AA Directions Bedding Profile

August 2009

AA Directions Magazine
Circulation and Readership Information

Current Circulation:	540,093 ABC audited (for six months ended Dec 2008)
Current Readership:	968,000 (26.3% of total population) – very high regular readership –812,000 84% people read every issue
Publishing Dates:	March, July and October

Key Features

- Equal male/female readership
- Are self-employed/top professionals/government officials/retired
- Skew to higher socio-economic levels and high income
- Have discretionary income
- Adult children
- No mortgage – 45% of regular readers, that's 55% more likely than the total population
- High income
- 17% of regular readers have bought a car in the past year, that's 7% more likely than the total population
- Key strength = Baby Boomers
- Are high grocery spenders
- Spend lots of time on home improvements, gardening, redecorating, etc
- Travel as frequently as possible – 38% of regular readers traveled overseas last year, that's 23% more likely than the total population

Source: Nielsen National Readership Survey; April 08- March 09

Nielsen National Readership Survey

To be read as follows: 189,000 people aged between 40-49 years read AA Directions, that is 19.5% of the total readership group (968,000 people) and 40-49 year olds are 13% more likely to read AA Directions than the average population

Category	Target	000's	%	Population Index
Age	30-39 Years	118	12.2	78
	40-49 Years	189	19.5	113
	50-59 Years	183	18.9	138
	60+ Years	355	36.7	177
Personal Income	$40,001 - $50,000	84	8.6	103
	$50,001 - $60,000	66	6.8	120
	More Than $80,000	94	9.7	161
Household Income	$60,001 - $80,000	107	11	94
	$80,001 - $100,000	116	12	117
	$100,001 - $120,000	88	9.1	116
	$120,000 +	153	15.9	131
Occupation	Professional/Senior Govt Official	51	5.3	162
	Business Manager Or Executive	53	5.5	129
	Farmer Owner /Manager	29	3	130
	Business Proprietor/Self Employed	104	10.8	133
Activities last month	Dined At A Restaurant/Brasserie	490	50.6	120
	Had Wine With Meal	506	52.3	137
	Home Improvements Or Alterations	131	13.6	114
	Gone Theatre/Classical Concerts	41	4.2	132
	Visited An Art Gallery Or Museum	100	10.3	127
Liquor drunk	Drink Beer	541	55.9	111
	Wine	622	64.3	128
	Spirits	523	54.1	111

Source: Nielsen National Readership Survey; April 08- March 09

AA Directions

New Zealand's Highest Circulating Magazine - On Average 540,000 Plastic wrapped copies personally addressed to 740,000 people!

A copy of each average Issue is sent to **540,000** households

Addressed to the main (master) AA member
E.g. To Mr. Jones

Addressed to the main (master) AA member and Associate member (170,000 avg.)
E.g. To Mr. Jones
Mrs. Jones

Addressed to the main (master) AA member, Associate member and any additional members (30,000 avg.)
E.g. To Mr. Jones
Mrs. Jones
Master Jones
Miss Jones

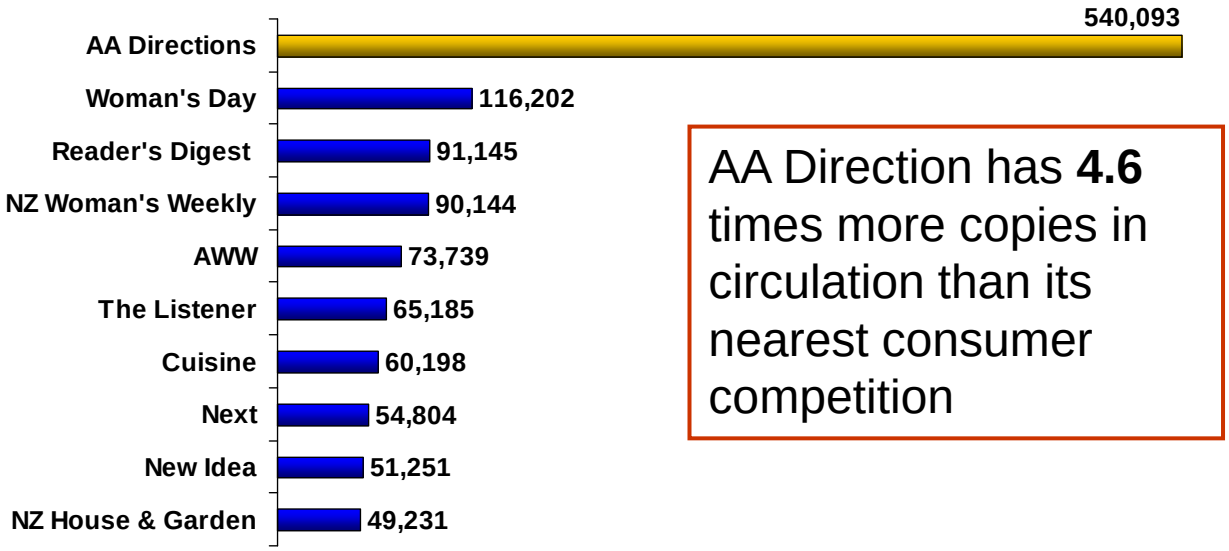
HARD WORKING UNDUPLICATED CIRCULATION

Each copy of each average issue reaches 740,000 New Zealanders via a personalised addressed label

