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BREAKING NEWS: NORTH & SOUTH NZ'S TOP CURRENT AFFAIRS TITLE

Close to 300,000 New Zealanders are keeping in touch with New Zealand by reading *North & South*, ACP Magazines' national current affairs monthly. In another successful audit, *North & South* has retained its crown as NZ's most read title in its category with 297,000 readers every month.

The latest Nielsen National Readership Survey results also show *North & South* gained the biggest growth in the Current Affairs & Business category by adding 35,000 readers every issue, compared to the same period last year.

North & South also continued its growth in circulation, up 5.2% to 33,295 copies per month, showing that New Zealanders still demand insightful reporting and great writing.

"Editor-in-Chief Sally Duggan and her team have delivered fantastic circulation and readership growth. *North & South* holds a very special place in the hearts and minds of New Zealanders, and it's incredibly satisfying to see readers respond to our ongoing investment in the best current affairs journalism.

"*North & South's* circulation and readership increase bodes well for the future of quality journalism," said ACP Magazines Group Publisher Debra Millar.

"A year ago we embarked on some changes to *North & South*. With a fresh new look and some revamped editorial offerings the magazine has gone from strength to strength as a result."

For more information, please contact:

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Sources: READERSHIP Nielsen National Readership Survey July 2007 - June 2008

Period on Period comparisons are made with the previous Nielsen National Readership Survey release for April 2007–March 2008. Year on Year comparisons are made with the Nielsen National Readership Survey July 2006 – June 2007.

CIRCULATION: NZ Audited Bureau of Circulation; total Net Circulation; January – June 2008

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, cleo.co.nz, yourhomeandgarden.co.nz and runwayreporter.co.nz.

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