

**Pacific grows audiences - total print audience up 3.5%**

**10 out of 12 Pacific titles in growth**

**Pacific leads in key strategic consumer categories:**

**Home and Lifestyle (57%)**

**Women's Fashion (42%)**

**Women's Lifestyle (51%)**

**Men's Lifestyle (51%)**

**Teens (100%)**

**Pacific Magazines owns 27% market share**

**- with portfolio of just 11% of measured titles**

**Better Homes and Gardens is #1:  
increases lead as Australia's most read magazine**

**Pacific publishes three of the top six  
highest reaching paid magazines in the country**

**Pacific commands two out of top three weekly magazines**

**Pacific cements lead as country's fastest growing  
digital publisher**

**EMMA data embargoed until Thursday 18<sup>th</sup> May 2017**

**New Enhanced Media Metrics Australia** (emma™) figures released today confirm Pacific's position as Australia's best performing publisher, underpinned by the country's most powerful portfolio of brands. The publisher outpaced the market to grow 3.5% on the quarter, with a 27% gross readership share. This impressive share is achieved with only 12 audited titles, from a total of 112 emma™ measured consumer paid magazines.

Pacific's strategic position of delivering a leading share in key categories continues, with the publisher cementing its hold in critical consumer and advertiser markets: Home and Lifestyle (57%), Men's Lifestyle (51%), Women's Weeklies (50%), Women's Fashion (42%), Women's Lifestyle (51%), and Teens (100.0%).

Pacific now commands **3 of the top 6 magazines** overall in Australia whilst in the largest magazine category of women's weeklies Pacific holds **2 of the top 3 most read** magazines. With three weekly magazines brands Pacific delivers a 49% market share – whilst its major competitor holds the remaining share with four weekly titles.

Gereurd Roberts, CEO, Pacific, comments: "Once again, Pacific has the country's best performing portfolio, occupying the highest per title share of any major publisher – as we continue to outpace the market from a

brand-by-brand perspective and category based offering. We are a business in growth, across both our print and digital audiences. Our ability to connect, entertain and influence has never been stronger.

“Every month, Pacific’s brands are invited into the lives of more than 6.8 million Australians. And this incredible reach of our print magazines is only part of the story. The power and engagement of our brands across all platforms – including social, digital, apps and events – must be recognised and this important narrative falls outside of the results released today.”

emma™ performance highlights include:

- **Ten out of twelve Pacific brands in growth** – delivering readership increases on the quarter
- **Better Homes and Gardens** strengthened its lead as the country’s #1 magazine, adding 115,000 readers per issue over the last quarter alone
- **New Idea** is one of the top two most read weekly magazines in the country – and the fourth highest reaching of all consumer paid magazines
- **Highest ever readership for Men’s Health** – up an incredible 15.9% over the last 12 months, with the third highest increase in 000s of all consumer paid magazines
- **Highest ever growth for Women’s Health** on the quarter – up 7.5% or 25,000 readers
- **Highest ever readership for Diabetic Living** – up 4.8% over the last 12 months
- **InStyle outpaces the market** – increases readers over the last three and 12 months – up 19% (or 26,000 readers) and 6.7% (10,000 readers) respectively
- **marie claire jumps** – increasing 5.2% or 18,000 readers in the quarter
- **Home Beautiful builds** - up 7.5% over the last quarter, or 35,000 readers
- **Voyeur soars** – increasing 3.5% or 14,000 readers on the quarter
- **Two out of three weeklies delivered growth** - with New Idea up 1.8% and that’s life! gaining 0.9% readers over the quarter

According to the Nielsen March Digital Ratings Monthly report, Pacific is the country’s fastest growing digital publisher. Over the last 18 months, Pacific has successfully unveiled 19 desktop and mobile destinations, each of which are a leading source of fashion, beauty, health, homes, youth, parenting and food content for Australian consumers.

Prue Cox, Commercial Director, Pacific says: “Our rapid digital growth, coupled with premium environments and growing audiences of some of Australia’s most loved magazine brands positions our business to deliver a compelling audience proposition to our commercial partners – with market leading innovation and results.”

The latest emma™ performance data also reveals growth for the total print Australian audience, up 3.4% over the past quarter or 1.8% of the past twelve months. Over 13 million – or seven in ten – Australians aged 14+ have read a print magazine in the past month.

Pacific CEO and Chairman of Magazine Networks, Gereurd Roberts, comments: “The strong performance – and growing total magazine audience - speaks to the continued strength and relevance of the category and the power of trusted content from magazine brands in a rapidly evolving media landscape.”

**Ends.**

**For further information, please contact**

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Sources: EMMA™ conducted by Ipsos MediaCT, 12 months to March 2017

Nielsen Digital Ratings Monthly, March 2017. Note: Pacific Magazines is reported in Nielsen DRM as Seven West Media (Pacific Digital).