Source: The New Zealand Automobile Association Incorporated, Average Circulation of AA Directions magazine

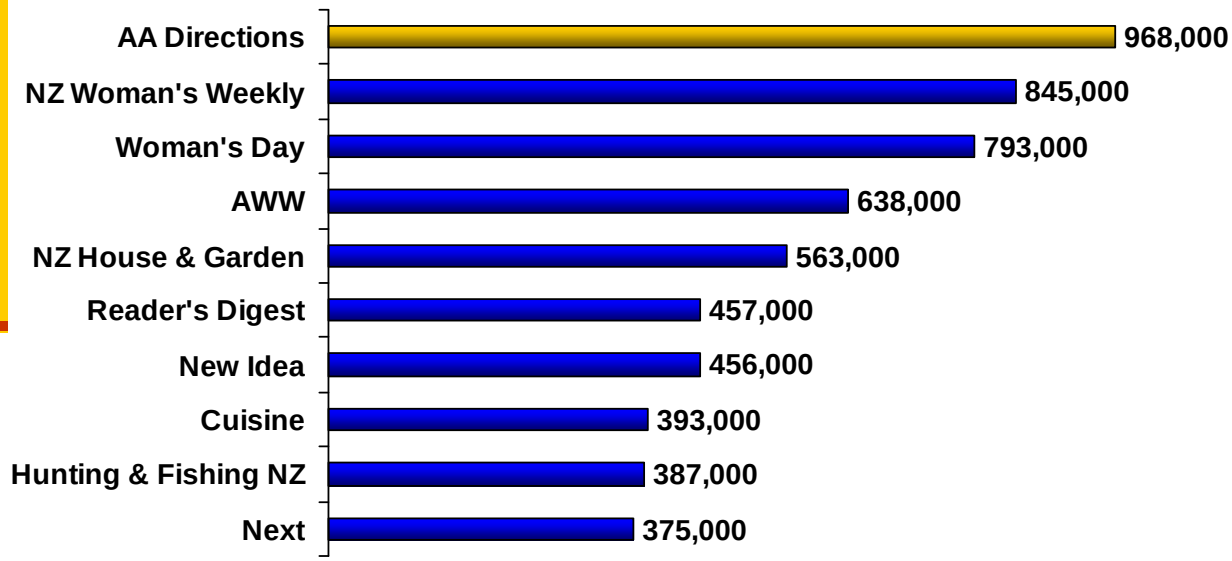
Circulation / Readership
AA Directions and the Consumer Magazine Market

Top 10 Consumer Titles - Circulation



AA Direction has **4.6** times more copies in circulation than its nearest consumer competition

