



For release midday Friday August 15 2008

NEXT IN STEP WITH THE NEEDS OF NZ WOMEN

Savvy New Zealand women are clearly enjoying ACP Magazine's reinvigorated *Next*, which has achieved both circulation and readership gains in the latest surveys.

A refreshed look, along with new editorial content and columnists, is resonating with the target audience of 35 – 50 year old women. *Next* has recorded a 6.0% increase in circulation compared to the last period and a 1.5% increase compared to the same period last year. *Next's* circulation is now an impressive 58,920 copies per month.

Along with a circulation gain, *Next* also showed a 3.9% increase in readers compared to the same period last year, or an additional 14,000 readers each issue. *Next's* readership is now 370,000.

ACP Magazines' Group Publisher Debra Millar says "Editor Brenda Ward has reinvigorated *Next* with new columnists, a fresh editorial offering and ground-breaking initiatives such as our "*Next Report*", which surveyed thousands of New Zealand women about the state and status of their lives."

"We have invested significantly in the editorial development of *Next* magazine over the past 12 months and it is gratifying to see both the circulation and readership increasing in response to this."

"*Next* is clearly striking a chord with New Zealand women by talking to them about issues and interests relevant to their lives."

For more information, please contact:

Debra Millar, Group Publisher, ACP Magazines

T: (09) 308 2730 M: 0275 279 755 E: dmillar@acpmagazines.co.nz

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.

ACP Magazines (a division of ACP Media Ltd)
ACP Media Centre, Cnr Fanshawe and Beaumont Sts, Westhaven,
Private Bag 92512, Wellesley Street, Auckland 1141, New Zealand
TEL (09) 308 2700 FAX (09) 379 6122 www.acpmagazines.co.nz

