

PACIFIC MAGAZINES RESTRUCTURES MANAGEMENT FOR CONTINUED DEVELOPMENT

Wednesday 15th January, 2014: Pacific Magazines, the publishing arm of Seven West Media, today announced changes to its senior management publishing structure.

Pacific Magazines' Director of Magazines, Mr Peter Zavec, said: "Pacific Magazines is the country's best performing magazine publisher.

"The reorganisation of our publishing groups further strengthens our market leading position, enabling us to best leverage new growth and profit opportunities both locally and internationally."

Pacific Magazines' publishing groups will be organised around its market leading categories of mass weekly, real life and celebrity (weeklies), home, health, fashion, youth and 'defining moments' (teen, bridal and parenting).

"This leaner operating model allows us to best develop our brands, our competitive advantage with logical synergies and pursue continued integration and content opportunities with other Seven West Media assets," added Zavec.

Fiona Legdin has been appointed as publisher of the Pacific Magazines' weekly portfolio, including its flagship title, *New Idea*, along with *that's life!*, *WHO* and *FAMOUS* (weekly titles). She will also continue as publisher, *InStyle*.

Karen Deveson will assume the role of publisher, Homes and Health, spearheading the direction of Pacific's market leading Homes (*Better Homes and Gardens*, *Home Beautiful*, *Family Circle* and *Your Garden*) and Health categories (*Men's Health*, *Women's Health*, *Prevention*, *Diabetic Living* and *Bike*).

Mychelle Vanderburg will continue as publisher of Youth – *Total Girl*, *K-Zone* – whilst expanding her publishing duties to include 'Defining Moments' (*Girlfriend*, *Bride to Be*, *Practical Parenting*) and Puzzles.

Jackie Frank continues as both Publisher and Editor of *marie claire*, Australia's number one fashion magazine. Frank is also currently working on a number of special projects across Seven West Media which will be unveiled later this year.

Mr Peter Zavec says: "These expanded roles for our existing senior management team reflect the experience, dedication and passions of the publishers at Pacific."

Pacific Magazines is the country's leading publisher in key categories including women's weeklies, homes, health, fashion, men's lifestyle, parenting and bridal*.

Pacific Magazines occupies three of the top five highest reaching magazines in the country, with *Better Homes and Gardens*, *New Idea* and *that's life!* In the largest revenue category of women's weeklies, Pacific Magazines holds two of the top three weekly magazines positions*.

All appointments report to Mr Peter Zavec and are effective immediately.

Ends.

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