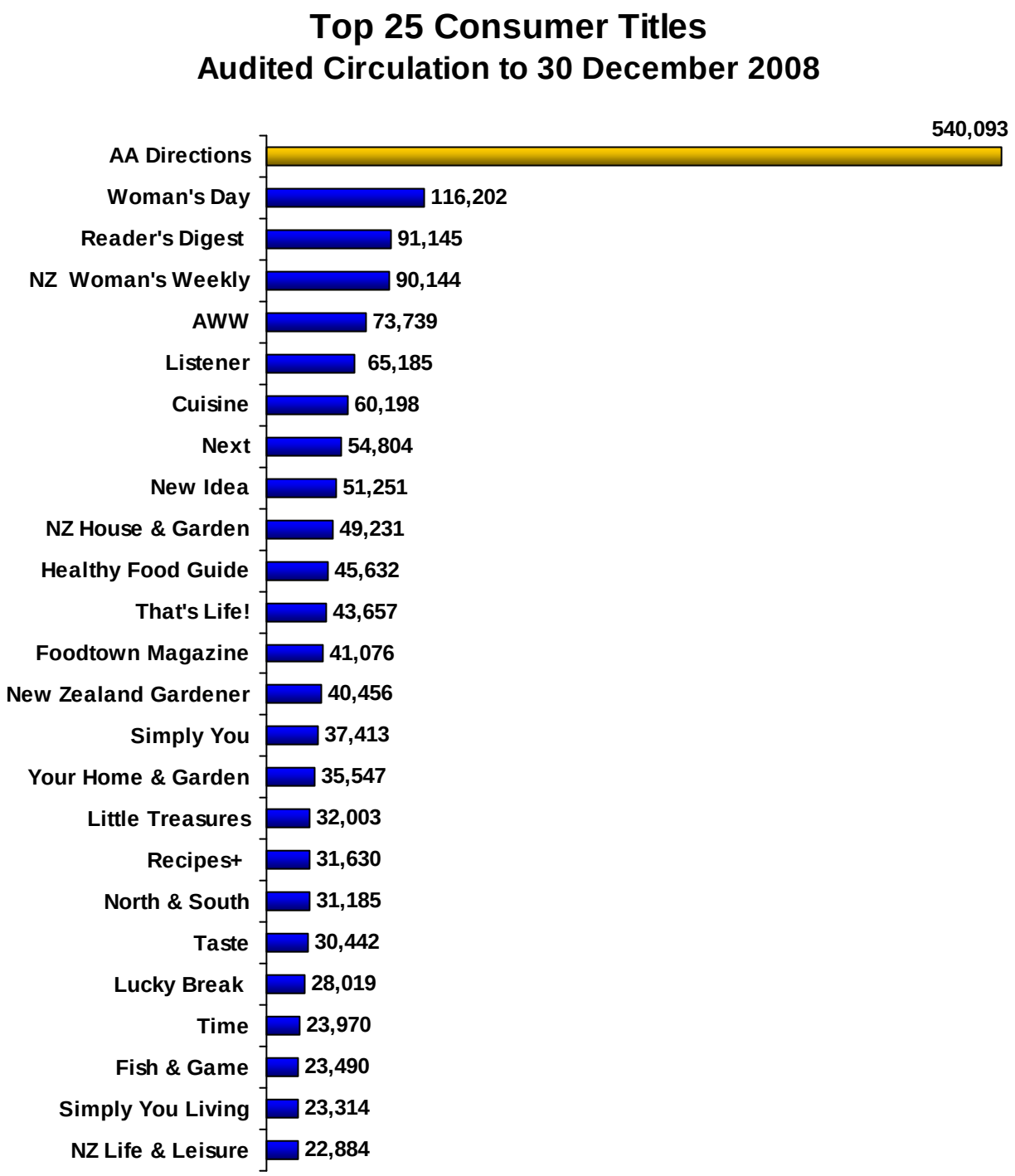
Top 10 Consumer Titles - Readership



- **AA Directions has 78% more readers than the average readership of the other Top 10 consumer titles.**

Source: Audited Bureau of Circulation Total Net Circulation Dec 2008;
Nielsen National Readership Survey Apr 08- Mar 09; Does not include listings titles such as Skywatch and TV Guide

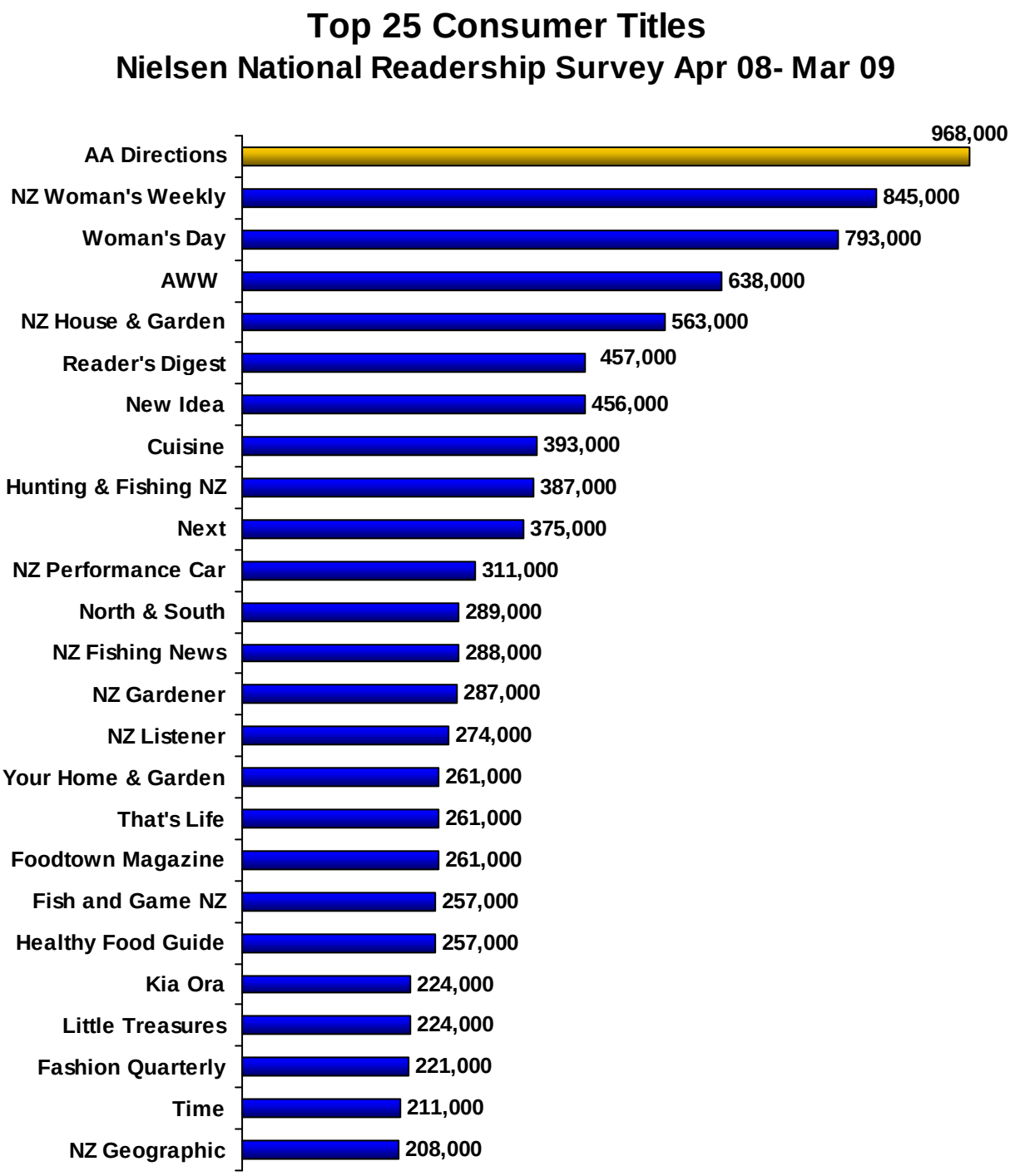
AA Directions and Circulation



- AA Directions has a circulation of 540,093 copies, 4.6 times as many as its nearest rival

