

ACP MEDIA

Media release

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ACP Media acquires Runway Reporter

ACP Media announced today that it has bought New Zealand's fastest growing fashion website, Runway Reporter.

The "online home of NZ fashion," runwayreporter.co.nz, was launched in March by the well-respected fashion journalist, Stacy Gregg and advertising creative Michael Lamb. It features credible up-to-the minute fashion news and coverage, slide shows of fashion collections, a weekly newsletter to subscribers and was the appointed online partner for the recent Air New Zealand Fashion Week.

The acquisition of Runway Reporter provides ACP Magazines with an online complement to its leading women's fashion title, *Fashion Quarterly*, and quarterly men's lifestyle magazine, *FQ Men*.

Stacy Gregg will continue to edit Runway Reporter under ACP Media.

"I'm delighted that Runway Reporter is the first acquisition of our new ACP Digital division," said ACP Media CEO Heith Mackay-Cruise. "It has shown strong commercial growth within a short timeframe and we can see many opportunities to further leverage its popularity through ACP Media's online and print offerings. Runway Reporter fits with ACP Media's goal to broaden its digital activities, and it enhances our fashion and beauty offering to consumers and advertisers."

The site's founder, Stacy Gregg, said "Runway Reporter experienced a truly phenomenal response from the fashion and beauty industry from the moment it launched. We knew that a powerhouse fashion and beauty publisher like ACP Media would be able to take Runway Reporter to the next level. Runway Reporter fits perfectly within the ACP Magazines stable because their magazines understand the importance of editorial quality. I'm looking forward to joining their team."

ENDS

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