

Pacific Magazines' weeklies deliver circulation share gains

Pacific Magazines sold 8.6 million copies of weekly magazines in the three months to March 2014

New Idea - increasing circulation and fastest growing weekly magazine

that's life! #1 in real-life, delivering circulation growth

WHO retains lead as Australia's #1 celebrity weekly

Embargoed publication until 12.02am, Friday 16th May, 2014 – Pacific Magazines, the publishing arm of Seven West Media, has posted a robust circulation result and delivered the largest circulation share increase of all publishers in the women's weeklies market, increasing overall share to 50.3%.*

Peter Zavec, Director of Magazines, Pacific Magazines, said: "Our performance in the weekly magazines sector has been particularly encouraging despite the challenges of the tough retail backdrop. Pacific has performed solidly to increase share, and we're encouraged by the gains made against our competitors during the quarter."

"We plan to capitalise on the positive signs shown by New Idea and that's life! with a solid strategic commitment to continue to build audiences around our brands through all touchpoints and strengthen our competitive position in each category in 2014," added Mr Zavec.

Pacific Magazines highlights:

New Idea (282,206) – New Idea is one of the top two highest-selling weekly magazines in the country and has delivered the highest circulation growth of any weekly magazine this audit. The margin between New Idea and Woman's Day (330,217) now stands at 48,011 copies. This is the smallest margin in 22 years.

that's life! (197,844) – that's life! has cemented its position in the real life market, with a 54% share of gross copies sold, extending its lead on its nearest direct competitor. The third highest-selling weekly magazine in the country, that's life! is one of the top two fastest growing women's weekly magazines (POP)

WHO (113,177) – WHO remains the highest selling celebrity weekly magazine and continues to be the only title in its competitive set to be selling in excess of 100,000 copies each week. WHO has increased the lead over its main competitor NW, and now outsells OK! by 40,990 copies. This is WHO's 18th consecutive release at #1.

FAMOUS (65,018) – Australia's youngest and most innovative weekly magazine, FAMOUS is the most targeted vehicle for reaching the desirable audience of women aged 18-29 years.

Ends

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*based on average issue

Note the categories are based on Pacific Magazines' own genre classifications

Source: ABC audit, January - March 2014 (ANPPS)