



Media Release, May 30, 2008

## ACP MAGAZINES CURRENT AFFAIRS TITLES SHOW IMPRESSIVE GROWTH

*North & South* now the most read Current Affairs & Business magazine

With its three Current Affairs & Business titles, ACP Magazines dominates the category and reaches 490,000 readers each month according to the latest Nielsen Readership Survey results\* released today.

### **North & South**

- *North & South's* readership grew **an impressive 5.7%** compared to the same period last year.
- With 299,000 readers ***North & South*** has reclaimed its **No 1 position as the most read Current Affairs and Business magazine** in New Zealand.

### **Metro**

- ***Metro*** (140,000) maintained its popularity and reported strong growth compared to the last period at 10.2%.
- ***Metro*** continues to be **the most effective magazine for reaching Aucklanders**.
- With its affluent readership, ***Metro*** continues to be the most effective monthly magazine for reaching Auckland decisionmakers and higher socio audiences.

### **KiaOra (Air New Zealand Inflight Magazine)**

- ***KiaOra*** (155,000), the Air New Zealand inflight magazine, strengthens ACP Magazines reach with **top socio New Zealanders**.
- Reaching an affluent readership, its unique position means that it delivers a highly engaged and attentive audience time and time again.

"We are particularly delighted with *North & South's* performance on the back of a reinvigorated editorial offering," said Debra Millar, ACP Magazines' Group Publisher. "Though mature, it is a magazine that continues to grow its audience share and appeal with New Zealanders."

Ends

Sources: Nielsen National Readership Survey April 2007–March 2008

Period on Period comparisons are made with the previous Nielsen National Readership Survey release for Jan-Dec 2007. Year on Year comparisons are made with the Nielsen National Readership Survey April 2006-March 2007.

### **For more information, please contact:**

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