



TEXT PACIFIC PUBLISHING LAUNCHES *PREMIUM*

Thursday 2 July, 2009: Text Pacific Publishing, the custom arm of Pacific Magazines, has launched *PREMIUM*, a newly created luxury collective of magazines targeting top-end readers in the AB demographic. The division will target this highly desirable audience with titles covering luxury travel, motoring, architecture and leisure and lifestyle – namely *A&K*, *Casino*, *Lexus*, *Management Today*, *Melbourne Cup Carnival*, and *Monument* magazines – grouped as a distinct portfolio for the first time.

“*PREMIUM* has been established in response to our advertising clients’ needs – who increasingly see the high-end sector as a stable solution more resilient to the challenges of the current economic climate,” said Georgina Brujic, Managing Director, Text Pacific Publishing.

PREMIUM reaches a combined circulation of 180,500 with a readership of 722,000+. Average household income ranges from \$150,000 - \$350,000, with a 60:40 male to female ratio and an average age between 35-49.

“*PREMIUM*’s boutique and dedicated team is available to personally consult and deliver powerful results through a tailored advertising strategy,” added Brujic. “The division offers an attractive and stable advertising proposition, so that our high-end and luxury clients can enjoy the leverage of a powerful group and attractive cost efficiencies.”

Text Pacific Publishing will celebrate the launch of *PREMIUM* with an event for 150 guests this Wednesday July 8th at *The Residence*, where they have created the home of a typical *PREMIUM* reader.

Ends.

For further information, please contact:

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About PREMIUM:

A&K magazine is a premium travel publication produced exclusively for Abercrombie & Kent discerning luxury travel clients. A&K features some of the most exclusive destinations and journeys on the planet and introduces readers to the world of Abercrombie & Kent. Average household income of A&K clients is \$350K+. The publication is sent directly to all Abercrombie & Kent clients on a quarterly/ monthly basis.

Casino magazine is 98-page quarterly title published on behalf of Star City Casino, which reflects Sydney's cutting-edge social and cultural features. Regular sections include travel, entertainment, food and wine, sports, motoring, gaming and fashion. Circulation distribution includes 25,000 Star City members, 5,000 'high-rollers', 3,000 hotel guests and more than 7,000 copies distributed directly via the venue.

Lexus magazine is a premium publication produced for all Lexus owners. The quarterly publication embodies the Lexus brand values of innovation, refinement and excellence in execution. Lexus content reflects the reader's lifestyles and interests, encompassing travel, culture, food, technology and more. The publication is sent to all Lexus owners and is also available through Borders bookstores and newsstands nationally.

Melbourne Cup Carnival magazine is the only official souvenir publication of the Victoria Racing Club, reflecting the glamour, excitement and celebration of the Melbourne Cup Carnival. The magazine includes articles by top racing journalists, fashion and lifestyle features. Carnival is sent directly to VRC members, news-stands throughout Victoria & New South Wales, Flemington racecourse, in addition to corporate sponsor hospitality areas.

Management Today magazine is published ten times a year and is the official journal of the Australian Institute of Management, the most respected management organisation in Australia. Management Today keeps managers abreast of new management trends and developments. Available through subscriptions and news stands.

Monument magazine communicates architecture and design to a discerning reader, either working within the industry or with an interest in the built environment. Over the last 15 years, Monument has evolved into an industry leader, with high production values, accessible and intelligent writing and beautiful photography. Monument is available through subscriptions and news stands.