

**Pacific magazines**

*We create magazines people love*

**Pacific Magazines is the country's best performing publisher – increases market share in both circulation and readership**

**Highest circulation share ever for Pacific Magazines**

**15 out of 18 Pacific Magazines achieve YOY or POP readership growth**

**Pacific Magazines top six titles alone reach almost half of Australian women aged 14+ every month\***

**Pacific Magazines is # 1:  
Fashion, Tween, Homes and Lifestyle,  
Real Life, Bridal, Parenting, Men's Lifestyle**

**New Idea delivers the largest readership growth POP of all magazines**

**Better Homes and Gardens secures the biggest circulation increases POP and YOY of any magazine**

**Men's Health records highest ever readership result & Women's Health outperforms the category to add 44K readers.**

**marie claire extends lead as Australia's #1 fashion magazine**

Strictly embargoed to 00.00am Friday 15<sup>th</sup> February 2013 - Pacific Magazines, the publishing arm of Seven West Media, is the country's best performing publisher, delivering strong market share increases in both readership and circulation.

In the six months to December 2012, Pacific Magazines significantly increased its share of circulation to 33.3% of gross copies sold (up from 30.1% a year ago) - a record high circulation share for the publisher.

Pacific Magazines is the only major publisher to increase readership share both over the quarter (and to the 12 months to December 2012 to hold 28.6% share.

Nick Chan, CEO, Pacific Magazines, comments: "Pacific Magazines has delivered a strong result in both circulation and readership – as we continue to gain market share.

"Our brands hold powerful relationships, we command the lead position in key categories and the portfolio has continued to secure strategically important wins."

Pacific Magazines' top six magazines reach almost half (45%) of the female population aged 14+ every month.\* This impressive reach is achieved with just six titles – Better Homes and Gardens, New Idea, that's life!, Who, Women's Health and marie claire.

The total magazine market held readership, down only 0.7% POP and 1.9% YOY. In circulation, the total magazine market fell 4.9%\*\* YOY amidst tough retail conditions.

## Group highlights:

**15 out of 18 Pacific Magazines titles have delivered YOY or POP readership increases**

**Pacific Magazines holds 2 of the top 3 weekly magazine positions**

**New Idea has secured the biggest readership growth YOY and POP of all weeklies**

**Better Homes and Gardens posts the highest POP and YOY circulation increase of any magazine – up 26,025 POP and 10,062 YOY**

**Home Beautiful delivers the biggest readership growth in the homes category – up 19.9% YOY**

**Diabetic Living secures highest ever circulation result**

**Men's Health posts highest ever readership result (421,000); reconfirms position as country's highest selling men's title (71,053) including impressive debut digital audit of 2,079 (APNDS)**

**Women's Health outperforms competitors, growing by 10.9% or 44K YOY**

**Virgin Australia Voyeur soars 18.8% YOY**

**Pacific Magazines continues to deliver circulation growth:** In circulation, Pacific has delivered three of the top ten increases YOY.

**Pacific Magazines publishes the country's #1 magazines in:**

- Fashion (marie claire)
- Home & Lifestyle (Better Homes and Gardens)
- Men's Lifestyle (Men's Health)
- Real Life (that's life!)
- Celebrity Weekly (Who)
- Tween boys (K-Zone)
- Tween girls (Total Girl)

## Title specific highlights:

**New Idea is one of the top two weekly magazines in the country**

1.281 million readership - largest readership growth period-on-period of all magazines, adding 58,000 readers.

293,031 circulation – New Idea has outperformed the weekly market and is gaining ground on its nearest competitor.

**Better Homes and Gardens is the country's most successful multi-media brand**

1.806 million readership – the third-most read title in Australia, reaching over 1.8 million people every month.

388,110 circulation – recorded the biggest increase POP and YOY in numbers of any magazine: up 26,025 in the last 12 months.

**WHO is the country's number one celebrity weekly**

481,000 readership – continues its incredible reign as the country's favourite celebrity weekly, outreaching its nearest competitor by 135,000 readers.

