



Media Release
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For Immediate Release

ACP Magazines Titles Post Strong Readership Results

ACP Magazines, New Zealand's largest magazine publisher, saw strong readership gains on a number of titles in the latest Nielsen Research national readership results released today.

ACP Magazines' flagship weekly women's magazine, **Woman's Day**, increased readership by 4% year on year to 899,000. *Woman's Day* gained an extra 31,000 readers each week and performed ahead of the highly competitive weekly women's market.

"The *Woman's Day* brand continues to grow from strength to strength and this latest readership increase reflects that," said ACP Magazines' Group Publisher Debra Millar.

Fashion Quarterly also asserted its dominance as New Zealand's most read fashion magazine, growing its readership by 8% to 222,000, its highest in seven years.

"*Fashion Quarterly* is an iconic magazine and the undisputed leader in the premium fashion category," said Debra Millar. "This latest readership increase reinforces *Fashion Quarterly's* market leading position."

ACP Magazines' newest magazine, the monthly food title **Taste**, posted its first readership audit of 112,000 for the 12 months to December.

"We launched *Taste* in August 2005 confident that this brand would quickly establish a strong position in the competitive food category. This is a fantastic readership result after such a short time in the market and testament to *Taste's* enthusiastic following," said Debra Millar.

The Air New Zealand inflight magazine, relaunched this month as **Kia Ora**, continued its impressive readership growth with a 9% increase year on year to 291,000 readers. This was the sixth consecutive readership increase since ACP Magazines took over publishing the magazine in April 2004.

In other standout performances, **North & South** magazine assumed the position as the country's most read current affairs magazine with 297,000 readers.

ACP Magazines' specialist titles also performed strongly with **Farm Trader** increasing its readership by 13% year on year, **NZ Motorcycle Trader & News** growing its readership by 18% and **NZ Motorhomes, Caravans & Destinations** (launched in 2005) posting a 15% increase in readership. "The increases on these titles reinforce that magazines play an important role still in attracting a growing number of readers to the buying and selling category," said Debra Millar.

“ACP Magazines reach 2.1 million New Zealanders and the latest readership results show that our titles continue to engage and entertain Kiwis in growing numbers.”

For more information or comment, contact ACP Magazines Group Publisher Debra Millar (09) 308 2730 or 0275 279 7559.

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