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## PACIFIC MAGAZINES APPOINTS MARK CHESTERFIELD AS ADVERTISING STRATEGY DIRECTOR

*Thursday 2 July 2009* – Pacific Magazines has appointed Mark Chesterfield to the newly created role of Advertising Strategy Director. Mark will spearhead a new division established to provide a strategic solutions resource for clients and media agencies, drawing on the combined talents of Pacific Magazines' advertising sales, innovations and insights teams.

Peter Zavec, Commercial Director, Pacific Magazines said "With over 30 years in the industry, Mark Chesterfield has provided strategic, planning, buying and consulting services for clients in virtually every industry and across every media channel.

"The strategic solutions unit is an important next step and a powerful point of difference for the Pacific Magazines business – offering our external partners a depth of strategic, tailored research not previously available," added Zavec.

Mark Chesterfield comments, "Pacific Magazines has forged a market-leading reputation for client service and the new team will underscore this core-strength whilst further driving strategic response and strategy formulation. I am thrilled to join Pacific Magazines at such a pivotal time."

Mark joins Pacific Magazines from Roy Morgan Research, where he held the joint role of Media Director and Acting General Manager: NSW. Key previous positions include Strategy & Research Director at Time Inc. and joint co-founder of Media Benchmarks with Dennis Merchant in 2001. The success of this venture saw the business acquired by independent consultants P3 Pty Ltd in November, 2005.

Mark Chesterfield's broad media agency experience spans McCann Erickson, Leo Burnett, and Initiative.

Mark will commence his position on 20 July 2009.

*Ends.*

For further information, please contact:

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