



PACIFIC MAGAZINES AND MEREDITH (US) PARTNER TO LAUNCH MYWEDDING IN AUSTRALIA

SYDNEY 5th October 2015: Pacific Magazines today announced a partnership with Meredith with the launch of mywedding.com in Australia. The collaboration sees the most dominant force in the US marketplace partner with Australia's leading wedding brand – Bride to Be – to create the most compelling and wide-reaching platform in the Australian wedding media space.

“This is the perfect marriage of two powerful wedding publishers,” says mywedding.com President and CEO, Woody Pastorius. “Our partnership will leverage the cutting edge wedding planning tools and online resources of mywedding.com with the local expertise and inspiration of Bride to Be. The result is a comprehensive package of ideas, information and tools that provide an unrivalled user experience.”

Peter Zavec, CEO, Pacific Magazines, comments: “This is a major play for both parties in the \$7.8 billion Australian wedding market. We are already Australia's #1 wedding brand. This new online venture cements our market leading position by seamlessly connecting users with suppliers and offering uniquely personalised wedding experiences, whilst offering advertisers exposure to motivated consumers at a pivotal life stage.

“This strategic partnership between Pacific Magazines and Meredith offers both parties a new and compelling opportunity to expand our reach and create additional value,” adds Zavec.

Bride to Be in partnership with mywedding.com provides couples with a complete wedding planning suite. With free planning tools, rich content, a sophisticated search experience that connects couples with wedding professionals, retailers and venues and best-in-class features including personalised wedding websites, mywedding.com is designed to meet the evolving needs of today's couples at a significant life milestone. Local users access the site through the URL MyWedding.com, and are directed to the Australian site.

Helen Morassut, Publisher, Bride to Be, says: “The site guides couples through every stage of the wedding process from engagement to honeymoon. The site truly enables wedding visions to come to life – infusing weddings with details that reflect couples' personal tastes, identities and budgets.”

The site also offers advertisers more opportunity and exposure to connect with motivated millennial couples, whilst streamlining the sales process for the advertiser. Self-managed features such as the ‘vendor nurture program’, offers Gold, Platinum and Diamond membership status and is designed to empower advertising partners to tailor partnerships to suit their own needs, enhancing the overall bridal sales experience.



Over the last 13 years, mywedding.com has successfully expanded its global presence into the UK, Canadian and South African markets.

Bride to Be is Australia's leading wedding brand, with over 1 million consumer touch points per month across social, online and magazine.

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About Meredith Corporation:

Meredith Corporation (NYSE: MDP; www.meredith.com) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile, tablets and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches an audience of over 200 million monthly, including 100 million unduplicated women and 60 percent of American millennial women. Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as Better Homes and Gardens, Parents and Allrecipes.

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**\$7.8 billion Australian wedding market, Cost of Love (2014)*