



Media Release
3 November 2009

ENCOURAGING SIGNS FOR MEDIA

The latest readership results released by Nielsen for the 12-month period ending September 09 clearly reflect a difficult and tumultuous time for all media. Commenting on the latest results Paul Dykzeul, CEO of ACP Media, said, "There is no doubt that there are very clear and encouraging signs emerging from the market and the darkest days of the recession are behind us. We are seeing a marked and measureable increase in advertising spend as advertisers gain confidence and show courage in the marketplace. I firmly believe that the magazine market has a great future and we are actively and aggressively investing in product quality through editorial investment, innovation and strategies that connect our magazines with readers."

Paul Gardiner, Director of Sales, adds, "While ACP continues its mass-market dominance with Woman's Day, the Australian Women's Weekly and Next reaching 1.2 million women every month, we have diversified, strengthening our premium and male offerings with the addition of leading international brands FHM and TopGear. Today ACP Magazines dominates more markets, reaching more Kiwis than ever before."

Some highlights are:

- With its sixth consecutive readership increase, Your Home and Garden boosted its readership by an impressive 11% to 272,000 readers. It is essential reading for everyone seeking home improvement ideas.
- Reaching the heart of New Zealand is ACP's youngest addition, Lucky Break, which continues its growth, outperforming the market with an increase of 6.7% to reach 111,000 readers.
- CLEO increased readership by 3.1% compared to the previous period to now reach 132,000 readers. Aimed at 18-29-year-old women, the new-look CLEO is out now.
- Fashion Quarterly has proven to be the fashion essential New Zealand women cannot bear to live without, adding 21,000 fashion lovers to its readership of 226,000. (NB: No other fashion title releases Nielsen readership numbers.)
- HOME New Zealand, which posted a fantastic result showing a 15.9% increase in readership compared to the last period, is New Zealand's highest-circulating home design title, appealing to a unique and affluent audience.

- KiaOra, Air New Zealand's inflight magazine, continues to be the fastest-growing magazine in the market with an increase of 54,000 readers each month. It now reaches 230,000 people.
- The country's leading new car magazine is TopGear New Zealand, reaching 198,000 readers and posting a healthy increase of 38,000 additional readers each month.

ACP Magazines has just completed the very successful 30 Days of Fashion & Beauty. Reaching almost 1.5 million of New Zealand women, this initiative celebrated the passions and interests of its readers while offering an innovative platform to drive sales for advertisers.

All readership increases are year on year unless otherwise stated.

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About ACP Magazines

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.