



For Immediate Release

Media Release

Wednesday 21 February

***Metro* Magazine Increases Circulation**

Metro magazine increased circulation 5% in the six months to December 2006 in the latest Audit Bureau of Circulation results released today.

Metro's circulation increase caps off a significant year of activity which saw the launch of a companion website – www.metrolive.co.nz – in November. Metro's new circulation is 15,934.

"*Metro* is one of this country's most established magazine brands and it is particularly satisfying to see circulation trending up again," said ACP Magazines' Group Publisher Debra Millar. "Editor Lauren Quaintance and her team have rejuvenated the *Metro* brand in the last 12 months and these changes are clearly finding favour with readers.

"The printed monthly magazine embraces and complements the online offering on metrolive.co.nz, which allows us to engage with our readers more frequently and in new and more interactive ways," said Debra Millar.

"ACP Magazines is incredibly excited about the future direction of *Metro*, which after 25 years continues to be one of New Zealand's most innovative magazine brands."

For more information or comment, contact ACP Magazines Group Publisher, Debra Millar, (09) 308 2730 or 0275 279 755.

About Metro

Metro has a 25-year history of stellar writing and investigative journalism and an honour roll of awards for stories about everything from real estate to sport. Like Auckland, *Metro* is bold, feisty, independent, and irreverent. With its big format, beautiful photography and innovative design, it's the magazine that every style-conscious Aucklander wants on their coffee table.

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*, newer titles *Taste* and *FQMen*, 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*. 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 Digital includes a number of websites including taste.co.nz, netguide.co.nz, magshop.co.nz, sellmefree.co.nz, autotrader.co.nz and runwayreporter.co.nz. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of PBL Media Limited. www.acpmedia.co.nz