

14 August 2009

## YOUR HOME & GARDEN SWIMS AGAINST THE TIDE

***Your Home & Garden* magazine today released its latest audited circulation and National Readership Survey results.**

**Audited circulation to 30 June 2009 – 35,799**

**Readership, all people 10+, July 2008- June 2009 – 266,000**

The latest readership and circulation figures highlight that *Your Home & Garden* is thriving during these tough times. In the last six months *Your Home & Garden* has lifted its circulation compared to the previous six months and increased its readership by a staggering 14.2% year on year.

Editor Leanne Moore believes that the magazine's success is directly linked to the trend that sees a return to home and home values: "It's never been more true or more relevant than today," she says. "*Your Home & Garden* delivers achievable ideas and value to its readers. We know they're active, motivated, positive, family people. They want home ideas, loads of them. They like to try new things and different looks and to get cracking on home projects. They crave anything that sparks their creativity, inspires them to action and shows off their own style. They love their homes – it's really as simple as that."

*Your Home & Garden* inspires them to be creative with colour, new styles and other trends, and shows them how to tackle home projects themselves. "It's human instinct to feel immense satisfaction when you achieve something that looks fantastic without spending a fortune."

Since becoming editor, Leanne Moore has taken the magazine from strength to strength, leading it through five consecutive readership increases – a rarity in the current home titles' market.

"The magazine content responds to yet stretches readers' expectations in a way that represents value for money." This philosophy clearly resonates strongly with its current readers and obviously strikes a chord with new.

Ends

**For further comment contact:**

Leanne Moore  
*Your Home & Garden* Editor  
Ph 09 308 2407  
Email: [lmoore@acpmagazines.co.nz](mailto:lmoore@acpmagazines.co.nz)

Christine Moxham  
Magazine Manager – *Your Home & Garden*  
Ph 09 308 2788  
Email: [cmoxham@acpmagazines.co.nz](mailto:cmoxham@acpmagazines.co.nz)

**About ACP Magazines**

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