



Media Release, May 30, 2008

ACP MAGAZINES WOMEN'S TITLES DOMINATE MARKET

ACP Magazines' women's titles continue to assert their dominance of the New Zealand magazine market.

Together ***The Australian Women's Weekly*** and ***Next*** dominate the mass women's monthlies category in the latest Nielsen Readership Survey*, reaching 38% of women aged 30-59 each month.

The Australian Women's Weekly

- ***The Australian Women's Weekly*** reaches more women than any other New Zealand monthly newsstand magazine (469,000).
- **1 in 4 New Zealand women** will pick up a typical issue of *The Australian Women's Weekly*.
- ***The Australian Women's Weekly*** (622,000) is the second most read monthly newsstand magazine in New Zealand.

Next

- ***Next*** has shown a great result this readership period with the highest readership increase of all the mass women's monthly magazines.
- At 372,000 readers per issue *Next* now has 2.2% more readers than the same period last year, and 3.6% more readers than reported in the previous period (December 2007).
- ***Next*** has closed the gap on NZ House and Garden, and the difference between these two titles is now at its smallest since the period ending December 2005.

Fashion Quarterly

- ***Fashion Quarterly*** continues its dominance of the fashion category with 192,000 fashion followers reading an average issue.

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:

Debra Millar, Group Publisher, ACP Magazines

T: (09) 308 2730 M: 0275 279 755 E: dmillar@acpmagazines.co.nz

ACP Magazines (a division of ACP Media Ltd)
ACP Media Centre, Cnr Fanshawe and Beaumont Sts, Westhaven,
Private Bag 92512, Wellesley Street, Auckland 1141, New Zealand
TEL (09) 308 2700 FAX (09) 379 6122 www.acpmagazines.co.nz

