



Media Release
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MORE NEW ZEALANDERS READ ACP'S MAGAZINES THAN EVER BEFORE

The latest readership results for Nielsen Media Research confirm ACP Magazines' position as the leading magazine publishers in New Zealand. Three million New Zealanders will read an ACP magazine over the course of a year, which is more than ever before!

Even in these tough economic conditions Kiwi's love ACP's magazines with its portfolio outperforming the market. Eight of ACP Magazine's titles showed increased compared to the same (pre-recession) period last year.

ACP Magazines is the category leader in the following categories: Mass Women's Monthlies, Fashion, Current Affairs & Business, Men's Lifestyle, New Car Magazines and Parenting. With its stable of titles ACP magazines reaches a variety of audiences and caters to New Zealand's wide range of tastes.

Magazine highlights

- ACP Magazines published the most read and most sold women's monthly magazine in the country. *The Australian Women's Weekly* is read by 638,000 people and posted a healthy increase of 2.6% compared to same period last year.
- *KiaOra* is the fastest growing magazine in the market, increasing its readership by an amazing 44.5% to 224,000 New Zealand readers.
- *Top Gear NZ* is the most read new car magazine, surging ahead by 26.7% to a new highest readership ever of 190,000 readers. By adding 40,000 new readers compared to the same period last year it has overtaken its closest competitor NZ Autocar and has achieved its highest readership ever.
- *North & South* cements its position as the most read Current Affairs' title, reaching 289,000 New Zealanders each month.
- *Your Home & Garden* added 29,000 readers to its readership to now reach 261,000 people. With its achievable home and garden ideas the magazine is a popular choice amongst New Zealanders as is proven by its amazing 12.5% increase.
- Reaching 181,000 food lovers every month, *Taste's* goal to make every day delicious has attracted 27,000 (+17.5%) new readers compared to the same period last year.
- *Fashion Quarterly* has proven to be the defining voice in New Zealand fashion, leading the fashion magazine category and growing 15.1% to reach 221,000 readers each month.
- *Lucky Break* released its first half-yearly readership number at 95,000, an amazing result for such a young title.

Paul Dykzeul, CEO of ACP Media:

“Readership accountability is vital to our industry. It provides for our customers the ultimate measure for a magazine. We believe all consumer magazines must be measured and held accountable through a rigorous readership measure.”

- ENDS -

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Sources:

READERSHIP Nielsen National Readership Survey April 2008 - March 2009

About ACP Magazines:

ACP Magazines is a division of ACP Media. It publishes some of the country's most popular magazines, including Woman's Day, The Australian Women's Weekly, Next, Taste, Metro and North & South.