



## **Pacific Magazines continues to deliver audience growth**

**#1 Market Share in Women's Weeklies, Home & Lifestyle, Fashion, Men's Lifestyle, Bridal and Parenting**

**Better Homes & Gardens is the most-read, consumer paid magazine in the country**

**Each month Pacific Magazines reaches 51% of Australians aged 14+**

### **Embargoed until Monday November 10, 2014**

Pacific Magazines delivers total audience growth and continues to dominate across key categories as Australians connect with mastheads across various publishing platforms.

*Better Homes & Gardens* is once again the most-read consumer paid magazine in the country, reaching 2.55 million readers every month. *Better Homes & Gardens* also had the biggest readership growth of all magazines, adding 223,000 readers YOY. In line with the average issue readership, *Better Homes & Gardens* total audience has grown by 9.2% YOY, now reaching 2.8 million people each month.

In the latest September 2014 Enhanced Media Metrics Australia (emma™) readership survey, Pacific Magazines has increased its annual gross readership by 0.7% YOY and total gross monthly audience by 3.5% YOY for those titles measured\*

"Audiences across Australia connect with our magazines because of our commitment to quality content," Pacific Magazines' Director of Magazines, Peter Zavec, said.

"Our brands have more than 16.2 million consumer contacts\*\* every month which demonstrates in spades the effectiveness of our publishing strategy," Zavec said.

In the largest magazine category, women's weeklies, Pacific Magazines delivers two of the top three most-read weekly magazines – *New Idea* and *that's life!* – with *that's life!* having the biggest readership increase of all weekly magazines, up 54,000 readers YOY.

"Our teams are doing a brilliant job of providing the best content to the right people at the right time across multiple platforms which allows brands to engage with the audiences in an immersive, high-quality environment," Zavec said.



**Highlights:**

**Better Homes and Gardens** - again delivered the largest readership growth YOY of all magazines

**that's life!** - recorded the biggest readership growth YOY of all weekly magazines – adding 54k readers or 5.5% growth in the past 12 months.

**FAMOUS** - combined print and web monthly figure has increased by 6.4% YOY and 7.5% QOQ

**marie claire** - continues to dominate and extended its lead in the fashion category adding 29,000 readers YOY and has increased its total monthly audience by 13.7% YOY

**InStyle** - is the only fashion title to record readership growth both YOY and QOQ (up by 13.1% and 1.5% respectively)

**Men's Health** - extended its lead in the Men's Lifestyle category, growing 4.2% YOY to a readership of 546,000

**Diabetic Living** - posted a YOY increase of 9,000 readers and is the most read magazine in the health category

**Feast** - fastest growing food and entertaining magazine in the last three months, up 3.5% QOQ

**Source: emmaTM conducted by Ipsos MediaCT, 12 months ending September 2014, Nielsen Online Ratings September 2014, People 14+**

*\*Gross Total Monthly Audience based on the following titles: New Idea, Better Homes & Gardens, FAMOUS, marie claire, Men's Health, that's life! and Who.*

*\*\*Total Consumer Contacts based on the following: emmaTM conducted by Ipsos MediaCT, 12 months ending September 2014, Social media figures as at 1 October 2014 and includes footprint across Facebook, Twitter, Instagram, Tumblr, Pinterest and YouTube; Nielsen NetView Hybrid.August 2014; Google Analytics September 2014*

*NB: Market share calculations based on annual gross readership*