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Advertising counts, say Motorcycle Trader readers

The advertisements in *Motorcycle Trader and News* influence the purchasing decisions of a massive 97 percent of readers, according to the results from a reader survey, which ran in the July issue of the magazine and online.

Seventy-one percent of readers retain their copies of the magazine and 23 percent pass it onto someone else, ensuring longevity for advertisements for months to come. One in four readers spends over three hours reading each magazine.

An impressive 64 percent of bike owners are expecting to upgrade in the next two years – 54 percent of these buyers will be buying new bikes and 46 percent will be buying used.

“This is a powerful message to all existing and potential advertisers in our magazine,” says publisher Rhiannon Boulton. “Our readers are spending much more time researching before buying, with 40 percent researching for two to three months and 22 percent for up to six months. This is crucial data for our advertisers who need to get their products seen by these very engaged readers.”

Other interesting results from the survey show that 88 percent currently own bikes with 10 percent planning to purchase soon. Sixty-nine percent of readers have visited www.motorcycletrader.co.nz with 47 percent visiting monthly or more often.

“At *Motorcycle Trader and News* we value our readers’ opinions,” says Boulton. “All the developments we have been making in the magazine over the past few months have been to ensure we continue to grow and offer more of what our readers want – more bike tests, more bikes for sale and more how-to advice. They have spoken and we have delivered.”

About Trader Group

Trader Group is part of ACP Media, New Zealand’s leading magazine publisher. Trader Group includes *autotrader.co.nz*, *Motorcycle Trader & News*, *Deals On Wheels*, *Farm Trader*, *Trade-A-Boat* and *NZ Motorhomes*, *Caravans & Destinations*. 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*. ACP Media’s Property Magazines division publishes a range of real estate advertising titles under the Property Press umbrella. ACP Media operates a national distribution network through its division Netlink distribution Company, which distributes publications to retailers across the country. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of PBL Media Limited.