

PACIFIC UNVEILS NEW CORPORATE PEPPA PIG STORY BOOK COLLECTION



EXCLUSIVE RETAIL PARTNERSHIP WITH WOOLWORTHS

Tuesday 12 September, 2017: Pacific today announced the return of its highly successful Peppa Pig story book promotion, available in Woolworths supermarkets nationwide.

The promotion sees Penguin Random House Australia, Entertainment One and Pacific partner to release a new selection of nine story books: *Peppa Meets Kylie Kangaroo*, *Daddy Pig's Lost Keys*, *Peppa Goes Boating*, *Dentist Trip*, *Peppa Meets The Queen*, *Peppa Plays Football*, *George Catches A Cold*, *Peppa Goes Skiing* and *Peppa Goes Swimming*.

The books are each available, exclusively at Woolworths, for \$2.50 when purchasing any participating Pacific title, including *New Idea*, *Who, that's life!*, *Men's Health*, *Women's Health*, *Home Beautiful*, *InStyle*, *Better Homes and Gardens*, *marie claire*, *InStyle*, *Diabetic Living* and *Girlfriend*.

Mychelle Vanderburg, Retail Sales and Group Marketing Director, Pacific, comments: "We know Australian families love Peppa and returning for a second year, this launch provides great value and instore excitement for Woolworths customers."

In addition to extensive promotion across all Pacific touch points spanning print, online, social and EDMs – with a total footprint of over 23.6 million touch points a month* – this year's Peppa Pig campaign will also be promoted via 15 and 30 second TVCs and Billboards on Channel 7. Further, Woolworths will be supporting the collection in their print catalogue in September, and with bin displays instore.

The full collection is on sale now and will be available for the next six weeks, until Saturday 22 October, 2017.

Ends.

For further information, please contact:

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*Source: emmaTM conducted by Ipsos MediaCT, 12 months ending Jun 2017, Nielsen DRM Jun 2017. Social media stats updated as 14 Aug 017; Community = Touchpoints