

## Pacific Launches New Digital Products for marie claire and WHO

**Monday May 9<sup>th</sup> 2016:** Pacific Magazines today launches new digital products for market leading brands, marie claire and Who – with both sites optimised for mobile and designed to enhance user experiences and maximise revenue opportunities for commercial partners.

The creation of these new sites follow a new digital commercial partnership between Pacific Magazines and Yahoo7, with Pacific now overseeing creative, content and overall digital management of its websites and Yahoo7 exclusively providing in-stream native display advertising on Pacific digital products.

Peter Zavec, CEO, Pacific Magazines, comments: “By the end of June, Pacific will have created and brought to market twelve brand new, leading online destinations – with two products launching virtually every week over the next six weeks.

“This is an impressive feat and a testament to our commitment to capitalise upon our new digital opportunities – and the talents of our expert in-house digital team. Market response thus far has been phenomenal.

“Our strategic mission is to own every single content genre we operate in and, in doing so, build the country’s deepest and most valuable data sets. We are well on our way to fulfilling this intention and the rollout of our fantastic portfolio of new sites forms the next critical pillar in this process.”

marieclaire.com.au launches today with a new high impact visual focus and new content verticals: news, fashion, beauty, lifestyle and careers. The mobile first site also launches with 7Live API from the Seven Network.

Jackie Frank, General Manager, Fashion, Beauty and Health, Pacific Magazines, says: “Our new digital products launches with stunning visuals, sophisticated design, easy-to-navigate content and a new range of compelling commercial opportunities.

“The site will undergo a multi-phase roll-out with additional functionality revealed in the coming months, amplifying the brand’s multi-platform experience for our audience. This further complements the digital innovation we have launched in the last 12 months, including our fashion e-commerce platform *StyledBy marie claire* and *marie claire*’s WeChat Shopping Guide for the affluent Chinese consumer.”

Who.com.au today also unveils a refreshed visual identity, including 360° virtual reality video via Pacific’s exclusive partnership with world-leading consumer electronics company 360Fly and integration of 7Live streaming. The site launches with new content verticals including news, entertainment, red carpet and fashion. Editorial content will leverage Who’s partnership with global powerhouse celebrity brand people.com and will be continuously updated including behind-the-scenes, fast loading galleries and exclusive video shot in both 360 and portrait video formats.

Both marieclaire.com.au and who.com.au include integration with all of the leading social channels, including Snapchat, Facebook Live, Facebook Instant Articles, YouTube and Apple News.

Both websites were designed and built by Pacific’s in-house team, led by Darren Kerry, Head of Digital and Innovation: “Our two digital products are designed to drive competitive advantage as sleek, sophisticated, mobile-first digital destinations.”

“Our portfolio of new digital products will deliver richer user experiences for consumers across all devices and include new ad formats, new branded content and digital content hubs whilst creating a truly comprehensive offering for our commercial partners,” Kerry adds.

The new sites can be viewed at:  
marieclaire.com.au      who.com.au

*Ends.*

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