



**Media Release, May 30, 2008**

## **ACP MAGAZINES REPORTS STRONG RESULTS**

*Next* delivers highest readership increase of mass women's monthlies

*Taste* records impressive growth of 26.2% to 154,000 readers

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

*Woman's Day* closes gap on NZ Women's Weekly

ACP Magazines has delivered another strong performance in a healthy market according to the latest Nielsen Readership Survey figures\* released today.

The market has increased year on year by 0.4%, with a period on period increase of 3.1%.

The figures show why ACP Magazines dominates the market: in one year its consumer magazine portfolio reaches 91% of all New Zealand women and 62% of all men.

ACP Magazines is market leader in the following categories:

- Women's Weeklies
- Mass Women's
- Young Women's
- Current Affairs & Business
- Fashion
- Parenting
- Men's Lifestyle

ACP Magazines is clearly the No. 1 publisher for reaching women: the combined readership of its consumer titles is 1.2 million women, or two thirds of all New Zealand women.

ACP Magazines also publishes the most read weekly and monthly newsstand magazines by women: *Woman's Day* and *The Australian Women's Weekly*.

"We are delighted with the performance of our titles in the latest readership survey," said ACP Magazines Group Publisher Debra Millar. "Our mass women's titles continue to assert their market dominance, while our newest title *Taste* continues to post strong readership gains."

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## Key ACP Magazines readership highlights:

- **Woman's Day** (845,000) is the most read weekly magazine by women and **The Australian Women's Weekly** (622,000) is the most read monthly newsstand magazine by women in New Zealand.
- **Taste** recorded impressive growth of 26.2% to 154,000 readers, and is the fastest growing New Zealand magazine period-on-period.
- **Fashion Quarterly** continues its dominance of the fashion category with 192,000 fashion followers reading an average issue.
- **Next** increased its readership by 2.2% and now reaches 372,000 readers with every issue.
- **Woman's Day** (845,000) has closed the gap on NZ Woman's Weekly, now a mere 37,000 readers behind, compared to the same period last year.
- **North & South** increased 5.7% to 299,000 and is now the most read Current Affairs and Business magazine in New Zealand.
- **Metro** (140,000) reported strong growth compared to the last period with a 10.2% jump in readership.

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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## About ACP Magazines

ACP Magazines is a division of ACP Media. It 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 Magazines also has a range of market-leading websites, including [taste.co.nz](http://taste.co.nz), [cleo.co.nz](http://cleo.co.nz), [yourhomeandgarden.co.nz](http://yourhomeandgarden.co.nz) and [runwayreporter.co.nz](http://runwayreporter.co.nz).