

# AA Directions

## Boating Profile



March 2009



# AA Directions Magazine

## Circulation and Readership Information

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Current Circulation: 540,093 ABC audited (for six months ended Dec 2008)  
Current Readership: 955,000 (26.2% of total population) – very high regular readership – 803,000 84% people read every issue  
Publishing Dates: Quarterly – March, June, August and November

### 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 – 47% of regular readers, that's 57% more likely than the total population
- High income
- 18% of regular readers have bought a car in the past year
- 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 travelled overseas last year, that's 17% more likely than the total population

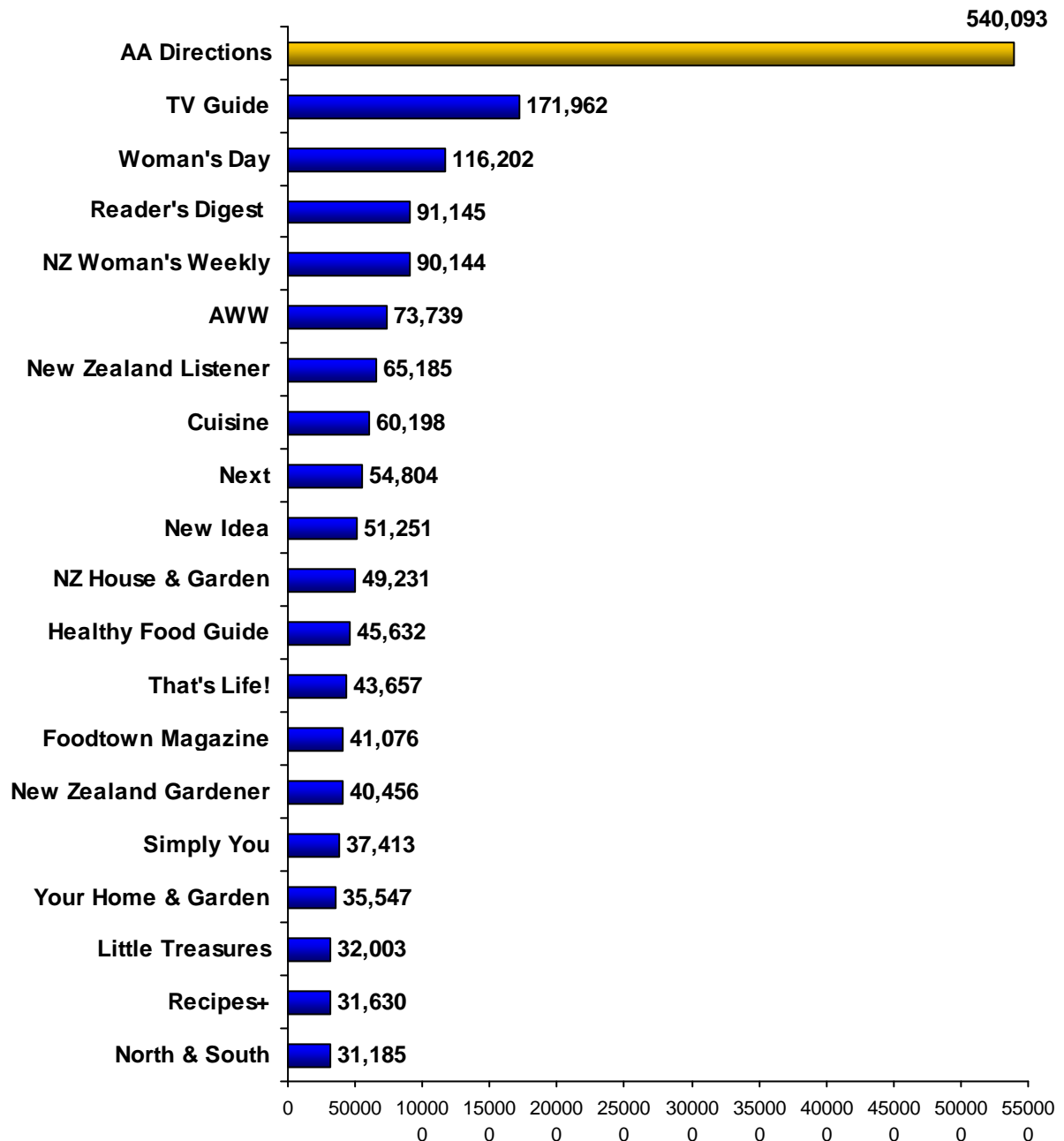
# Nielsen National Readership Survey

To be read as follows: 193,000 people aged between 40-49 years read AA Directions, that is 20.2% of the total readership group (955,000 people) and 40-49 year olds are 16% more likely to read AA Directions than the average population

