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PRESS STATEMENT

NEW-LOOK METRO GROWS TO TAKE IN CITYMIX

Metro magazine is expanding to incorporate Auckland's dedicated entertainment guide *citymix*.

ACP Media today announced its purchase of the *citymix* masthead and its plan to merge it into the new-look *Metro*, which was launched on newsstands yesterday.

citymix — which this month celebrates its 101st issue — is known for its support of urban arts and culture and its wide coverage of what's on in Auckland.

Bringing it under the *Metro* masthead means readers will not only enjoy the strong journalism and beautiful design *Metro* is renowned for, they will also receive Auckland's most comprehensive dedicated arts and culture guide.

Metro Editor Bevan Rapson says bringing *citymix* into the magazine will deliver even more value to readers. "We're proud of our record of telling people what's going on in Auckland. Having *citymix* as part of *Metro* means our 'what's on' content will be even more comprehensive. "On top of the great journalism, compelling photography and premium design our readers expect from *Metro*, they'll get even more guide information."

ACP Media Chief Executive Paul Dykzeul says the strategic acquisition of the *citymix* masthead is another part of the company's major reinvestment in *Metro*. "The new-look *Metro* has had a great reception and we're delighted to follow up on that with another exciting development for the title."

Metro will grow by 24 pages to include the *citymix* content.

ACP Media has also announced that Christina Sayers Wickstead, the publisher who launched *citymix*, is the new Editor of *Next* magazine.

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