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ACP MAGAZINES ENHANCES STRATEGIC RESEARCH FOCUS

ACP Magazines today announced the appointment of a **Research Director** to head its strategic insights team. Sylvia van der Waal will join the company in May from ACP Magazines in Australia, where she has been Research Manager within the Women's Lifestyle Division.

The appointment signals ACP Magazines' commitment to delivering greater market intelligence and insights to advertising customers as well as the company's senior publishing team. Sylvia has worked with ACP's market-leading Australian women's titles since November 2005. She has been a key driver of research projects across the women's portfolio, where she has developed a number of new research tools and worked on the launch of new magazines including the weekly fashion title, *Grazia*.

A native of the Netherlands, Sylvia has worked in the Australian research market since July 2003, managing the research requirements of key blue chip clients across a range of consumer sectors.

"Sylvia's appointment is a huge coup for ACP in New Zealand," said ACP Magazines' Group Publisher, Debra Millar. "Her international research background and recent experience of the Australian environment will position ACP as a trailblazer in terms of generating ongoing media consumption insights."

Sylvia will be supported by a research team of two. To further strengthen ACP's research focus, Julie Bramley is appointed as **Research Manager**. Julie has been consulting to ACP for the past year and is a respected media researcher with more than 17 years experience working for Nielsen and other media companies. Christina O'Brien will continue as ACP Magazines Research Analyst.

Sylvia van der Waal joins ACP Magazines on May 19. Julie Bramley's appointment takes effect immediately.

For further information contact ACP Magazines' Group Publisher, Debra Millar, (09) 308 2730.

About ACP Media

ACP Media is New Zealand's leading magazine publisher. 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 Trader Group includes *Auto Trader*, *Deals On Wheels*, *Motorcycle Trader & News*, *Trade-A-Boat* and *Buy Sell & Exchange*. ACP Media's Property Magazines division publishes a range of real estate advertising titles including *Property Press* and *Real Estate* magazines. ACP Media operates a national distribution network through its division Netlink Distribution Company, which distributes publications to retailers across the country. ACP Digital includes a number of websites including *taste.co.nz*, *cleo.co.nz* and *runwayreporter.co.nz*. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of PBL Media Limited. www.acpmedia.co.nz