Source: Audited Bureau of Circulation Total Net Circulation Dec 2008;
Does not include listings titles such as Skywatch and TV Guide

AA Directions and Readership

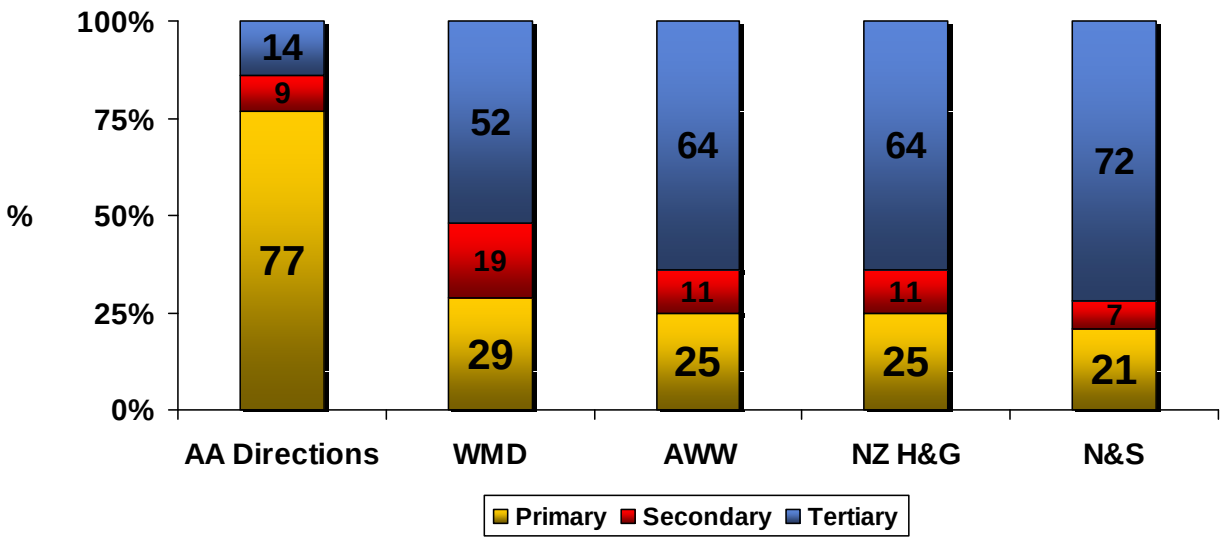


- AA Directions is the Number One consumer read title.

Source: Nielsen National Readership Survey; April 08- March 09
Does not include listings titles such as Skywatch and TV Guide

Extremely Loyal AA Directions Readers

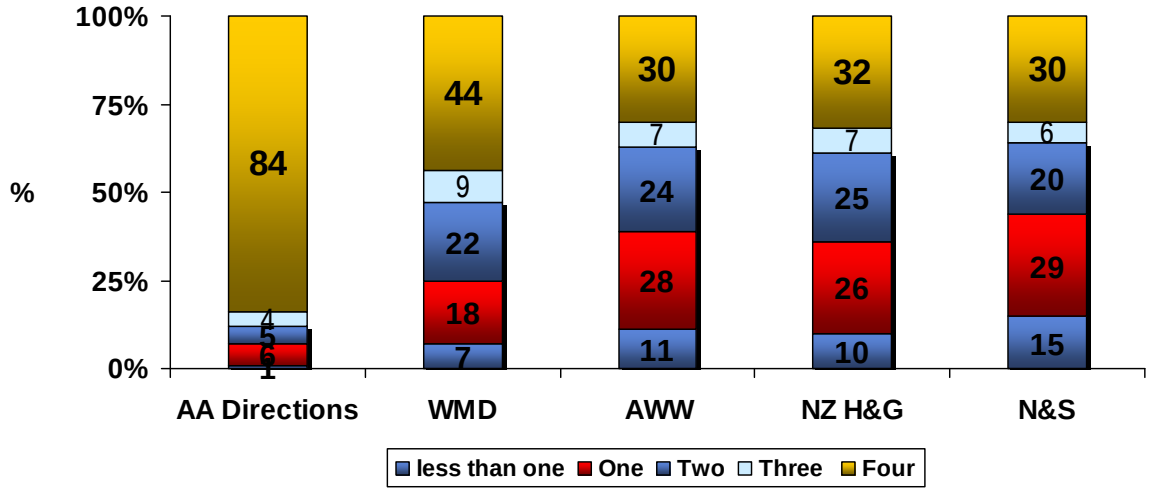
Source of Copy



Source of Copy Definitions	
Primary:	Bought/obtained by me for me
Secondary:	Given to me by the person who bought the magazine
Tertiary:	Sourced the copy from another source e.g. a waiting room

- 743,000 or 77% of AA Directions readers are primary readers, ie. have obtained the copy for their own use.

