

PACIFIC MAGAZINES REVEALS NETPAGE

PRINT AS YOU HAVE NEVER SEEN IT BEFORE:
CLIP, CONNECT, SAVE, SHARE ON EVERY PAGE



THE AUGUST ISSUE OF MARIE CLAIRE LAUNCHES AS AUSTRALIA'S FIRST-EVER COMPLETELY INTERACTIVE, SHARABLE MAGAZINE

Strictly embargoed until Monday 1st July, 2013: Pacific Magazines this week will reveal Netpage – a ground breaking free app that turns **every page** into an interactive experience.

Launching first with *marie claire*, followed by *New Idea*, *Famous* and *Better Homes and Gardens*ⁱ, Netpage revolutionises the way readers experience magazines, as every page seamlessly unlocks into a digital experience on a smart phone.

When readers see something in the magazine they love, they can now instantly share it through Facebook, Twitter, email, SMS or Pinterest. Readers can also save and organise favourite clippings, view exclusive content and buy straight off the page, enabled by Netpage technology.

Pacific Magazines is the first publisher in Australia to utilise Netpage – and the second global market after the US to launch the new technologyⁱⁱ.

Nick Chan, CEO, Pacific Magazines, comments: "This is an exciting development for magazines. We know readers tear recipes from magazines, buy fashion, beauty and homeware products off the page, keep and share their magazines. All of this is now easier, faster and more relevant with Netpage.

"For the first time, readers can go beyond the printed product in a seamless step – as we pioneer world class off-the-page experiences for our readers and offer new creative, consumer data and tracking possibilities for our advertisers."

marie claire's August issue (on sale July 3rd) will be Australia's first-ever completely interactive, shareable magazine.

Publisher/editor, Jackie Frank, says: "Netpage represents an exciting first for *marie claire* and, more broadly, for magazines in Australia. It unlocks the pages of the magazine and puts the consumer in control of the experience - but, importantly, as they share content they love the magazine as originator of the content is always recognisable."

Peter Zavec, Commercial Director, Pacific Magazines, comments: "Advertisers love magazines for our environment, engagement and brand building. Now our clients can also reap the benefits of call-to-action by driving purchase directly from the page, or creating shareable and reader generated campaigns which are instantly measurable."

New Netpage analytics include insights into what magazine pages have been viewed, which content has been clipped or saved, which social channels content has been shared on and how far through the social web content has travelled.

Netpage requires no visible code to work and is enabled without any special printing process, or watermarking. Netpage's patented platform, Digital Twin™, leverages cloud technology to allow smart phones to recognise pages with the Netpage app, rendering the entire surface of a magazine interactive. An estimated sixty-five per-cent of the adult Australian population owns a smart phoneⁱⁱⁱ.

Christopher Wooldridge, Netpage, CTO, says: "Magazines are an immersive experience, with high reader engagement and trust in the medium.

"Netpage bridges the gap between the printed page and the interactive world. Every printed magazine page becomes a container for multi-media content. Every printed hyperlink works. Every page is shareable via the user's favourite social network.

"We are delighted to partner with Pacific Magazines to close the gap between inspiration and action in the best magazines in Australia."

From August, all other Pacific Magazines titles will incorporate selected Netpage executions, with Netpage replacing Pacific Magazines' existing print-to-digital 'Genie' app.

Netpage is available from the iTunes app store and Google Play.

<https://itunes.apple.com/us/app/netpage/id562168829?mt=8>

<https://play.google.com/store/apps/details?id=com.netpage.nea>

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ⁱ *marie claire* August issue on sale 3rd July. Netpage will be available in New Idea and Famous from 8th July; Better Homes and Gardens September issue on sale 25th July.

ⁱⁱ In the US, Netpage has been utilised by Esquire and *marie claire*.

ⁱⁱⁱ Google/TNS, Q1 2013