



Pacific Magazines is the country's best performing publisher

**Pacific is the only major publisher to increase readership:
market share jumps 1.9 percentage points over the last 12 months**

**Just six Pacific Magazines titles reach almost half (46%) of the female population
every month**

Pacific delivers 3 out of top 5 readership increases

Outstanding readership performance for New Idea – soars 15.9% YOY

**Highest ever readership result for Men's Health
Women's Health leads women's lifestyle**

Better Homes and Gardens and Home Beautiful secure YOY readership growth

Pacific's women's weekly* circulation market share jumps to 50%

Strictly embargoed to Friday 10th May 2013: Pacific Magazines, the publishing arm of Seven West Media, has delivered strong market share increases in both readership and circulation.*

In the 12 months to March 2013, Pacific Magazines increased its share of annual gross readership by 1.9 percentage points to 29.3%. This is the second consecutive release Pacific Magazines has increased readership market share, as the only major publisher to do so.

Pacific Magazines' top six magazines reach almost half (46%) of the female population aged 14+ every month.ⁱ This impressive reach is achieved with just six titles – Better Homes and Gardens, New Idea, that's life!, Who, Women's Health and marie claire.

The overall magazine readership market is down just 1.6% over the past 12 months and is steady on the quarter at 0.5% POPⁱⁱ.

Mr Nick Chan, CEO, Pacific Magazines, says: "Against tough trading conditions, Pacific Magazines has delivered a strong performance to increase our share in both readership and weekly circulation.

"Our portfolio touches the lives of more than one in two – or 4.9 million - Australian women every monthⁱⁱⁱ.

"With talented people, incredible brands and committed leadership, Pacific Magazines is well placed to evolve new revenue streams and formats in the times ahead."

In circulation, Pacific Magazines share has increased significantly to 50.1% of gross copies sold (up from 47.5% a year ago), with Pacific now holding the majority share of the women's weekly category*.

Total consumer expenditure on weekly magazines for the three months to March 2013 was flat on the quarter at 0.7%, based on gross copies sold.

Mr Nick Chan comments: "As a discretionary expenditure, magazines are exposed to the challenges of retail and consumer confidence. Nonetheless, Pacific has grown both its market and revenue share and our weekly titles have improved their relative positions against competitors."

Group highlights:

New Idea – adds 186,000 readers YOY, records the biggest readership increase ('000) of all magazines

Men's Health – YOY and POP growth to its highest ever readership result

Women's Health – posts leading YOY growth to claim title of country's most read women's lifestyle mag

Better Homes and Gardens – jumps both YOY and POP in readership, as the country's most successful media brand

Home Beautiful – continues to grow, adding 57,000 readers over the past 12 months

Diabetic Living – up on the quarter and the year, as the leading specialist health brand in the country

Pacific Magazines occupies: **2 of the top 5 highest reaching magazines** in the country with No. 3 Better Homes and Gardens and No. 4 New Idea.

In the largest magazine category of women's weeklies, Pacific Magazines holds **2 of the top 3 weekly** magazine positions.

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

Over the past year, Pacific has grown its share of gross readership in the following categories: women's weeklies, home and lifestyle, women's lifestyle, airline, fashion and parenting.

Title specific highlights:

New Idea is one of the top two weekly magazines in the country

1.357 million readership – New Idea is going from strength to strength, recording the biggest readership growth of any magazine – adding 186,000 readers in the last 12 months and 76,000 readers POP

294,165 circulation – New Idea was one of only two weekly magazines to post circulation growth (POP) during this audit

that's life! is Australia's number one real-life title

877,000 readership – that's life! delivered its second consecutive readership increase, to hold a 56% share in the real life category

208,163 circulation - the leader of the real life market*, with 54% share of gross copies sold and third highest selling weekly magazine in the country

WHO is the country's number one celebrity weekly

473,000 readership – WHO consolidates its #1 position in celebrity weeklies, increasing the lead on its nearest competitor to 142,000 readers, or 43%

121,708 circulation - strengthens its position as the highest selling celebrity weekly*, with the 14th consecutive release as #1.

FAMOUS strengthens its position

278,000 readership – FAMOUS outperformed the celebrity weekly category, with a higher profile of female readers aged 18-29 years than any other women's weekly magazine

83,117 circulation – FAMOUS continued to narrow the margin on its main competitor

Better Homes and Gardens is the country's most successful multi-media brand

1.846 million readership – Better Homes and Gardens delivered the fifth highest YOY increase and third highest POP increase of all magazines

Home Beautiful continues to grow

435,000 readership – Home Beautiful is leading the growth in the home and lifestyle category, with the biggest readership increases YOY (%) in the category – up 15% or 57,000 readers in the past 12 months

Women's Health is the country's number one women's lifestyle magazine

446,000 readership – Women's Health is the only women's lifestyle title to post YOY growth and has grown market share, despite the addition of a new entrant. This is Women's Health fourth consecutive YOY increase to now hold the title of the most read women's lifestyle title in the country

Men's Health –all-time high for the country's number one men's lifestyle magazine

442,000 readership – Men's Health delivered an outstanding result, posting growth YOY and POP – to reach its highest ever readership result

marie claire is Australia's number one fashion magazine

429,000 readership – marie claire accounts for 33% of the fashion category's annual gross readership (up from 32% in December)

InStyle is the country's most targeted fashion magazine

207,000 readership – InStyle strengthened its competitive position, as the only fashion title to post growth YOY (up 2.5%)

Prevention is the country's most targeted magazine for women 40+

135,000 readership – Prevention is the most targeted magazine in the country at reaching women 40+, with 70% of Prevention's readership falling into this demographic. Also delivering the highest profile of main grocery buyers of any magazine in the country

Diabetic Living is the country's number one specialist health title

258,000 readership – Diabetic Living secured increases both YOY and POP, growing by 2.8% and 0.8% respectively, as the second most read magazine in the health category

Girlfriend is the country's most targeted teen girls' magazine

264,000 readership – Girlfriend continues to be Australia's most targeted magazine for reaching girls aged 14-17. A single issue of Girlfriend is read by more than 1 in 4 teen girls aged 14-17 across the country

Practical Parenting – Australia's leading parenting magazine

164,000 readership - the most read parenting magazine in the country with 73% share of the market

Voyeur – 4th fastest growing of all magazines

272,000 readership – Voyeur held its position as the fastest growing magazine in the airline category and the fourth fastest of all magazines, up 84,000 readers of 44.7% YOY

Feast continues to strengthen position

171,000 readership – Feast is the 7th fastest growing of all magazines, growing by 30.5% YOY

Bride to Be number one bridal magazine in the country

73,000 readership – Bride to Be is the number one bridal magazine in the country, experiencing its 10th consecutive release as market leader

Ends.

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Sources: Roy Morgan Single Source Australia, April 2012-March 2013; ABC, January-March 2013 (ANPPS)

*Categories as defined by Pacific Magazines

ⁱ Based on Roy Morgan December 2012

ⁱⁱ Excluding closures and titles no longer measured

ⁱⁱⁱ Australian women aged 14+, Roy Morgan December 2012