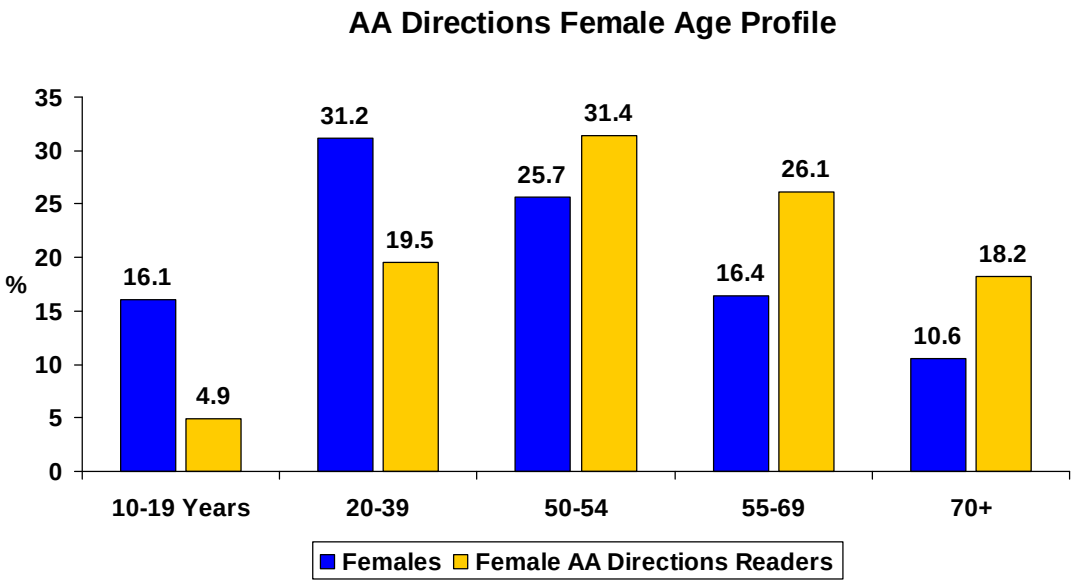
Frequency of reading



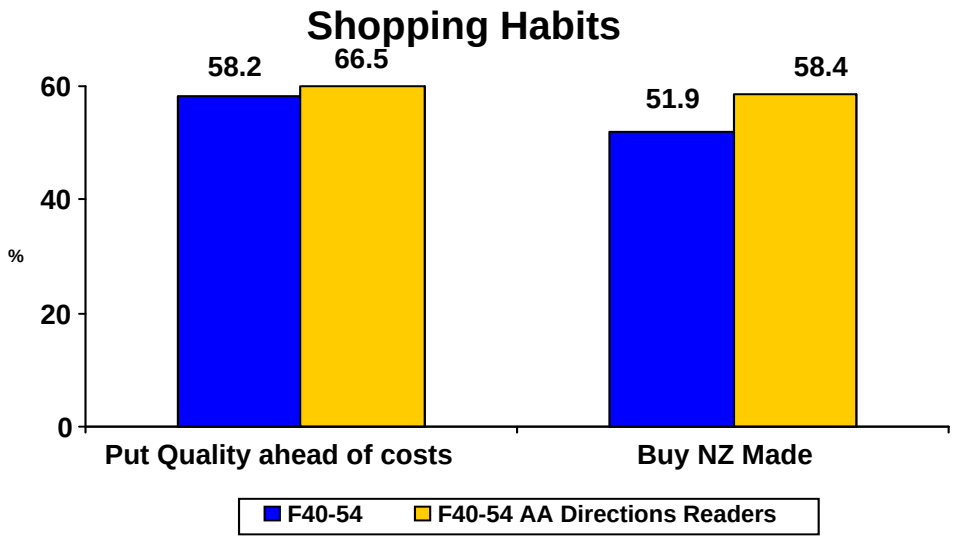
- A MASSIVE 812,000 or 84% of AA Directions readers read the last four out of four issues.

Source: Nielsen National Readership Survey; April 08- March 09

AA Directions – Target Audience



- 153,000 or 31.4% of female AA Directions readers are aged 40-54, that's 22% more likely than all females.

