

**Pacific is #1 in Fashion, Home, Real Life,
Men's Lifestyle and Teens**

**Better Homes and Gardens is #1:
Australia's Most Read Consumer Magazine**

InStyle soars: up 4.9% in just 3 months

**Women's Health increases readers by 4.7%
over the last 12 months**

Pacific now the country's fastest growing digital publisher

**Pacific outperforms rivals:
largest per title readership share of any major publisher**

Embargoed until 00.01 Friday 18th November 2016: Pacific has delivered thirteen consecutive quarters of total audience growth – with the largest per title share of any major Australian publisher.

Gereurd Roberts, Pacific, comments: "Pacific continues to outperform the market. Our brands are leaders in the consumer markets that Australians care most about – and those that matter most to our commercial partners.

"We're now Australia's fastest growing digital publisher, with a monthly unique audience of 2 million and a new stable of data driven, mobile first websites. We continue to grow and evolve with our audiences - with e-commerce to transact, soaring social reach and partnerships with some of the world's best media businesses."

Pacific publishes **three of the country's top five magazine brands** in readership with New Idea, Better Homes and Gardens and that's life! – whilst in the lucrative weekly category Pacific delivers **two of the top three most read women's weeklies** with New Idea and that's life!

In the last 12 months, Pacific's total consumer contacts have again increased with the publisher securing total audience impressions of 26.5m every month (up 55% YOY). In addition, Pacific's overall social audience has grown by 65% in the last 12 months alone to now stand at 14.4 million.

Performance highlights for Pacific include –

- **Pacific continues to outperform its rivals** – with the largest per title share of any major publisher
- **Pacific's digital reach soars** – Pacific is now the country's fastest growing digital publisher, with a unique audience of 2 million – up 600%
- **Pacific holds 2 of the top 3 most engaged Facebook pages** in Australia with that's life! and New Idea
- **Pacific is #1 in key magazine categories** including Home, Fashion, Real Life, Men's Lifestyle and Teens
- **New Idea soars** – with an incredible 5.68 million consumer contacts monthly across print, digital and social
- **Better Homes and Gardens is the country's #1 most read magazine** - driving a readership growth of 49,000 in the last quarter alone. With impressive revenue from e-commerce site www.bhgshop.com.au, a TV show, app and more than 2 million print readers every month, the phenomenal story of Better Homes and Gardens as the country's leading multi-platform brand continues

Prue Cox, Commercial Director, Pacific, says: "These results are testament to Pacific's ability to innovate and engage with Australian audiences every day, on every platform.

"We are the country's fastest growing digital publisher. We are number one in magazine print share, as well as combined print and digital share, in SMI – with phenomenal digital growth. We have the country's strongest portfolio of multi-platform brands – and concentrate our efforts on being number one in all the categories that matter most to our clients."

During 2016, Pacific has launched over 20 new digital properties including standalone digital destinations BEAUTYCrew, BHGShop, Foodiful, AllRecipes and StyledBy marie claire. These new digital plays have increased Pacific's footprint and data acquisition and will continue to drive new revenue opportunities and deliver unrivalled value for both audiences and commercial partners.

- **Digital roll out** – Pacific rolled out 12 new digital destinations for its portfolio of leading brands including this year including New Idea, that's life!, Better Homes and Gardens, Home Beautiful, marie claire, Women's Health and Men's Health The creation of the digital products follows a renewed digital commercial partnership between Pacific Magazines and Yahoo7.
- **BEAUTYcrew** – is an Australian first: a single online hub where women who love beauty can learn, try, review and buy, supported by a range of partners to date including L'Oréal, Coty, Estée Lauder, Nivea, Natural Instinct, Chanel and Parfums Christian Dior. Nine of Australia's favourite mastheads provide content and unparalleled authority and expertise, including marie claire, InStyle, Women's Health, Better Homes and Gardens, New Idea and Girlfriend.
- **Foodiful** – Combining the incredible food content from Seven West Media's portfolio of brands in a single mobile-first digital destination, Foodiful addresses the 'what's for dinner' dilemma of everyday life with a customised and intuitive mix of menus, planning options and a practical in-store and online shopping experience. As a food brand with personality, Foodiful proudly launched as Australia's most advanced digital food product, with Woolworths as its exclusive retail partner.
- **Allrecipes** – Pacific partnered with Meredith to bring the world's largest social food community to Australia. With 19 sites in 24 countries in 13 languages, Allrecipes is a global network of home cooks sharing everyday food experiences through food reviews, shared photos, profiles, recipe boxes and shopping lists.
- **The Parcel** – Following the launch success of The Parcel by *marie claire*, Men's Health, Girlfriend and Women's Health have delivered Parcel offerings. Most recently marie claire produced the marie claire Ageless Parcel to cater to Australia's 35+ female audience.
- **StyledBy marie claire** – an innovative online destination which combines curated fashion content and a unique personal styling experience with an e-commerce platform. Recently the brand extended its offering, with the launch of The Style Set – a network of recognisable fashion and style influencers.

Ends.

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Sources:

emmaTM conducted by Ipsos MediaCT, 12 months ending Sep 2016,

Nielsen Digital Rating Monthly, from January 2016 to September 2016. Note: Pacific Magazines is reported in Nielsen DRM as Seven West Media (Pacific Digital).

Online Circle 2016 Mid-Year Facebook Performance Report.

Facebook, Instagram, Twitter, Pinterest, Snapchat and YouTube analytics