

## PACIFIC MAGAZINES RECORDS SEVENTH CONSECUTIVE QUARTER OF AUDIENCE GROWTH

Pacific Magazines' strategy to focus on total audience has once again delivered results, with the company recording its seventh consecutive quarter of audience growth. Total consumer contacts have increased by 18% YOY to 16.8 million per month.\*

- 8.4 million monthly readership (-3.6%)
- 6.6 million social followers (+87%)
- 1.9 million website/edm (-8.3%)

According to the latest audience figures *Better Homes and Gardens* remains the biggest multimedia brand in the country and the most-read magazine in the market. *Better Homes and Gardens*, *New Idea* and *that's life!* deliver Pacific three of the top-five biggest magazine brands in the country.

Pacific Magazines CEO Peter Zavec commented: "We've shifted our focus and the results speak for themselves – this is our seventh consecutive quarter to post growth in our overall consumer contacts. The remit to the team is to create quality content that engages consumers in whatever environment it's delivered in. Our teams, with their intimate understanding of consumers are uniquely placed to meet this challenge."

"Our goal is to be the best in the business in every channel we operate in — print, digital and social. Under our new Head of Digital, Darren Kerry, we're investing for growth — our digital and social teams are set to double in size. Our brands have a unique advantage of deep engagement on their social pages. Pacific has three of the top five highest reaching magazine brands on social. On average our pages are reaching four times their community followers. Combine this with our digital — website and app — assets; we feel we have the most powerful cross-platform portfolio in the market."

Pacific continues to hold the largest share per title of any publisher and holds the highest publisher share across two thirds of all print categories it operates in – Mass Weeklies, Homes & Lifestyle, Fashion, Men's Lifestyle, Bridal and Parenting.

Pacific Magazines Commercial Director, Gereurd Roberts, said that the business has adopted the mentality that its accountability to its clients needs to go beyond the traditional metrics of reach only.

"For us now, a print-only brief is a rarity- all of our clients want a 360 approach and that's exactly what we deliver. We continue to produce insights-led strategic campaigns that deliver results. We're not led by

channel; we work on creating the best idea and then decide on the right channel to express it. Understanding the consumer journey across media, and capturing that consumer, has always been part of the advertiser outcome. Pacific is in a position to seamlessly deliver that – and the results prove it,” Roberts said.

**ENDS**

**Sources:**

emmaTM conducted by Ipsos MediaCT, 12 months ending March 2015, All people 14+

OzTAM, Consolidated Metropolitan Total TV 5 City Total Individuals, Weeks 1-18 2015

*\*Total Consumer Contacts based on the following: emmaTM conducted by Ipsos MediaCT, 12 months ending March 2015 All people 14+, Social media figures as at 4 May 2015 and includes footprint across Facebook, Twitter, Instagram, Tumblr, Pintrest and YouTube; Nielsen NetView Hybrid. March 2015; Google Analytics April 2015.*

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