



**Media Release**  
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**NZ's Rural Lifestyle Boom Moves Online with  
[www.NZLifestyleblock.co.nz](http://www.NZLifestyleblock.co.nz)**

*NZ Lifestyle Block*, the leading rural lifestyle magazine, has launched its own website – [Nzlifestyleblock.co.nz](http://Nzlifestyleblock.co.nz) - offering news, practical information, easy to follow tips and features covering every aspect of lifestyle farming.

[NZLifestyleblock.co.nz](http://NZLifestyleblock.co.nz) not only compliments the magazine, which is the authority on lifestyle farming in New Zealand, but offers a compelling online community called myblock.

Myblock is at the heart of the [NZLifestyleblock.co.nz](http://NZLifestyleblock.co.nz) website and aims to create a major online community, enabling members to run their own blogs on their lifestyle blocks, and review and post to numerous forums from the lifestyle block editorial team and members. There is also a powerful free classified listings section powered by [sellmefree.co.nz](http://sellmefree.co.nz) and the ultimate farm machinery listings service from [farmtrader.co.nz](http://farmtrader.co.nz).

"The lifestyle block sector continues to boom and the website will be a great service for current and potential lifestyle blockers to review our magazine's comprehensive archive and share information and tips online," says editor Peta Stavelli.

"I am looking forward to seeing engaging accounts from our readers about their lifestyle block and how they enjoy and run it. The best member's blog over the next three months will receive a \$1,000 cash prize."

ACP Media CEO Heith Mackay-Cruise says the new [NZLifestyleblock.co.nz](http://NZLifestyleblock.co.nz) website is another innovative launch from ACP Digital targeting a booming market. "NZLifestyleblock.co.nz further accelerates ACP Media's digital drive delivering enhanced online brand interaction for NZ Lifestyle Block readers and advertisers alike."

**ENDS**

For more information contact:

Debra Millar

Group Publisher  
ACP Magazines  
(09) 3082730

Lee Williams

ACP Digital  
General Manager  
(09) 3082804

**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](http://taste.co.nz), [netguide.co.nz](http://netguide.co.nz), [magshop.co.nz](http://magshop.co.nz), [autotrader.co.nz](http://autotrader.co.nz) and [runwayreporter.co.nz](http://runwayreporter.co.nz). ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of Publishing and Broadcasting Limited. [www.acpmedia.co.nz](http://www.acpmedia.co.nz)