

The logo for Pacific magazines features the brand name in a white, sans-serif font on a red, rounded rectangular background. To the right of the text is a stylized graphic of an open book with two pages visible, rendered in a dark red color.

**Pacific magazines**

*Live your passions*

## **PACIFIC MAGAZINES RENEWS AUSTRALIAN LICENCE AGREEMENT FOR MARIE CLAIRE**

The Marie Claire Group (GMC) in Paris and Pacific Magazines Pty Ltd (Pacific) in Sydney today announced that the Licence Agreement between GMC and Pacific Magazines for the publication of Marie Claire Australia has been renewed.

Since Pacific Magazines took over Marie Claire from Murdoch Magazines in July 2004, Marie Claire has won a range of awards, including Editor of the Year 2005, Magazine Publishers of Australia Best Magazine in 2008 and 2009, Publishers' Australia Excellence Awards in 2011, 2012 and 2013, plus Apple's Apps Store Best of 2013 Award for the launch of the digital edition.

Arnaud de Contades, CEO of Marie Claire Group, said: "We are proud of our Australian edition which, year after year, remains the leader of fashion magazines in Australia, far ahead of its competitors both in terms of circulation and readership. Regarding advertising, during the first 4 month period of 2014, Marie Claire Australia is the only fashion title which showed a substantial increase in its advertising pages (+19%) whereas all competitors suffered decreases."

Peter Zavec, Director of Magazines at Pacific Magazines, said: "We are happy to have extended our close relationship with GMC, as we have done over the past 10 years. We look forward to partnering with GMC to continue to produce Australia's No. 1 fashion magazine."

"Under the dynamic guidance of Jackie Frank (Marie Claire Australia, Publisher and Editor), Marie Claire has evolved and adapted to a digital world including, in 2013, the launch of the Marie Claire digital edition that received Apple's prestigious App Store Best of 2013 award. This strong leadership, combined with Jackie's access to the international network of 33 Marie Claire editions worldwide, has ensured Marie Claire Australia is the No. 1 fashion magazine in the country."

### **MARIE CLAIRE**

Marie Claire France:

404,306 copies sold each month (OJD Control)

No. 1 of the monthly fashion upmarket women's titles

Marie Claire International:

72 Marie Claire editions (33 Marie Claire Editions, 39 sister magazines worldwide)

16 million readers each month

43 million digital reach

### **PACIFIC MAGAZINES**

marie claire Australia:

88,791 copies sold each month (Source: Audit Bureau of Circulations - April to March 2014)

506,000 readers per month (Source: emma™ conducted by Ipsos MediaCT, 12 months ending April 2014,

All people 14+) Australia's No. 1 fashion magazine