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## MEDIA RELEASE

### ACP ACQUIRES *recipes+* FROM KNOCKOUT MEDIA

ACP Media New Zealand has acquired mass market food magazine *recipes+* in a deal both parties describe as the perfect fit.

*recipes+* was launched in Australia in 2003 by independent publisher Knockout Media Pty Ltd as a low cover priced quarterly, aimed at budget conscious cooks. It increased frequency to bi-monthly in May 2007 before switching to monthly frequency a year later. The New Zealand edition was launched in August 2008 with the focus on Kiwi content. The magazine is currently auditing more than 20,000 copies per month.

"The acquisition of *recipes+* is part of our long-term strategy to be a force in food publishing in New Zealand," said Paul Dykzeul, Chief Executive of ACP Media. "When Knockout Media approached us, it was a perfect fit. We have admired the magazine for some time."

*recipes+* is the only title published by Knockout Media.

"When we decided to sell, we talked to several publishers, but felt most comfortable with ACP's approach to the magazine and its commitment to the values that have made it successful," said Roger Nitz, Managing Director of Knockout Media.

"This is a great outcome for the staff and contributors of *recipes+*, as ACP has the resources and the publishing track record in Australia and New Zealand with food titles like *Taste*, *Gourmet Traveller* and *Good Food*.

**- ENDS -**

For more information, please contact:-  
Paul Dykzeul, Chief Executive, ACP Media New Zealand  
T: (09) 308 2879

Roger Nitz  
Managing Director, Knockout Media Pty Ltd  
T: 0403 772 609 E: [roger@knockoutmedia.com.au](mailto:roger@knockoutmedia.com.au)