



Media Release

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Metro Magazine Goes Live

One of New Zealand's most iconic magazine titles, *Metro*, has launched its own website www.MetroLive.co.nz.

Metro magazine is the authority on Auckland and *MetroLive.co.nz* is a smart, critical guide to life in the city with stories from the magazine and web-exclusive columns by its staff writers.

The website has a comprehensive database of *Metro* restaurant and bar reviews, stories about property, shopping, travel, outdoors and a guide to cultural activities in Auckland.

Editor Lauren Quaintance said the site would have the same mix of "serious and frivolous" as the magazine. "Loyal readers will now be able to get their fix on a daily basis and new readers will be introduced to the unique brand of *Metro* humour."

With original features such as "Ask Metro" where readers can ask the magazine's staff questions about Auckland, and Live Online, a live Q & A session with a guest where readers ask the questions, *MetroLive.co.nz* will provide a forum for a conversation with readers.

The launch of *MetroLive.co.nz* broadens the portfolio of the ACP Digital division which includes sites such as runwayreporter.co.nz, taste.co.nz, and autotrader.co.nz.

"*MetroLive.co.nz* is another exciting launch from our ACP Digital division," said ACP Media CEO Heith Mackay-Cruise. "*MetroLive.co.nz* accelerates ACP Media's drive to broaden its digital activities, and is a superb example of an online and print brand working in a complementary way for both readers and advertisers alike."

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About 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 *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 Publishing and Broadcasting Limited. www.acpmedia.co.nz