



Media Release

Tuesday 23 January, 2007

Air New Zealand's inflight magazine has been renamed KiaOra

From February, the magazine – previously known as Air New Zealand magazine – will carry a new 'KiaOra' masthead, as part of an overall redesign to fit in with the airline's refreshed brand direction.

The name change and redesign were the result of a combined effort by staff at Air New Zealand and ACP Magazines, who have custom-published the title for almost three years. The magazine's new look was designed to reflect a friendly, relaxed and more colloquial Kiwi flavour, with a fresh and contemporary feel.

"We liked 'KiaOra' as a title because of its warm, relaxed and welcoming meaning in Maori," said Air New Zealand General Manager Marketing Steve Bayliss. "It recognises our country's heritage and embraces Air New Zealand's friendly and hospitable culture."

Other changes to the magazine include bold section title pages, a fresh colour palette and new editorial features including interviews with prominent Kiwis about their travel secrets, and profiles of small New Zealand towns.

ACP Magazine's editorial director in charge of custom publishing, Sally Duggan, said the ACP team was thrilled with the revamp, which delivers plenty of fresh new features for readers as well as better matching the airline's brand image: "Custom-published magazines need to deliver on two fronts -- to reader, of course, but also to the client. KiaOra magazine does the job brilliantly."

The magazine has prospered since it became part of the ACP Magazine stable, posting readership growth of more than 50 per cent over the period from April 2004 to mid 2006. Current readership is 279,000.* Every month 65,000 copies of the magazine are distributed on Air New Zealand flights. ACP Magazines also publishes Air New Zealand's entertainment magazine, a monthly 24-page guide to the airlines inflight entertainment options.

Other ACP custom published magazines include the bimonthly parenting title, Little Treasures magazine and the New Zealand Rugby Football Union's test match programmes.

For further information on KiaOra magazine or contract publishing contact Sally Duggan on 09 308 2791

* Nielsen Media Research National Readership Survey (Jul 05 – Jun 06)

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 runway reporter.co.nz. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of Publishing and Broadcasting Limited. www.acpmedia.co.nz