126,124 circulation - .increases its lead over its nearest competitor

**FAMOUS leads growth in the celebrity weekly market**

283,000 readership – FAMOUS secured the highest POP growth in the category; continues to deliver the highest profile of women aged 18-29 than any other weekly magazine.

86,056 circulation - narrowed the gap on nearest competitors NW and OK over the past 12 months.

### **that's life! is Australia's number one real-life title**

876,000 readership – one of the top three most read weeklies, with a 55% share of real life readership.  
218,161 circulation - cemented its position as the leader of the real life market and the third highest selling weekly magazine in the country.

### **marie claire continues reign as Australia's number one fashion magazine**

456,000 readership – delivered an 8.6% YOY growth; the title accounts for an incredible 32% of the fashion category's annual gross readership.  
90,519 circulation - marie claire cements its significant lead, to alone represent almost one third of the category's gross copies sales.

### **Home Beautiful reaches new heights**

439,000 readership - delivers an incredible 19.9% YOY jump, to post its strongest readership in over six years and its ninth consecutive readership increase.  
79,580 circulation – secured a 4.3% jump YOY to enjoy the 7<sup>th</sup> highest increase of all magazines.

### **InStyle is the country's most targeted fashion magazine**

209,000 readership - up YOY, InStyle retains its position as the country's most targeted fashion magazine for reaching affluent professional women.  
53,536 circulation - a very strong release in a competitive category, outreaching both Harper's Bazaar and Vogue.

### **Women's Health is the country's number one women's healthy lifestyle magazine**

447,000 readership – with phenomenal growth YOY (up 10.9%), Women's Health is the only magazine to post growth in the category, with its fourth consecutive readership increase.  
92,596 circulation – the title has delivered growth on the quarter and year, against the category trend.

### **Men's Health is the country's number one men's lifestyle magazine**

421,000 readership – secures outstanding growth to post the title's highest ever readership result, in the country's fastest growing market, Men's Lifestyle.  
71,053 circulation – confirms its position as the country's highest selling men's magazine and posts impressive debut digital audit (2,079 ANPDS).

### **Prevention is the country's most targeted monthly title for women 40+**

138,000 readership – the most targeted magazine in the country at reaching Women 40+ and remains the most targeted magazine for reaching main grocery buyers.  
52,192 circulation – delivered a strong result, increasing circulation both YOY and POP (+2%; +0.1%).

### **Diabetic Living is the country's number one specialist health title**

256,000 readership - remains the second most read magazine in the health category and enjoyed a 2% YOY increase this release.  
58,662 circulation – highest ever circulation result, achieving growth both YOY and POP.

### **Practical Parenting is the country's favourite parenting magazine**

166,000 readership – the title outperformed the category, delivering the 11<sup>th</sup> consecutive YOY increase.

### **Bride To Be is the country's no. 1 bridal magazine**

85,000 readership - continues its lead as the most read bridal magazine in the country and holds a dominant 56% share of gross readership in the category.

### **Girlfriend is the country's most targeted teen girls' magazine**

272,000 readership - Girlfriend remains Australia's most targeted magazine for teen girls 14-17 years. A single issue of Girlfriend is read by 1 in 4 teen girls 14-17 across the country.  
71,686 circulation – the title delivered a secured a strong result in a competitive category.

### **Total Girl is the country's number one tween girls magazine**

49,222 circulation – the title is the highest selling tween girls' magazine, selling more copies than its two direct competitors combined.

**K-Zone is the country's number one tween boys magazine**

42,048 circulation – the title is the number one selling tween boys title in the market, and sells more than double the number of copies of its two direct competitors.

**Feast strengthens readership figure**

162,000 readership – Feast was amongst the top 5 fastest growing (%) in the food category with its readership increasing by 6% POP.

35,625 circulation – consolidated its debut audit, with a strong circulation result.

*Ends.*

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Sources: Roy Morgan Single Source Australia, January 2012 – December 2012; ABC Audit, December 2012

Note the categories are based on Pacific Magazines genre classifications

\*Based on Roy Morgan Single source Australia, October 2011 – September 2012