

PACIFIC MAGAZINES

New Idea magazine is one of Australia's biggest selling women's weekly magazines boasting a circulation over 401,000+, speaking to over 2 million readers every week and belonging to the country's second largest publisher.

At Pacific Publications, brand management is a key strategy for achieving significant and measurable benefits. When it comes to New Idea's merchandising and design solutions throughout various retail outlets, including Newsagents on a national scale, it is imperative the aesthetic formula is right every time.

Immere understands New Idea's many objectives and readily works alongside the team to result the ultimate strategy to achieve tangible results. Immere has successfully unleashed the essence of our brand time and time again throughout visual communication, which has certainly lifted the merchandising bar in this relentlessly competitive environment.

Lauren Crum
Marketing & Promotions Executive
New Idea

