



BBC AUSTRALIAN GOOD FOOD TO CEASE PUBLICATION

8 November, 2012

Park Publishing, a partnership between ACP Magazines and BBC Worldwide, today announced that the final issue of *BBC Australian Good Food* magazine would be the December 2012/January 2013 edition.

The magazine was launched in 2008 and currently has 310,000 readers, in line with its initial launch results and a testament to its quality editorial offering from an outstanding team.

However in a highly competitive market the magazine has not secured the advertising support it needed, and having fallen short of commercial expectations the partners have decided to discontinue the local printed edition.

Publisher Brendon Hill commented: "Both partners would like to express our gratitude to an amazing team of professional staff who created an exceptional editorial product. Recent readership performance has been category leading and closure was an extremely difficult decision to make."

Readers can still enjoy similar recipes from the UK *Good Food* brand through its website, www.bbcgoodfood.com, and recipe collection apps via the Apple iTunes Store or Google Play.

Park Publishing is consulting with affected staff with a view to redeploying them to other titles.

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Readership source: Roy Morgan Research, June 2012.

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About ACP Magazines: Australia's leading magazine publisher

ACP Magazines is owned by the Bauer Media Group and publishes 48 audited titles in Australia which sell 86 million copies each year. They include some of the longest-running and most successful mastheads such as the biggest selling monthly magazine, *The Australian Women's Weekly*, Australia's

number one weekly magazine, *Woman's Day*, *Dolly*, *NW*, *TV Week*, *Cleo*, *Cosmopolitan*, *Australian Gourmet Traveller*, *madison*, *Grazia*, *Australian House & Garden*, *Zoo Weekly*, *Top Gear Australia* and *Wheels*. Integral to the company's success are vibrant, information-packed reader websites. ACP currently produces digital editions for 40 of its titles. ACP Custom Media leads the way in creating branded editorial content for major clients including Coles, Telstra, Qantas and Myer. For more information visit <http://acpmagazines.com.au>

About BBC Worldwide Australasia

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. In 2011/12, BBC Worldwide Australasia increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide Australasia wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. It distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australasia works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site and lonelyplanet.com. Australia is the most successful territory for the global BBC iPlayer.