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FASHION QUARTERLY: MEASURING UP IN STYLE!

The challenges in the economy have not held back NZ women's interest in fashion and style with new circulation and readership results showing *Fashion Quarterly* still very much on the "must have" list, whatever the fashion season.

Read by 203,000 fashion, style and beauty lovers every issue, *Fashion Quarterly* is the only fashion title to submit for measurement in the Nielsen National Readership Survey.

ABC results show that compared to the same period last year, *Fashion Quarterly's* circulation increased by an amazing 14.2% to 22,403 – a growth rate that positions *Fashion Quarterly* as the fastest-growing consumer newsstand magazine in New Zealand.

With leading style and fashion journalist Fiona Hawtin stepping in as the title's new editor, and the launch of November's "30 Days of Fashion and Beauty" event, delivering on fashion continues to be one of ACP Magazines' key strengths.

"After close to 30 years, *Fashion Quarterly* remains New Zealand's iconic fashion title. It's a fantastic achievement for such an established title to post a year-on-year circulation increase of 14.2%," said ACP Magazines Group Publisher Debra Millar.

"*Fashion Quarterly* is often referred to as New Zealand's fashion bible - clearly the readers are keeping the faith!"

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.