#1 Women's Fashion
#1 Men's Lifestyle
#1 Teens**

**Better Homes and Gardens soars:
Delivers largest YOY (228,000) and POP (46,000)
increases of ANY paid for magazine**

**New Idea posts second consecutive quarter of growth:
Up 6,000 readers POP**

**that's life! delivers second consecutive quarter of growth:
Gains 20,000 readers POP**

**marie claire secures the third consecutive quarter of growth and
largest increase of ANY fashion magazine:
Up 27,000 readers over the last three months**

InStyle gains 11,000 readers in the last 12 months

New Enhanced Media Metrics Australia (emma™) readership figures confirm Pacific has delivered its second consecutive quarter of print audience growth in average issue readership.

Pacific also outpaced the market to deliver average issue growth, with a 1.4% increase the last twelve months – or a 0.9% jump in the last three months alone. This impressive reach is achieved with only 12 audited titles, from a total of 110 emma™ measured magazines.

Pacific owns three of the top six highest reaching magazines in the country, with Better Homes and Gardens (#1), New Idea (#4) and that's life! (#6). In the largest revenue category of women's weeklies, Pacific Magazines holds two of the top three weekly magazines positions.

Gereurd Roberts, CEO, Pacific, comments: "The latest set of readership figures confirm Pacific's position as the country's best performing publisher, underpinned by the country's most powerful portfolio of brands.

"Whilst we are pleased to deliver our second consecutive quarter of print audience growth, we note print is a critical part, but only part of the story of our business.

“With a new portfolio of data driven, custom built digital products we are the country’s fastest growing digital publisher. We have strong and growing new revenue streams, ongoing investment in innovation and the best content creators in the country.”

The latest emma™ results saw the Australian print magazine market increase readers by 3.2% over the last 12 months and 0.7% over the last quarter, based on average issue readership.

emma™ performance highlights include:

- **Better Homes and Gardens** - continues its incredible story as the most read consumer paid magazine in the country. The brand has yet again increased its phenomenal reach, gaining an additional 228,000 readers in the last 12 months and an additional 46,000 readers in the last quarter alone, to deliver the largest POP and YOY increases in 000’s of all consumer paid magazines.
- **New Idea** – again outperformed the category to increase readers by 6,000 over the quarter, with its second consecutive POP increase. The brand yet again narrowed the gap on its nearest competitor.
- **that’s life!** – jumped 2.4% over the quarter (20,000 readers), with its second consecutive POP increase. Its lead in the real life category now stands at 105,000 readers, an increase of 52.2% over the last quarter.
- **marie claire** – delivered its third consecutive POP increase and the largest increase in the fashion category, up an impressive 7.4% since March (27,000 readers) and 5.6% over the past year (21,000 readers).
- **InStyle** - posted significant growth, up 11,000 readers or 7.7% in the past 12 months.
- **Men’s Health** – outperformed the category, increasing readers by 33,000 or 6.7% over the last three months, to cement its #1 lead in Men’s Lifestyle.
- **Diabetic Living** - grew readers by 31,000 readers or 8.9% over the last 12 months and by 11,000 readers (3.0%) over the last quarter, as the most-read magazine in the health category.
- **WHO** - continues to be the undisputed category leader of the celebrity weekly market, reaching 54% more readers than its nearest competitor.

According to the Nielsen June Digital Ratings Monthly report, Pacific is now the country’s fastest growing digital publisher. Pacific’s unique monthly audience has soared by a factor of six since the beginning of the year to now reach almost 1.7 million Australians following the launch of a new portfolio of twelve new digital products in the last 12 months, including new digital destinations for New Idea, WHO, that’s life!, Better Homes and Gardens, Home Beautiful, marie claire, Women’s Health and Men’s Health.

Prue Cox, Commercial Director, says: “Pacific wins in all key advertiser categories and we have once again outpaced the market to again deliver print audience growth.

“Our leadership in print, combined with soaring digital reach, insight led solutions and best in class implementation helps Pacific deliver concepts that shift the dial from inspiration to transaction for our commercial partners.”

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Ends. Sources: Nielsen Digital Ratings Monthly, June 2017. Note: Pacific Magazines is reported in Nielsen DRM as Seven West Media (Pacific Digital). Circulation data – Audit update (ANPPS).