



## **PACIFIC MAGAZINES STRATEGIC MOVE DELIVERS ROBUST RESULTS**

**SYDNEY: TUESDAY, 9 SEPTEMBER, 2014:** Pacific Magazines, the publishing arm of The Seven West Media Group, last week took the unprecedented move to publish the Australasian exclusive of Brad and Angelina's wedding across its two flagship weekly titles, *New Idea* and *WHO*.

This much-anticipated exclusive is exceeding sales expectations across these special editions of *New Idea* and *WHO*.

Peter Zavec, Director of Magazines at Pacific Magazines, comments: "Securing the celebrity wedding of the decade was a great coup for the company as it reaffirms our commitment and competitive position in the weekly market.

"The decision to split the exclusive content across two mastheads was a strategic move to not only deliver on copy sales, but most importantly to provide quality content to our passionate and loyal readers," Zavec added.

The Brad and Angelina exclusive was supported by an integrated campaign across Seven West Media's digital and social platforms and received national TV exposure across the Seven Network.

Pacific Magazines' Weekly Titles Publisher, Fiona Legdin, said: "The strong initial results are testament to magazines' ability to connect, engage and entertain consumers. This is when magazines truly come into their own. When celebrity events occur, people turn to us for that unique visual experience, and these truly spectacular photos look stunning on the printed page.

"Magazines have taken consumers on the Brad and Angelina journey over the last decade, so it's fitting the star couple chose magazines to showcase their intimate celebration."

*All comments are based on early estimates as these issues are still on sale.*

Ends.

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