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ACP MEDIA REACHES MORE NEW ZEALANDERS THAN EVER BEFORE!

ACP Media remains the dominant player in the national magazine market, having shrugged off recessionary pressures to post strong quarterly results in the latest circulation and readership figures.

Almost 3.2 million New Zealanders read an ACP title at some point during the year, making the magazines powerful vehicles for our advertisers. No matter which way the population is looked at, all sectors show the same or similar results across the board. For example, just one issue of all ACP magazines reaches:

76% of female magazine readers

72% of business decision makers

72% of main household shoppers with children.

Highlights of the latest results are:

- ACP continues to be the dominant player in the women's weekly market, with one in three New Zealand women reading an ACP women's weekly title in any given week. ACP's *Woman's Day*, *Lucky Break* and *NW* account for more than half of all women's weekly titles sold every week, providing an unbeatable reach across the market.
- *Woman's Day's* circulation, in a market segment hard hit by the recession, increased a trend-defying 2.9% in the past six months, with the title gaining 3,335 buyers a week, four times the number of the only competing weekly to show any gain. The Day is also the most-read title for women under 65. Combine those numbers with an annual reach to 75% of the female population and it's easy to see the unbeatable strength of this powerful brand. Every week *Woman's Day* sells almost 35,000 copies more than its nearest competitor.
- *The Australian Women's Weekly* remains the highest circulation monthly consumer magazine, clearly resonating with New Zealand women, as is shown by its 7.4% increase in circulation over six months to give it its highest circulation for two years. The title's dominance in circulation is mirrored in its readership figures – 626,000 readers per issue make it also New Zealand's most-read monthly newsstand magazine.
- *Taste* continues to satisfy the market's appetite for food content that is both tasty and practical, with readership up 9% - or 15,000 foodlovers -over the past 12 months. *Taste* has had an amazing couple of years, growing 60% from 113,000 readers in June'07 to now reach 181,000 readers.
- *KiaOra*, the Air New Zealand inflight magazine, is soaring to new heights and now has its biggest readership since September 2007. An amazing jump of

39.5% for the past 12 months brought 64,000 new readers within its reach, making it the fastest growing title in the market.

- *Top Gear NZ* has emulated the worldwide success of that brand to become New Zealand's most popular new car magazine. Readership has accelerated by 19.9%, or 32,000 new readers compared to the same period last year. It has overtaken its closest competitor, which is now 21,000 readers behind. *Top Gear NZ* is one of the most successful media vehicles for picking up the hard to reach target of men aged 18-29. One in four reads the magazine in the course of a year.
- *Your Home & Garden* grew readership, compared to the same (pre-recession) period last year, by 14.2% to 266,000. A hands-on magazine, it is clearly hitting the mark in these challenging times with an astounding five consecutive year-on-year increases in readership. Circulation has also blossomed in the past six months to a total of 35,799 copies each issue.
- *North & South* continues to have the highest readership (288,000) of any current affairs title including its weekly competitors, indicating that quality in-depth journalism is still valued over frequency. Auckland's iconic *Metro* magazine is changing to a reader-friendly, perfect-bound true A4 format with more pages and some compelling new content, re-emphasising *Metro's* commitment to delivering quality journalism to its 128,000 readers.
- *Fashion Quarterly* also showed amazing results with an increase of 7.9% compared to the same period last year. The additional 16,000 readers bring its readership to 219,000 readers. *Fashion Quarterly* continues to be the only fashion title which has the confidence to provide accountability to the market by being included in the readership survey.

Apart from providing strong and accountable results to the market across all its titles, ACP Media continues to break new ground with creative initiatives such as the upcoming "30 Days of Fashion and Beauty", which with over 45 events nationwide connects consumers with our key beauty and fashion publications teams, through in-store demonstrations, catwalk shows, reader makeovers and VIP evenings.

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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*.