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THE AUSTRALIAN WOMEN'S WEEKLY NZ'S NO 1 CHOICE

The Australian Women's Weekly NZ edition is now the highest circulating and best-read monthly women's title in the country. This iconic title has now overtaken NZ House & Garden in the latest Nielsen National readership survey.

The Australian Women's Weekly sells a stunning 78,298 copies every month, with a typical issue read by 627,000 people.

Bolstered by enhanced content and investment in the title, the NZ edition of *The Australian Women's Weekly* has recorded a 3.1% period-on-period circulation increase and a 0.8% lift in readership.

An integral part of Kiwi women's lives since it launched in this market 75 years ago, *The Australian Women's Weekly* offers exclusive stories shared by A-list personalities and outstanding regular features covering food, home and living.

"Editor Leonie Barlow has really connected with her readers and she's attracting more of them by delivering great editorial value in every issue. At the end of the day good magazines sell – *The Australian Women's Weekly* is proof of that.

"We never taken for granted our position as New Zealand's number one monthly women's magazine," said ACP Magazines Group Publisher Debra Millar.

"In 2008 we invested a lot into *The Australian Women's Weekly*, expanding our New Zealand content and bringing on board new editorial talent. It's clearly paid off!"

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.

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