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## TASTE MAGAZINE OUTPERFORMS THE MARKET

ACP Magazines' newest title **Taste** continues to deliver strong readership growth with a spectacular 26.2% increase in readership in the latest Nielsen Readership Survey results\*.

- **Taste** outperformed the market, reporting an increase of 26.2% compared to the same period last year.
- **Taste** also showed the **strongest growth of all New Zealand magazines** over the last period with a 14.9% increase in readership.
- **Taste** now reaches **154,000 food lovers** each issue.
- **Taste** has gone from strength to strength since its launch, having increased its readership compared to the previous period in 4 out of 5 readership releases.

The Food & Entertaining category performed well in the past year, growing 6.4% overall.

"**Taste** is increasingly a must-read for New Zealand foodies seeking low-effort recipes that deliver a great result," said Debra Millar, ACP Magazines' Group Publisher. "It has been a success since day one and continues to go from strength to strength."

Ends

*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](mailto: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](http://www.acpmagazines.co.nz)

