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## **THE SWEET TASTE OF SUCCESS: NZ'S FASTEST GROWING MAGAZINE**

*Taste*, ACP Magazine's innovative food title, continues to go from strength to strength increasing its readership by an outstanding 46.9% compared to the same period last year – the biggest percentage increase of any title surveyed. *Taste* now reaches 166,000 food lovers every month. Circulation has also jumped by 7.6% compared to the same period last year.

*Taste* has been an amazing success story, growing its readership by almost 50% since its launch just two years ago. The latest survey results across both readership and circulation show *Taste* achieving new highs on both counts.

"*Taste* magazine has been a stellar performer for ACP Magazines since its launch in August 2005. It's a great example of the right magazine at the right time," said ACP Magazines Group Publisher Debra Millar.

"We're thrilled with *Taste's* circulation and readership performance. To boast the fastest growth of any magazine in the past 12 months is a fantastic result.

"We have built a healthy monthly circulation of 32,150 in a relatively short period of time. Clearly *Taste* hits the spot with New Zealanders seeking fantastic every day meal solutions."

### **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)

*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](http://taste.co.nz), [cleo.co.nz](http://cleo.co.nz), [yourhomeandgarden.co.nz](http://yourhomeandgarden.co.nz) and [runwayreporter.co.nz](http://runwayreporter.co.nz).