



## **Pacific Magazines holds share in tough market**

**Pacific Magazines delivers 3 of the top 5 highest-reaching titles**

**Pacific Magazines is the leading publisher in home and lifestyle, fashion, men's lifestyle, teen, bridal, parenting and health**

**Better Homes & Gardens reaches 1.8+ million every issue**

**marie claire increases female AB readership by 8.8% POP**

**Home Beautiful jumps a phenomenal 14% YOY**

**Prevention up a healthy 15.5% YOY**

**Girlfriend #1 teen girls' magazine**

**Diabetic Living and Practical Parenting secure highest ever readership figures**

**WHO leads nearest competitor by 40% as #1 celebrity weekly**

**Embargoed Publication until 00.01 Friday 17 February 2012:** Pacific Magazines, the publishing arm of the Seven West Media Group, has held share in a competitive market according to new Roy Morgan readership figures released today.

Pacific Magazines is growing share in key categories and leading the market in: home and lifestyle (62% share), men's lifestyle (53% share), health (30% share), fashion (45% share), bridal (54% share), teen girls (51% share) and parenting (72% share) categories.

Home Beautiful is the best performing title in the home and lifestyle market, posting growth over the last three months (POP) and 12 months (YOY). Prevention delivered the biggest readership increase YOY of all healthy lifestyle titles, and Girlfriend is consolidating its position as the number one teen girls' magazine.

Nick Chan, CEO, Pacific Magazines, said, "Pacific Magazines has held overall share and commands the lead in seven key categories.

"Our brands are strong, we're continuing to invest in the growth of our mastheads - and our advertising partners turn to Pacific to deliver results they need."

Pacific Magazines occupies **3 of the top 5** highest reaching magazines in the country with Better Homes and Gardens (#3), New Idea (#4) and that's life! (#5), and commands **2 of the top 3** weekly magazine positions.

### **Pacific Magazines Highlights:**

**marie claire** - increased its reach into female ABs by 8.8% on September 2011, to command over one third of the fashion category's annual gross readership

**Better Homes and Gardens** - the no. 1 home and lifestyle title reaching over 1.8 million Australians

**Who** - maintains position as category leader, outreaching its nearest competitor by 40%

**Home Beautiful** – Home Beautiful recorded an impressive result, as the fastest growing home magazine in the last 12 months (+14% YOY)

**Practical Parenting** – delivered another standout readership performance, up 9.7% YOY to be the fastest growing parenting magazine

**Bride To Be** – cements its lead as the most read bridal magazine in the country, with a readership of 83,000

**Diabetic Living** – posts the fastest growth within the health category and secures highest readership ever

**Girlfriend** –outperforming its nearest competitor and retaining its position as the No. 1 teen girls magazine

**Prevention** – Prevention achieved the fastest YOY increase in its category, and secures third consecutive increase

#### **Pacific Magazines results:**

**New Idea (1.221 million)** - New Idea is one of the top two highest reaching weekly magazines in the country and one of the top five highest reaching magazines overall.

**WHO (540,000)** – WHO maintains its position as the category leader in the celebrity weekly market, outreaching its nearest competitor by 40%.

**FAMOUS (302,000)** - FAMOUS has posted a solid readership result and continues to lead NW by 35,000 readers overall.

**that's life! (975,000)** – As the number 1 real-life title in Australia, that's life! holds a 56% share of gross readership in the real-life magazine category, reaching nearly one million Australians every week. that's life! is also one of the top 3 most widely read weekly magazines in the country (and 5<sup>th</sup> most read overall).

**Better Homes and Gardens (1.820 million)** – Better Homes and Gardens performed steadily POP and continues to narrow the gap with the Australian Women's Weekly.

**Home Beautiful (366,000)** - Home Beautiful posts the strongest YOY increase in the homes and lifestyle category, jumping 14%. It also achieved the 4th largest increase on Dec 10 of all magazines, gaining 45K new readers.

**marie claire (420,000)** – marie claire has grown its share by almost 1% on last quarter and now commands 30.3% of the fashion category's annual gross readership. marie claire has the highest profile and reach into ABs in the fashion category, achieved by increasing its reach into female ABs by 8.8% on September 2011.

**InStyle (208,000)** – InStyle retains its position in the fashion market as the most targeted fashion magazine for reaching affluent and educated women.

**Bride to Be (83,000)** – Bride to Be continues to cement its lead as the country's most read bridal magazine, securing the fifth consecutive release where the title has secured more readers than competitor Modern Wedding. Bride to Be leads the category with 54% share of gross readership.

**Practical Parenting (159,000)** - No. 1 parenting magazine in Australia, Practical Parenting, delivers another standout readership performance, up 9.7% YOY. This is Practical Parenting's highest readership figure ever.

**Girlfriend (318,000)** - Girlfriend is Australia's number one teen girl title and remains the most targeted magazine for teen girls 14-17yrs, with a higher reach and profile in this key audience than any other magazine.

**Men's Health (391,000)** - Men's Health maintains its leadership position, occupying 53% share of the men's lifestyle market and reaches 17,000 more readers than the net readership of Men's Fitness, Inside Sport, GQ and Men's Style combined.

**Prevention (164,000)** – Prevention posted an impressive result to achieve the fastest YOY growth in its category and secures its third consecutive POP increase to deliver its highest readership figure since June 2010.

**Women's Health (403,000)** - Women's Health accounts for 27% share of readership in the women's lifestyle market and remains the second most read title in the category.

**Diabetic Living (251,000)** –Diabetic Living achieved a standout result, outperforming its nearest competitors and recording its highest ever readership figure.

*Ends.*

**For further information, please contact:**

Hannah Devereux

T: 02 9394 2066

M: 0422 003 873

E: [hannah.devereux@pacificmags.com.au](mailto:hannah.devereux@pacificmags.com.au)

Rochelle Griggs

T: 02 9394 2063 M: 0422 768 925

E: [Rochelle.Griggs@pacificmags.com.au](mailto:Rochelle.Griggs@pacificmags.com.au)