

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

WHO maintains its position as the category leader in the celebrity weekly market

Girlfriend regains title as country's #1 teen girls' magazine

InStyle soars 14.2% (YOY) as the fastest growing fashion magazine

Men's Health delivers record high, with 10th consecutive YOY increase

Home Beautiful up 13.3% YOY

Prevention jumps 9% POP

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

Embargoed Publication until 00.01 Friday 11 November 2011: Pacific Magazines, the publishing arm of Seven West Media, has performed solidly according to new Roy Morgan readership figures released today.

In the past 12 months, Pacific Magazines has grown its share of gross readership in key categories and leads the market in the home and lifestyle (61% share), fashion (46% share), men's lifestyle (52% share), health (31%), parenting (72% share), bridal (55% share) and teen (53% share) categories.

Nick Chan, CEO, Pacific Magazines, said, "We have delivered areas of growth in a challenging market and cemented our long-term strategy of leadership in the categories that matter most to our advertising partners."

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 results highlights:

WHO (577,000) - WHO maintains its position as the category leader in the celebrity weekly market

Girlfriend (333,000) – Girlfriend surpasses Dolly in readership to regain crown as Australia's #1 teen girls' magazine

InStyle (233,000) - InStyle posted the largest growth both YOY (14.2%) and POP (1.3%) in the fashion category

Prevention (157,000) – Prevention performed strongly, posting 9% growth in the last 3 months

Home Beautiful (358,000) – Home Beautiful posted a POP increase of 6.5%, and a 13.3% YOY gain to deliver its strongest readership in three years

Bride To Be (94,000) - Bride to Be cemented its lead as the most-read bridal magazine in the country – adding an extra 6,000 readers YOY

Practical Parenting (155,000) - Practical Parenting posted its sixth consecutive YOY increase and recorded its highest-ever readership at 155,000

Men's Health (404,000) – Men's Health has secured its highest-ever readership and 10th consecutive YOY increase

Better Homes and Gardens (1.827 million) - Better Homes and Gardens is the no. 1 home and lifestyle title reaching over 1.8 million Australians

Pacific Magazines highlights:

New Idea (1.296 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 (577,000) - WHO maintains its position as the category leader in the celebrity weekly market, outreaching its nearest competitor by a massive 48%.

FAMOUS (313,000) - FAMOUS consolidated its position in the celebrity weekly market, posting a solid readership result of 313,000. The title now leads NW by 39,000 readers.

that's life! (1,030,000) - that's life!, the no.1 real-life title in Australia, holds a 56% share of gross readership in the real-life magazine category, reaching over 1 million Australians every week.

Better Homes and Gardens (1.827 million) – Better Homes and Gardens is the no. 1 home and lifestyle title and continues to cement its reach in key audiences.

Home Beautiful (358,000) – Home Beautiful posted the 5th largest increase in '000s of all magazines over the quarter (POP), enjoying the largest readership growth in the category.

marie claire (417,000) - marie claire, the fashion category leader, reaches 11% more readers than madison and Harper's Bazaar combined.

InStyle (233,000) – InStyle is the best performing title in the fashion market, posting incredible growth of 14.2% over the last 12 months and 1.3% over the quarter. InStyle is Australia's third most-read fashion title, outreaching madison and Harper's Bazaar.

Bride to Be (94,000) – Bride to Be has experienced the fastest growth in the category YOY, and leads the bridal category with 55% share of gross readership.

Practical Parenting (155,000) – The No. 1 parenting magazine, Practical Parenting delivered another standout readership performance, jumping 11.5% YOY.

Girlfriend (333,000) – Girlfriend reaches more teen girls than any other magazine in the country and is outreaching its nearest competitor by 17,000 total readers.

Men's Health (404,000) – Men's Health's posted its 10th consecutive increase YOY, and secured the title's highest readership ever. Men's Health reaches more men aged 25-39 than any other consumer paid magazine in the country.

Prevention (157,000) – Prevention secured its second consecutive POP increase, jumping 13,000 readers.

Women's Health (422,000) - Women's Health now holds the position of the second most-read title in the women's lifestyle and fashion category – 72% of readers don't read any other women's lifestyle magazine.

Diabetic Living (244,000) – At a reach of 244,000 this is the title's second-highest readership ever. Diabetic Living is one of only two titles in the category that have experienced a POP increase, at 1.7%.

Ends.

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