



Press Release
16 February 2010

ACP MAGAZINES CEMENTS ITS POSITION AS LEADING MAGAZINE PUBLISHER

ACP Magazines sold 5 million copies in the last 6 months, further cementing its position as the leading New Zealand magazine publisher. *ACP Magazines* knows what engages New Zealanders, evident in the fact it reaches 2.9 million people per year and publishes the three fastest-growing newsstand magazines* in the market.

Paul Dykzeul, CEO of ACP Media, said, “In a world where time is the new luxury and consumers are bombarded with choice, readers actively choose to spend time with a magazine as it connects with them like no other media. Readers are prepared to pay for their magazine of choice and therefore value and trust its content and act on both editorial and advertising messages. The level of engagement a reader has with their magazine is unmatched.”

The latest readership results show **the women’s weekly category is enjoying a resurgence in interest** with more weekly magazines read compared to the previous period.

- *Woman’s Day* showed the **biggest growth within the category**, increasing its readership by 16,000 compared to the previous period, and now reaches 760,000 readers. This makes it the number 1 magazine for reaching women between 18 and 80 years. In fact, it is so successful that 3 in every 4 New Zealand women will read *Woman’s Day* over the course of the year.
- *Lucky Break* (116,000 readers) is also proving popular with an amazing **30% increase** since its first results were released in December '08**, making it the second fastest growing title of all newsstand magazines.

ACP Magazines continues to **successfully connect with New Zealanders’ interests and passions**, as is shown by these latest readership and circulation results:

- The *Australian Women’s Weekly* has shown **strong growth**, increasing 9% compared to the same period last year to a circulation of 80,022. With a readership of 607,000, it is the **most read and most sold** monthly consumer magazine, reaching a quarter of the female population (10+) every month.
- *Fashion Quarterly* delivered **both readership and circulation increases**, growing by 10% in circulation compared to the same period last year. It is the only title in the fashion category showing circulation growth and at 221,000 readers now provides more than double the reach of its closest competitor.

- *Top Gear* is the **fastest-growing newsstand magazine** in readership in the New Zealand market, growing 32% compared to the same period last year to now reach 208,000 readers each month, confirming its position as the **leading new car magazine**.
- New Zealanders continue to have a **love affair with their homes**, reflected in *HOME New Zealand's* 21% increase in readership over the past year to 75,000 readers. *HOME New Zealand* also reported an increase in circulation in the last half year of 6.4%, growing to 15,101 and further extending its position as New Zealand's **leading home design title**.

These results show that *ACP Magazines* continues to connect with consumers and provide value to advertisers through highly engaged audiences.

Sources:

- Nielsen NRS (Jan-Dec 09)
- Audit Bureau of Circulation (Jul-Dec 09)

* Based on YOY readership comparisons

** Dec'08 results were based on 6 months' data

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*.