

## PACIFIC MAGAZINES APPOINTS COMMERCIAL DIRECTOR

Wednesday 8<sup>th</sup> January 2014 – Pacific Magazines, the publishing arm of Seven West Media, today announced Mr Gereurd Roberts as Commercial Director, Pacific Magazines.

Mr Peter Zavec, Director of Magazines, Pacific Magazines comments: “Gereurd will build on Pacific Magazines’ successes to date, prioritise profit and growth opportunities and work with the senior management team to best position the business for the future.”

Mr Gereurd Roberts will lead the advertising sales, client services, digital sales and new revenue arm at Pacific, whilst driving sales integration opportunities with other Seven West Media business.

“We have been impressed with Gereurd’s drive, understanding of the evolving media landscape and vision for the future.

“We see Gereurd’s non-traditional sales background as a positive, with his background in print and digital content offering Pacific and our clients a different sales perspective. We will leverage this new approach to get further upstream and help our clients connect with our audiences in better ways,” added Mr Zavec.

Mr Roberts has over fifteen years of publishing experience including roles at Guardian News and Media, ACP Magazines (now Bauer Media) and most recently as a publisher at Pacific Magazines.

Mr Roberts said: “The rapidly changing environment requires a sharp focus on innovation and results.

“As part of the largest and best performing integrated media group at Seven West Media, Pacific Magazines is well-positioned to deliver clients market leading, sharp solutions.

“We will continue to strengthen the footprint, engagement and relevancy of our client partnerships, while combining them with new content initiatives and intelligent multi-platform ideas.”

Mr Kurt Burnette, Chief Revenue Officer, Seven West Media, comments, “We welcome Gereurd to the best sales team in the country at Seven West Media.

“Gereurd is the ideal person to take the business forward as part of our strategy of the future – he is someone who intimately knows the printed and digital product and process from creation to production to sales.

“With that unique knowledge he brings the ability to offer even more new and relevant business solutions for our customers. Gereurd’s appointment reiterates our commitment to utilising new skill sets in traditional roles through a structure and culture of innovation and customer care.”

Mr Roberts’ appointment is effective immediately.

*Ends.*

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