



Media release

Friday 25 August 2006

ACP Media Restructures Publishing Business

ACP Media announced today the restructure of its publishing business.

Debra Millar is ACP Magazine's Group Publisher responsible for all consumer magazine titles, as well as custom publishing initiatives. In addition, Debra will now be responsible for the specialist magazine titles from within Trader Group. Rhiannon Boulton, Managing Editor of Specialist Magazines, will now report directly to Debra.

Adrian Pickstock is Trader Group's Sales Director responsible for all dealer, private and display revenue across the Trader Group portfolio of media assets. In addition, Adrian is now responsible for the Christchurch inbound call centre for regional classifieds as well as the establishment of a new national Telesales Unit to be based in Auckland. Adrian maintains advertising revenue responsibilities and is now accountable for profit management of all automotive magazines as well as our general classified papers. Adrian will report into **Malcolm Holmes** who joins ACP Media on Monday 2nd October 2006 as Commercial Director.

An announcement regarding **Lee Williams** and the future growth strategy of ACP Media will be made shortly.

"These publishing changes strengthen ACP Media's leading magazine market position and allow for custom-made advertising solutions as well as developing our local content platform", said ACP Media's Chief Executive Officer, Heith Mackay-Cruise.

These changes take immediate effect.

ENDS

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ACP Media

ACP Media is New Zealand's leading magazine publisher. The company's ACP Magazines division publishes some of the country's most popular magazines, including *Woman's Day*, *The Australian Women's Weekly* and *Next*, new titles *Taste* and *FQ Men*, and iconic titles such as *Metro* and *North & South*. ACP Media's Trader Group includes *Auto Trader*, *Deals On Wheels*, *Motorcycle Trader & News*, *Trade-A-Boat* and *Buy Sell & Exchange*, as well as a number of associated online services including sellmefree.co.nz and autotrader.co.nz. ACP Media's Property Magazines division publishes a range of real estate advertising titles including *Property Press* and *Real Estate* magazines. ACP Media operates a national distribution network through its division Netlink Distribution Company, which distributes publications to retailers across the country. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of Publishing and Broadcasting Limited. www.acpmedia.co.nz