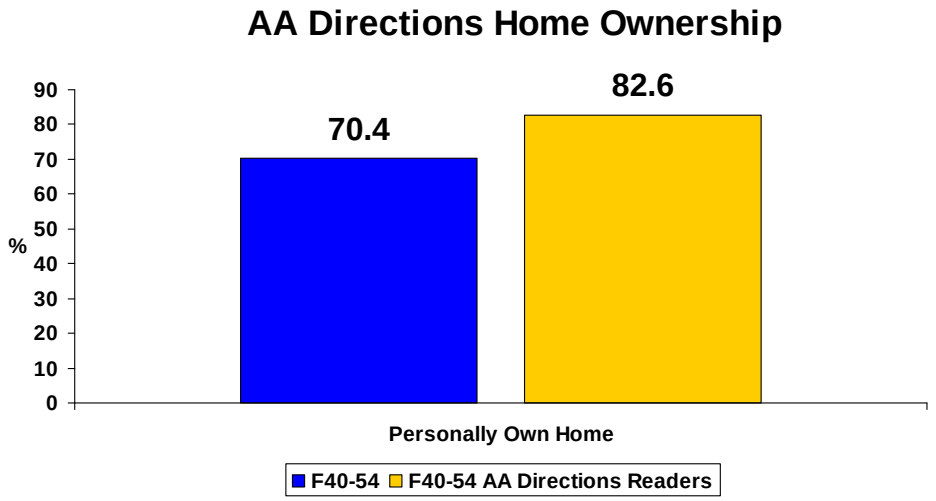


- 101,000 or 66.5% of female AA Directions readers aged 40-54 put quality ahead of costs, that's 14% more likely than all females aged 40-54

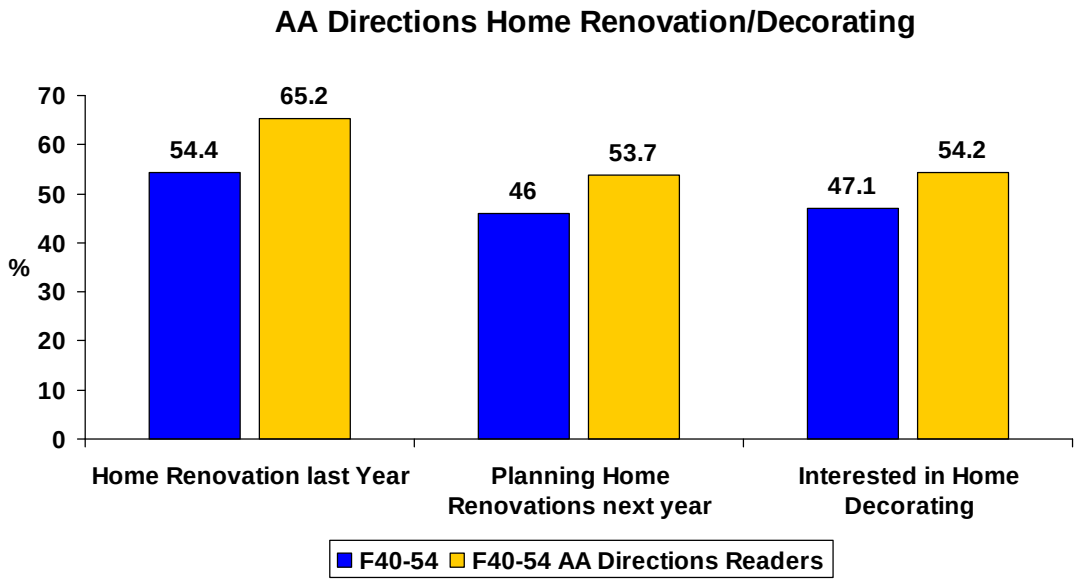
- 89,000 or 58.4% of female AA Directions readers aged 40-54 buy NZ made, that's 12% more likely than all females aged 40-54

Source: Nielsen National Readership Survey; April 08- March 09

AA Directions – Homes



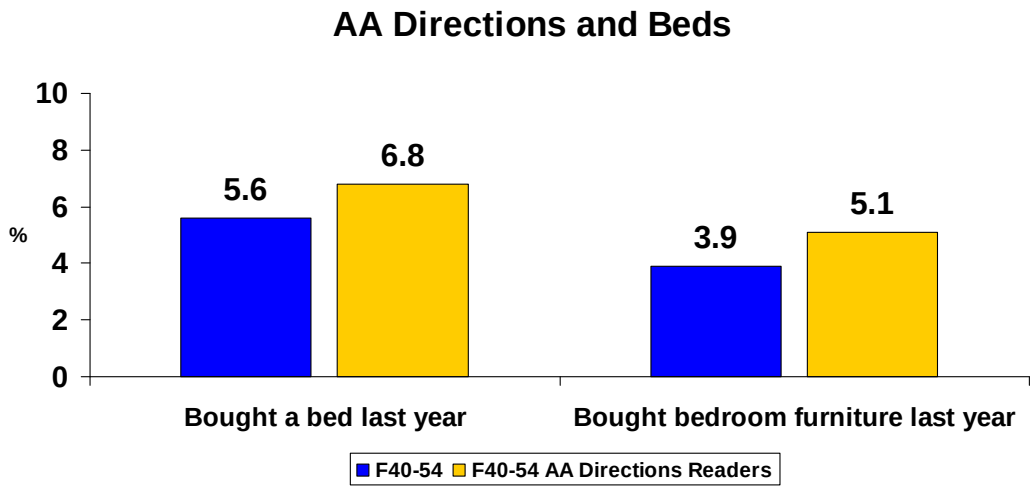
•126,000 or 82.6% of female AA Directions readers are aged 40-54, that's17% more likely than all females ages 40-54



