

## Pacific's New Digital Portfolio Delivers +20% MOM Traffic Growth

### Pacific is #1: Australia's Fastest Growing Digital Publisher

**Thursday 27<sup>th</sup> October 2016:** Pacific Magazines is the country's fastest growing Australian digital publisher according to the latest Nielsen Digital Ratings Monthly (DRM) report, released today.

Pacific's monthly unique audience grew a staggering 21% in September - reaching a record of almost 1.9 million – with network traffic soaring following the launch of twelve new digital products earlier this year.

Gereurd Roberts, CEO, Pacific, comments: "This is our strategy in action. Pacific is now the country's fastest growing digital publisher – a result that speaks to the strength of our multi-platform brands and the incredible content delivered by our talented in-house teams.

"Our strategic mission is to own every content genre we operate in, and in doing so, create the country's most deep and valuable data sets. Our new portfolio of leading digital destinations offer incomparable reach into active, engaged audiences in the most commercially valuable categories including food, family, home, fashion, health and beauty."

Pacific unveiled new digital products for twelve leading brands earlier this year including: New Idea, Who, that's life!, marie claire, Women's Health, Men's Health, Better Homes and Gardens and Home Beautiful – and new digital launches BEAUTYcrew and Foodiful. The creation of the digital products follows a renewed digital commercial partnership between Pacific Magazines and Yahoo7, with Pacific now overseeing creative, content, commercial and overall management of its brands and Yahoo7 exclusively providing in-stream native advertising on all Pacific digital products.

Prue Cox, Commercial Director, Pacific, says: "Pacific now outpaces the market from both a competitive brand-by-brand perspective and a total network offering.

"All of our leading brands dominate their competitive sets. Pacific also offers commercial partners the strongest network offering, with incomparable reach into active, engaged audiences at scale to drive results."

All websites were conceived, designed and built by Pacific's in-house team, led by Darren Kerry, Head of Digital and Innovation.

Darren Kerry comments: "Our portfolio of new mobile-first, data optimised products have delivered outstanding growth, to see Pacific cement our lead as the country's fastest growing digital publisher – and this is only the beginning of our exciting digital evolution."

Ends.

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Source: Nielsen Digital Ratings Monthly, September 2016. Note: Pacific Magazines is reported in Nielsen DRM as Seven West Media (Pacific Digital).