

Friday, 30th October, 2009

New look Motorcycle Trader & News out Monday!

New Zealand's favourite motorcycling magazine just keeps getting better. The new-look *Motorcycle Trader & News* has more bike information and offers more value than ever before.

A recent reader survey has shown that our readers want more bike reviews and more bikes for sale. We have responded by offering more...

- bike tests than ever before
- bikes for sale than any other NZ bike magazine
- how-to advice from the experts
- indepth guides to help readers buy their next bike

"We are continually investing in *Motorcycle Trader & News* and the feedback we received from our readers assured us that we are on the right track with the developments we are making," says Rhiannon Boulton, Publisher.

"We publish more bike tests than any other local motorcycling magazine and more bikes for sale. Our readers want to be armed with the best information when they make their next purchase, and we are here to provide them with that," said Boulton.

Motorcycle Trader has also simplified its masthead to reinforce the word "motorcycle", so it will be even easier to spot on the news stand.

ABOUT TRADER GROUP

Trader Group is part of ACP Media, New Zealand's leading magazine publisher. Trader Group includes *autotrader.co.nz*, *Motorcycle Trader & News*, *Deals On Wheels*, *Farm Trader*, *Trade-A-Boat* and *NZ Motorhomes, Caravans & Destinations*. The company's ACP Magazines division publishes some of the country's most popular magazines, including *Woman's Day*, *The Australian Women's Weekly*, *Next*, *Taste*, *Metro* and *North & South*. ACP Media's Property Magazines division publishes a range of real estate advertising titles under the Property Press umbrella. ACP Media operates a national distribution network through its division Netlink distribution Company, which distributes publications to retailers across the country. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of PBL Media Limited.