

## **Better Homes and Gardens is #1: Australia's most read magazine**

**Pacific Magazines delivers 31% readership share  
with just 17 titles**

**Pacific publishes three of the top five  
highest reaching magazines in the country**

**Pacific holds two of top three weekly magazines**

**Embargoed publication until Monday 19<sup>th</sup> August 2013** – New Enhanced Media Metrics Australia (emma™) figures released today confirm the remarkable reach of the Pacific Magazines portfolio.

Pacific Magazines, the publishing arm of Seven West Media, holds a gross readership share of 31.3% achieved with only 17 titles - from a total of 110 emma™ measured magazines.

With 2.313 million readers Better Homes and Gardens is the country's most read magazine for the first time, confirming the market momentum of Australia's most successful multi-media brand.

Mr. Nick Chan, CEO, Pacific Magazines, says: "emma™ offers publishers improved timeliness and new insights into how readers enjoy magazine brands, underscoring the powerful audience reach and engagement magazines deliver."

"emma™ has highlighted the strength of the Pacific Magazines portfolio, with an impressive 31.3% market share. Better Homes and Gardens is Australia's most read magazine - and seven Pacific Magazine titles are number one in their categories."

Pacific Magazines occupies three of the top highest reaching magazines in the country, with Better Homes and Gardens (#1), New Idea (#4) and That's Life (#5). In the largest revenue category of women's weeklies, Pacific Magazines holds two of the top three weekly magazines positions

Pacific Magazines is the leading publisher in eight categories including women's weeklies, celebrity weeklies, real life, home and lifestyle, fashion, men's lifestyle, parenting and bridal.

### **Magazine highlights:**

**Better Homes and Gardens (2.313 million)** – is the number one most read magazine in the country, reaching 2.313 million readers every month. Better Homes and Gardens alone occupies a 48% share of the home and lifestyle market.

**New Idea (2.031 million)** – With over 2 million readers every week, New Idea holds a 49% readership share of the mass weekly category. The difference between New Idea and its nearest competitor is now only 81k readers.

**that's life! (987,000)** – is Australia's no. 1 real life weekly magazine, occupying 53% of gross readership in the real life category. that's life! is the 5<sup>th</sup> most read magazine in the country.

**Who (939,000)** – Who is the undisputed category leader of the celebrity weekly market, with a 40% share.

**FAMOUS (394,000)** – FAMOUS delivers a robust average issue readership of 394,000. The title holds the highest profile of female readers aged 18-29 years of all women's weekly magazines.

**Home Beautiful (643,000)** - reaches 643,000 readers every month. Together with stable-mate Better Homes and Gardens, the titles together reach nearly 2.7 million readers every month with a 54% share of the homes and lifestyle category.

**marie claire (516,000)** – is the country's #1 fashion magazine. The title continues to lead over competitors, accounting for a 35% share of the fashion category's annual gross readership.

**InStyle (192,000)** – is the country's most targeted fashion title for reaching affluent, professional women.

**Men's Health (494,000)** – With nearly half a million readers every issue, Men's Health delivers an impressive result. The title is the country's most read men's lifestyle magazine in the country.

**Women's Health (439,000)** – has delivered a strong result of 439,000, placing it as the second most read magazine in the women's lifestyle market. Women's Health delivers a more affluent and educated reader than any other women's lifestyle magazine.

**Prevention (147,000)** – Prevention is the country's most targeted title for reaching 40+ female women and also delivers the highest profile of main grocery buyers of any magazine in the market.

**Diabetic Living (397,000)** – Diabetic Living holds the highest readership of any health magazine. Together with stable-mate Prevention, Pacific Magazines holds a 27% share of gross readership in the health category.

**Girlfriend (250,000)** – Pacific Magazines occupies a 48% share of gross readership in the teen girls' category.

**Bride to Be (130,000)** – Bride to Be attracts 27,000 more readers per month than its nearest competitor.

**Practical Parenting (112,000)** – Pacific Magazines holds a 66% share of gross readership in the parenting category.

**Virgin Australia Voyeur (461,000)** – With 461,000 readers every issue, Virgin Australia Voyeur holds a 33% share of the airline category.

*Ends.*

**For further information, please contact**

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Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending June 2013, Nielsen Online Ratings June 2013, people 14+ only