



For Immediate Release

Media Release

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***Taste* Magazine Continues Impressive Circulation Growth**

ACP Magazines' newest title, the monthly food magazine ***Taste***, grew its circulation by an impressive 27% year on year to **28,851** in the latest Audit Bureau of Circulation results released today.

Taste sold an extra 6,058 copies per month year on year, making it the sixth fastest growing magazine in the country. The ABC results were for the period July-December 2006.

Last week *Taste* posted its first readership figure of 112,000 in the Nielsen national readership survey results for the 12 months to December 2006.

"*Taste* has cemented its position as a favourite among New Zealanders who love to cook and want inspirational everyday meal ideas," said ACP Magazines' Group Publisher Debra Millar. "*Taste* puts the magic into midweek cooking with recipes and meal ideas that are uncomplicated but rewarding to cook. It offers a real point of difference to other food magazines and its continued circulation growth shows it has carved out a unique place in the competitive food category."

Taste launched in August 2005 with a complementary website and weekly email newsletter that offers recipe ideas for the week ahead as well as a print-friendly shopping list.

"When we launched *Taste* we promised advertisers a circulation of 25,000 in 12 months," said Debra Millar. "We have delivered on that promise and continue to see growth, particularly in subscription numbers which are surging ahead every month."

Taste boasts more than 13,000 paid subscribers. The *Taste* website – www.taste.co.nz – attracts 24,135* unique browsers per month and the *Taste* Direct weekly email newsletter has more than 9,000 online subscribers.

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

About *Taste*

Launched in August 2005 *Taste* was targeted to meet the needs of a growing number of New Zealanders who want a practical but inspirational approach to everyday food. These buy Kiwis love to cook but do not have the time to source special ingredients or make a complicated meal. *Taste* delivers them easy-to-follow, time efficient recipes that rely on supermarket ingredients. *Taste* magazine has its own website, www.taste.co.nz. There is also a weekly email newsletter *Taste* Direct, which includes meal suggestions for the week ahead and a print-friendly shopping list.

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