

PACIFIC MAGAZINES EIGHTH CONSECUTIVE QUARTER OF AUDIENCE GROWTH

- 17.4m average monthly consumer contacts +15% YOY -

Latest figures reveal that Pacific Magazines' focus on total cross platform audience continues to yield results with the company recording its eighth consecutive quarter of audience growth.

Total monthly consumer contacts across Pacific's portfolio have increased by 15% YOY to 17.4 million per month.*

- 8.1 million readership (-10.7%)
- 7.5 million social followers (+74.1%)
- 1.8 million website/EDM subscribers (+0.2%)

Pacific Magazines CEO Peter Zavec said: "The past 12 months has not only been a period of significant growth, it has also been a period of incredible transformation across our business. We're leveraging the power and influence of Pacific's brands into new spaces – creating apps, e-commerce and m-commerce platforms, and leading the charge on digital video, social and mobile.

"We have invested heavily in digital, and put together the best digital team in Australian media who are working hand-in-hand with the country's best brands, editorial and marketing teams. It's a perfect partnership and further reflects our corporate strategy around total customer engagement across many platforms to ensure we are successfully growing our audience in the right channels," Zavec said.

"It's exciting that in less than a year we have transformed our business, communication and content delivery platforms to maximise the changes that are going on in our industry. This enables us to provide our clients and partners with new solutions to the challenges they face reaching their audiences."

Figures released this week highlight the continued strength of Pacific Magazines' print editions, which reach more than 8.1 million Australians every month, including two in every three Australian women.

"Our magazine brands remain an incredibly powerful, meaningful and effective platform. Our total audience numbers across our many touch points are growing because of the love, trust and the enduring bond these brands have built with Australian women," Zavec said.

Recent performance highlights include:

- *Better Homes and Gardens, New Idea and that's life!* among three of the top-five biggest magazine brands in the country.
- Pacific occupies 35.7% share of copy sales – the largest share per title of any publisher

- Five of the top-10 Facebook pages in Australia within the News and Magazines category
- *Girlfriend* and *New Idea* are within the Top 25 most engaged Facebook pages in Australia
- *Better Homes and Gardens* remains the country's leading integrated media brand – continuing to deliver the most-read magazine in the market, 90 minutes of primetime television every week, live events and a recently launched e-commerce platform.
- Market leadership across key categories: Women's Weeklies, Home & Lifestyle, Fashion, Men's Lifestyle, Bridal, and Parenting

Pacific Magazines Commercial Director, Gereurd Roberts, said: "We are doing things today, every day, that we weren't doing 12 months ago. We offer our clients a full product and service chain that goes all the way from insight, to ideation, content creation, channel management, distribution and data. By year's end you will see new product launches in all of the major categories, which will change the game here, both from a consumer and a client perspective."

Zavec added: "Our focus is clear – to ensure that we are connecting with and engaging our audience all day, across all of their media. To understand them, what they do, how and where they consume. To make sure we are there. And to make sure our clients' brands are there too."

ENDS

***Sources:**

emmaTM conducted by Ipsos MediaCT, 12 months ending June 2015
ABC, July 2014-June 2015, ANPPS

The Online Circle Digital, Facebook Performance Report, 1 January to 31 March 2015

Total Consumer Contacts based on the following: emmaTM conducted by Ipsos MediaCT, 12 months ending June 2015 All people 14+; Social media figures as at 3 August 2015 and includes footprint across Facebook, Twitter, Instagram, Tumblr, Pinterest and YouTube; Nielsen NetView Hybrid. June 2015; Google Analytics July 2015.

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