

Pacific Magazines boosts Fashion team

18th December 2014 – Pacific Magazines has announced the appointment of Anne-Marie Clarke to the position of Group Sales Director – Fashion and Apsara Baldovino to National Business Integration Manager of *marie claire*.

Clarke has more than 10 years of publishing experience, working across Pacific Magazines and most recently held the position of National Advertising Manager, *marie claire*. Baldovino has more than eight years of experience and was most recently Senior Account Manager on *marie claire*.

“Both Anne-Marie and Apsara bring incredible professionalism and passion to their roles and have a proven track record in delivering results in the highly competitive fashion category. Anne-Marie is also the perfect choice for our newly created Group Sales Director – Fashion position She had led the *marie claire* team to deliver exceptional results over the past two years through her strategic approach, creativity and excellent relationships with clients,” said Jackie Frank, Publisher of Fashion and Healthy Lifestyle titles.

Clarke said: “I am excited to be heading up the advertising team for both *marie claire* and *InStyle* who together dominate the fashion category with almost half the categories market share. With the support and backing of the Seven West Media Group and the ability to offer advertisers solutions across print, mobile, digital, social, events and television, the Fashion Group at Pacific Magazines is poised to offer our advertisers a total marketing and advertising solution.

“I would like to acknowledge the well-deserved promotion for Apsara who has an amazing work ethic and passion for the *marie claire* brand. Her relationships with her clients is second to none, her integrity, openness and ideas means her clients trust and respect her and she always over delivers on their expectations.”

Supported on *marie claire* by Sue Hoffman, Deputy National Business Integration Manager and Anjie Salkeld, Senior Account Manager – and on *InStyle* with Eliza Hynd, National Business Integration Manager; Tahlia Phillips, Senior Account Manager and Rebecca Nolimaio, Account Manager, this creates one of the business’s most experienced and dynamic teams.

Ends.

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