



For release midday August 15 2008

ACP MAGAZINES CONTINUES TO WIN READERS AND SALES

***The Australian Women's Weekly* now the country's most read women's monthly title**

***Next's* revamp wins circulation increase**

***Taste* becomes New Zealand's fastest growing magazine**

***North & South* continues to be the most read Current Affairs & Business title**

***Fashion Quarterly* gains 14.2% more fashion followers**

The latest New Zealand ABC audit results show that magazines remain popular even in a softening economy. ACP Magazines' current consumer titles sold more copies per average issue in the first half of this year than in six months to last December, an increase of +1.4%.

The Nielsen National Readership Survey conducted July 07 to June 08 has similar good news. More New Zealanders are now reading ACP Magazines' current consumer titles compared to the previous period (March '08 release). ACP titles now reach 1.8 million people.

With its combination of mass and niche titles ACP Magazines continues to reach New Zealand audiences and give them what they want: entertainment, inspiration, a moment to themselves and just as importantly, a luxury they can still afford.

One in four of all newsstand magazines read by kiwis are published by ACP Magazines. The latest survey results confirm ACP's place as New Zealand's leading magazine publisher across a broad spectrum of categories, from special interest to women's weeklies.

"We are delighted with the performance of our titles in the latest readership survey," said ACP Magazines Group Publisher Debra Millar. "Our mass women's titles continue to assert their market dominance as does specialist fashion magazine *Fashion Quarterly*."

"With other titles such as *Taste* continuing to inspire in the kitchen and *North & South* keeping New Zealanders up to date on current affairs, we believe our readers are loving what we offer and this is reflected in strong readership gains."

ACP Magazines new circulation and readership highlights:

- **The Australian Women's Weekly NZ edition** is the most read monthly women's magazine in New Zealand with 627,000 readers and an audited circulation of 78,298
- **Taste** recorded impressive readership growth of 46.9% compared to the same time last year and is now reaching 166,000 readers. With a jump of 7.6% in circulation compared to the same period last year **Taste** now has its highest circulation and readership ever.
- **Fashion Quarterly** continues its dominance of its category with over 200,000 people reading an average issue. Circulation has increased by an amazing 14.2% copies per issue compared to the same period last year.
- **Next**, with its newly revamped look, has increased its readership by 3.9% and has achieved a 1.5% increase in circulation compared to last year.
- **North & South** also increased readership by 5.2% to 297,000 readers and is the most read Current Affairs and Business title in New Zealand.

For more information, please contact:

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Sources: READERSHIP Nielsen National Readership Survey July 2007 - June 2008

Period on Period comparisons are made with the previous Nielsen National Readership Survey release for April 2007–March 2008. Year on Year comparisons are made with the Nielsen National Readership Survey July 2006 – June 2007.

CIRCULATION: NZ Audited Bureau of Circulation; total Net Circulation; January – June 2008

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*. ACP Magazines also has a range of market-leading websites, including taste.co.nz, cleo.co.nz, yourhomeandgarden.co.nz and runwayreporter.co.nz.