- 100,000 or 65.2% of female AA Directions readers aged 40-54 carried out home renovations last year, that's 20% more likely than all females aged 40-54.
- 82,000 or 53.7% of female AA Directions readers aged 40-54 are planning to carry out home renovations next year, that's17% more likely than all females aged 40-54
- 83,000 or 54.2% of female AA Directions readers aged 40-54 are interested in home decorating, that's15% more likely than all females aged 40-54

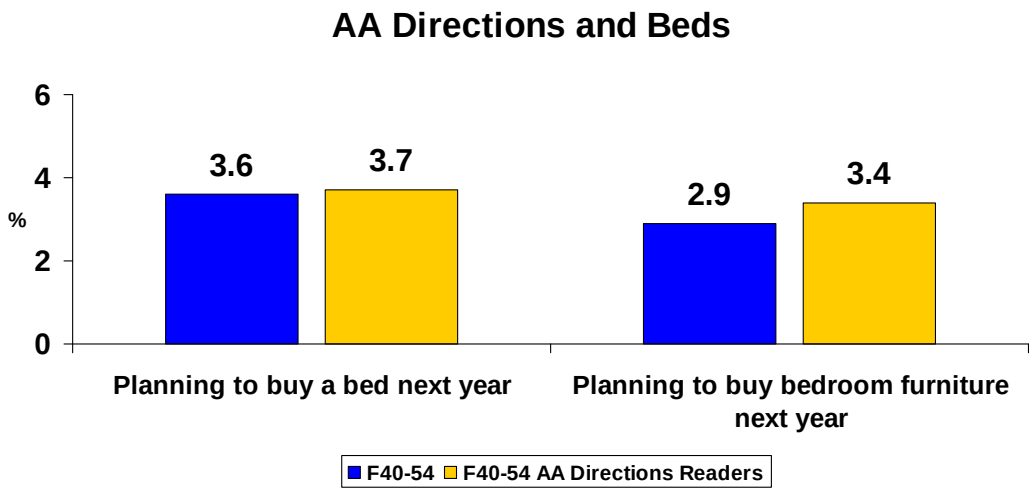
Source: Nielsen National Readership Survey; April 08- March 09

AA Directions – Bedrooms



•10,000 or 6.8% of female AA Directions readers aged 40-54 bought a bed last year, that's 21% more likely than all females aged 40-54

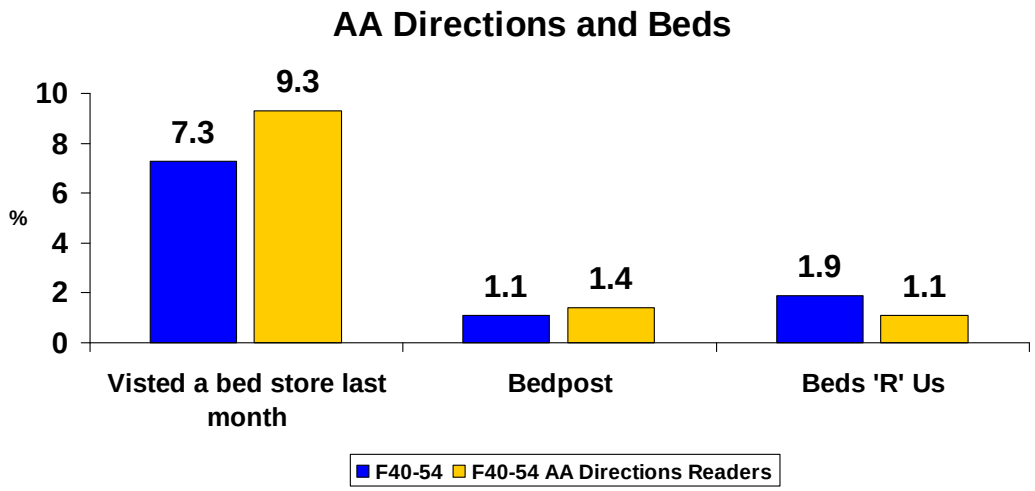
•8,000 or 5.1% of female AA Directions readers aged 40-54 bought bedroom furniture last year, that's 30% more likely than all females aged 40-54



- 6,000 or 3.7% of female AA Directions readers aged 40-54 are planning to buy a bed next year, that's 2% more likely than all females aged 40-54
- 5,000 or 3.4% of female AA Directions readers aged 40-54 are planning to buy bedroom furniture next year, that's 17% more likely than all females aged 40-54.

