

FARM TRADER

NEW ZEALAND'S FARM EQUIPMENT MARKETPLACE

QUICK FACTS

| | |
|---------------------|------------|
| Readership: | 92,000* |
| Circulation: | 7,390** |
| Cover Price: | NZD \$4.20 |
| Frequency: | Monthly |
| Male Readers: | 74% |
| Readers Aged 15-44: | 45% |

HIGHLIGHTS

| |
|-------------------------------------|
| ❖ New Machinery & Equipment Reviews |
| ❖ Used Machinery Profiles |
| ❖ Weather |
| ❖ News & Events |
| ❖ Product & Service Reviews |
| ❖ Horticultural Equipment |
| ❖ Farm Machinery |

READER PROFILE

When it comes to the best priced and biggest range of farm machinery around the country, *Farm Trader* readers know that this publication will provide them all the information they need to know before making their purchasing decisions.

Our readers come from farming backgrounds, where incomes are based on the decisions they make and the correct information they are given. They look at *Farm Trader* to help with these decisions and to keep them informed with what's going on in the rural and farming industries today. Farm machinery is an important aspect of readers lives and time is of the essence. This is why they need a publication that will direct them to where they need to go with the least amount of fuss and the greatest amount of valuable information.

EDITORIAL PROFILE

Farm Trader is New Zealand's premier farm machinery and equipment magazine. It is the biggest buy and sell magazine for farm equipment in New Zealand with over 200 pages of equipment, products and services, news and reviews.

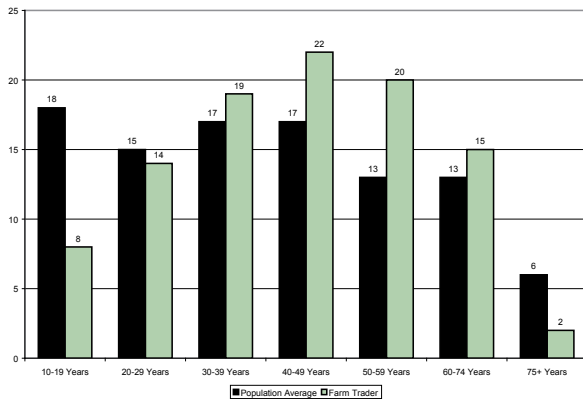
Farm Trader is constantly evolving to bring you excellent editorial and product developments creating a massive marketplace for you to be seen. *Farm Trader* reaches farm owners, farm managers and contractors responsible for making purchasing decisions.

Massive local and national readership delivered to your target market in the buying frame of mind. *Farm Trader* also produces a yearly wall planner and five targeted supplements throughout the year. *Farm Trader* provides excellent and insightful editorial on all aspects of the farming industry. Every month, *Farm Trader* advertises over 2,500 new and used tractors and equipment items for sale.

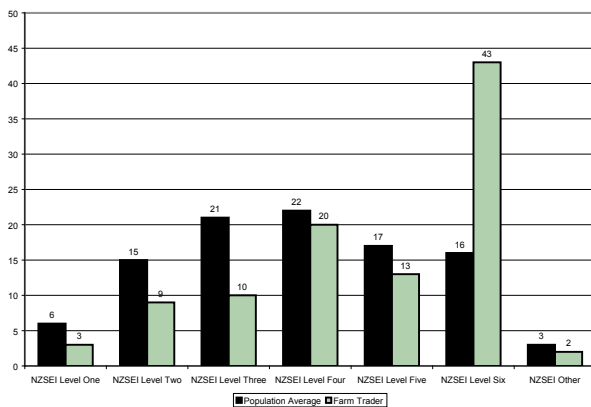
FARM TRADER

NEW ZEALAND'S FARM EQUIPMENT MARKETPLACE

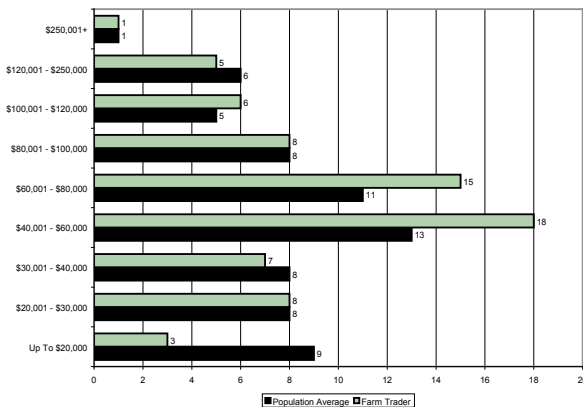
AGE PROFILE %



SOCIO PROFILE %



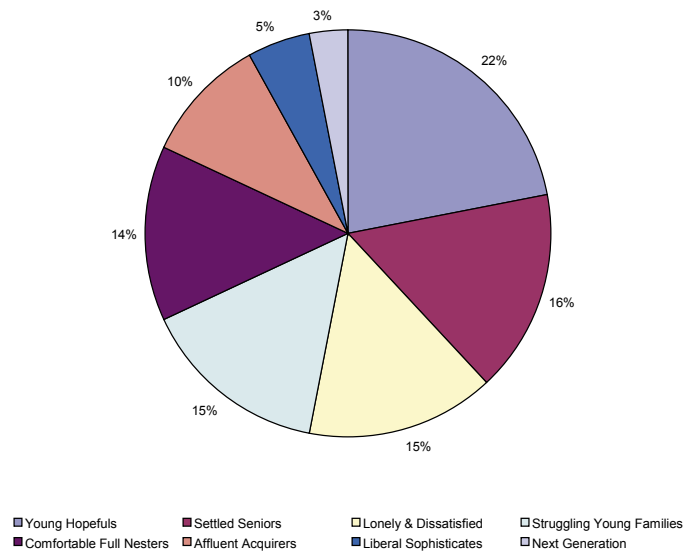
HOUSEHOLD INCOME %¹



REGIONAL BREAKDOWN

| | |
|----------------|----------------|
| ❖ Auckland | 7% of readers |
| ❖ Wellington | 2% of readers |
| ❖ Christchurch | 2% of readers |
| ❖ Dunedin | 1% of readers |
| ❖ Hamilton | 3% of readers |
| ❖ Other | 85% of readers |

READERSHIP TAGS



COST PER THOUSAND (FP GLOSS RATE)

| | |
|---------------|---------|
| ❖ Farm Trader | \$19.08 |
|---------------|---------|

www.farmtrader.co.nz

| | |
|--------------------------------------|---------|
| ❖ Average unique users per month | 4,311* |
| ❖ Average page impressions per month | 87,123* |

Farm Trader's associated website, www.farmtrader.co.nz is NZ's #1 farming website covering new and used machinery and equipment, rentals, jobs and livestock.

¹ Does not include refused/not specified/does not know

Source for all charts: Nielsen Media Research NRS (Jan 2005 - Dec 2005)

* Nielsen//NetRatings, February 2006