

TRADERGROUP

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Record readership results for Trader Group titles for second period in a row

NZ Motorhomes, Caravans & Destinations magazine and *NZ Motorcycle Trader & News* broke their own record from last period and recorded their highest ever readership figures, according to the latest readership results released by Nielsen Media Research.

NZ Motorhomes, Caravans & Destinations, the country's biggest-selling RV magazine, is now reaching 67,000 readers every issue, a fantastic 22% increase on the same period last year.

"We are delighted that *NZ Motorhomes, Caravans & Destinations* continues to grow. It is testament to the hard work the team puts into the magazine and our commitment to continually improve and invest in the product," said Rhiannon Boulton, Publisher of Trader Group.

At the same time both *NZ Motorcycle Trader & News* and *Trade-A-Boat* saw double digit growth. Every issue of *NZ Motorcycle Trader & News* is now read by 98,000 New Zealanders, a 13% increase on the same period last year. *Trade-A-Boat* magazine saw a 10% increase on the same period last year, taking its readership to 64,000.

"The growth shown in both *NZ Motorcycle Trader & News* and *Trade-A-Boat* is extremely encouraging. *NZ Motorcycle Trader & News* is at its highest ever readership and *Trade-A-Boat's* growth is very positive – in these tougher times, people are looking to spend more wisely and readers recognise that Trader Group's trusted magazines provide specialist information to assist with purchasing decisions," said Boulton.

For more information or comment, contact Trader Group Marketing Manager, Lynn Ross, (09) 308 2237 or 027 203 6204.

ABOUT ACP MEDIA

ACP Media is New Zealand's leading magazine publisher. ACP Media's Trader Group includes *autotrader.co.nz*, *Deals On Wheels*, *Farm Trader*, *NZ Motorcycle Trader & News*, *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.
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