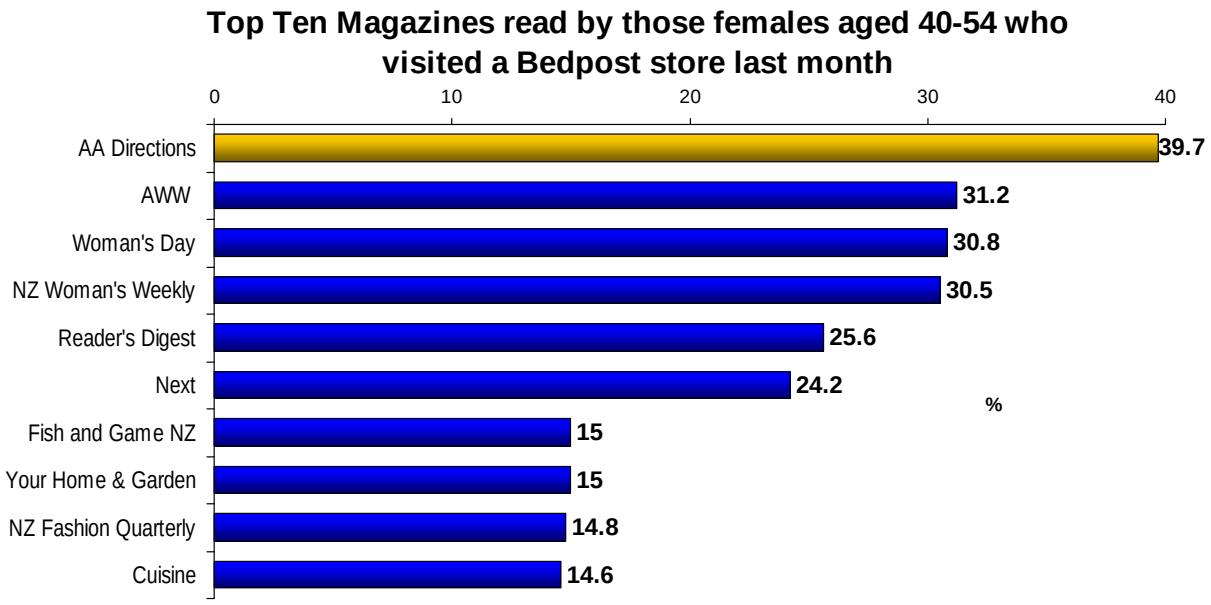
Source: Nielsen National Readership Survey; April 08- March 09

AA Directions – Bedrooms



•14,000 or 9.3% of female AA Directions readers aged 40-54 visited a bed store last month, that's 27% more likely than all females aged 40-54

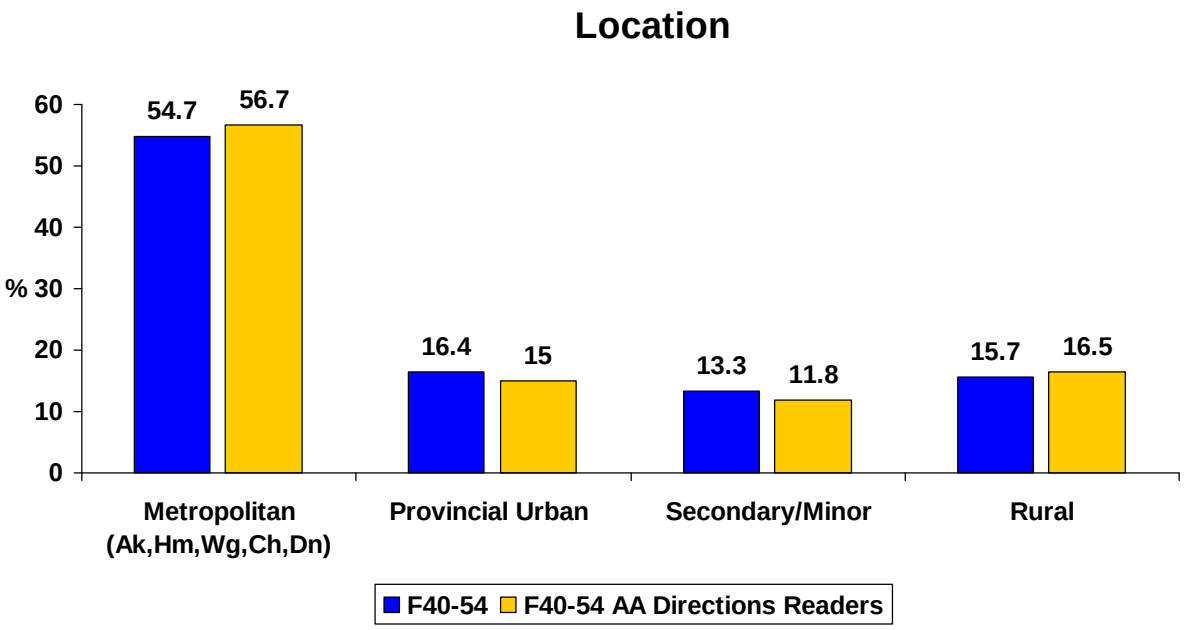
•2,000 or 1.4% of female AA Directions readers aged 40-54 visited a bed store last month, that's 26% more likely than all females aged 40-54



Source: Nielsen National Readership Survey; April 08- March 09

AA Directions – Location

Area	Percentage of Target Audience (F40-54) that read AA Directions
Auckland	33.0%
Waikato	19.8%
Bay Of Plenty	28.6%
Taranaki	47.1%
Hawkes Bay	28.0%
Manawatu	27.4%
Wellington	33.0%
Canterbury	33.3%
Otago	34.7%
Southland	42.4%



•86,000 or 56.7% of female AA Directions readers aged 40-54 live in metropolitan NZ, that's 7% more likely than all females aged 40-54

Source: Nielsen National Readership Survey; April 08- March 09