



Media Release, May 30, 2008

ACP MAGAZINES LEADS WEEKLY WOMEN'S MARKET

ACP Magazines has been confirmed as the home of weekly women's magazines in the latest Nielsen Readership Survey results* released today.

ACP is the market leader in the weekly women's category, with its mass and celebrity weekly magazines **Woman's Day** and **NW** read by 657,000 women each week.

Woman's Day

- **Woman's Day** is the **No. 1 title for reaching New Zealand women**: it reaches 1 in 3 New Zealand women (33.8%), or 627,000 women every week!
- **Woman's Day** is now just 37,000 readers behind the NZ Woman's Weekly, and has **closed the gap** compared to the same period last year.
- Although the weekly women's category had a tough year, **Woman's Day** stabilized its performance with only a slight decline of -1.3% period on period.
- **Woman's Day** reaches an impressive 845,000 readers each issue.

NW

- **NW**, the only celebrity magazine measured in the Nielsen Readership Survey, has a readership of 141,000 readers each issue.
- **NW** continues to have a strong appeal in the **18-29 female audience**.

"ACP Magazines has a proud tradition of leading the weekly women's market," said ACP Magazines' Group Publisher Debra Millar. "Our market dominance reflects the continued investment in our weekly magazine brands."

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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