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## **METRO GETS NEW FORMAT, NEW CONTENT** **Sean Plunket's on board... and Felicity Ferret returns!**

Auckland's iconic *Metro* magazine has announced a switch to a new format and some big content changes. From the September issue, the magazine will be published in a reader-friendly, perfect-bound true A4 format.

"This classic magazine format is what our readers have been asking for," says *Metro* editor Bevan Rapson. "They wanted a magazine that was easier to handle and read."

The new magazine will have more pages and some compelling new content. Among the new elements is the arrival of Morning Report host Sean Plunket as the magazine's political columnist.

"We're delighted to have Sean on board," says Rapson. "His vast experience and sceptical instincts will give our readers a valuable insight into what's happening in the political world."

The changes will re-emphasise *Metro's* commitment to quality journalism. "There is enough soft media out there," says Rapson. "*Metro* hasn't ever been just a coffee table magazine. We aim to challenge and stimulate our readers."

Another change is the long-awaited arrival back to the magazine of Auckland's original gossip columnist Felicity Ferret. "It'll be interesting to see what Felicity makes of today's social scene," says Rapson. "She's already told us she expects our new format will be 'better in bed'."

The last *Metro* in its current format will be a bumper winter issue on sale July 6.

"Reverting to a perfect bound spine will ensure that *Metro* lasts longer and ages better – benefiting both the reader and advertiser" says ACP Magazines' Sales Director Paul Gardiner. "The physical size will provide better positioning at retail and subsequently better ranging. ACP is reinvesting in the stock, increase page-count and higher distribution" says Gardiner.

- ENDS -

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### **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*.