Category	Target	000's	%	Population Index
Age	30-39 Years	122	12.8	79
	40-49 Years	193	20.2	116
	50-59 Years	177	18.6	137
	60+ Years	340	35.7	175
Personal Income	\$40,001 - \$50,000	88	9.2	107
	\$50,001 - \$60,000	66	7	123
	\$60,001 - \$80,000	81	8.5	142
	More Than \$80,000	85	8.9	155
Household Income	\$60,001 - \$80,000	109	11.5	96
	\$80,001 - \$100,000	113	11.9	113
	\$100,001 - \$120,000	87	9.1	114
	\$120,000 +	142	14.9	128
Occupation	Professional/Senior Govt Official	48	5	164
	Business Manager Or Executive	49	5.1	123
	Farmer Owner /Manager	29	3	135
	Business Proprietor/Self Employed	106	11.1	136
Activities last month	Dined At A Restaurant/Brasserie	494	51.8	121
	Had Wine With Meal	501	52.4	138
	Home Improvements Or Alterations	128	13.4	112
	Gone Theatre/Classical Concerts	39	4	128
Liquor drunk	Visited An Art Gallery Or Museum	92	9.7	120
	Beer	529	55.5	110
	Wine	615	64.4	126
	Spirits	518	54.2	111

# AA Directions and the Magazine Market

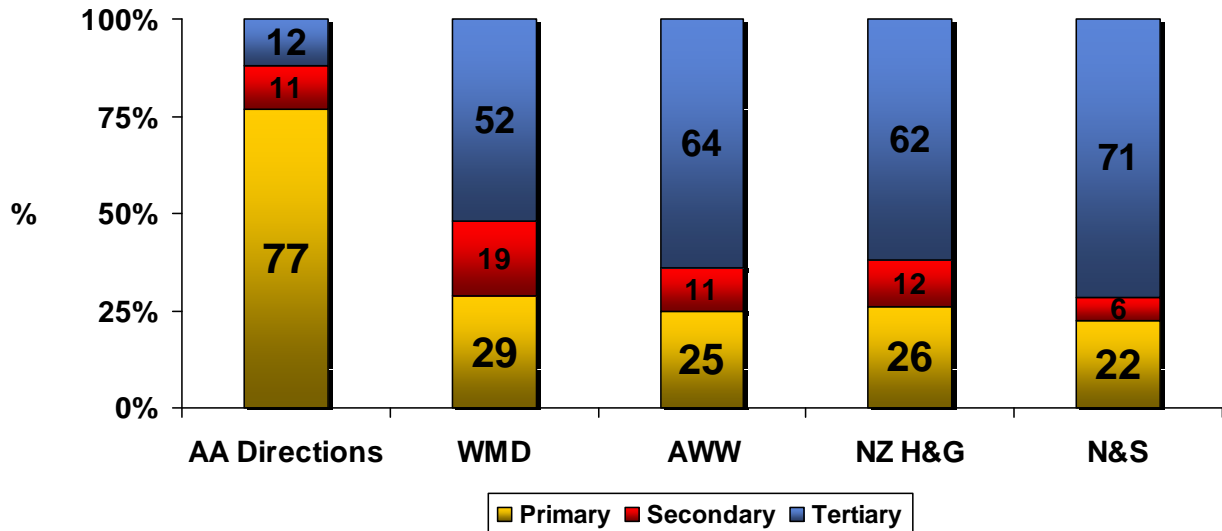
**Top 20 Consumer Titles  
Audited Circulation to 30 December 2008**



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

# Loyal AA Directions Readers

## Source of Copy

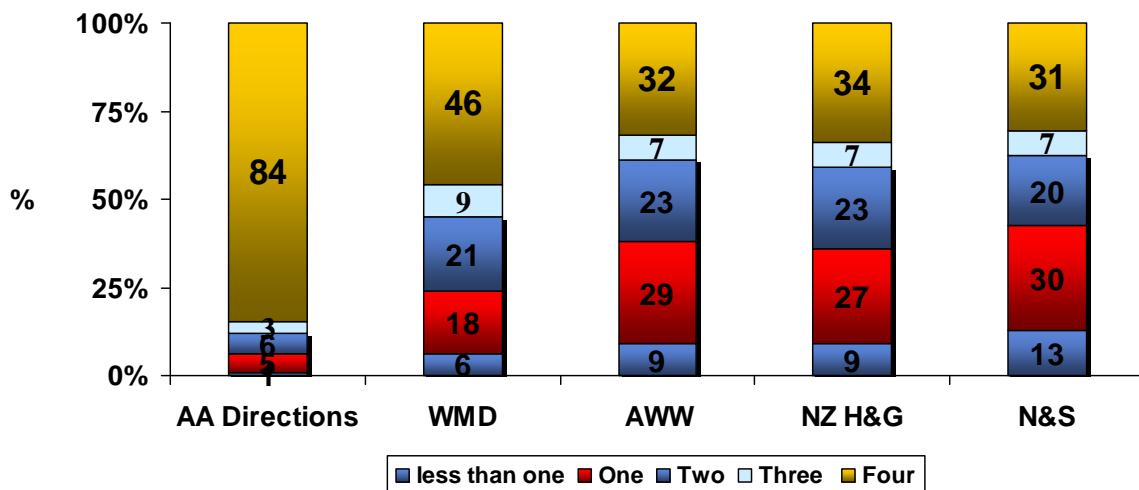


### Source of Copy Definitions

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

- 733,000 or 76.8% of AA Directions readers are primary readers, ie have obtained the copy for their own use.

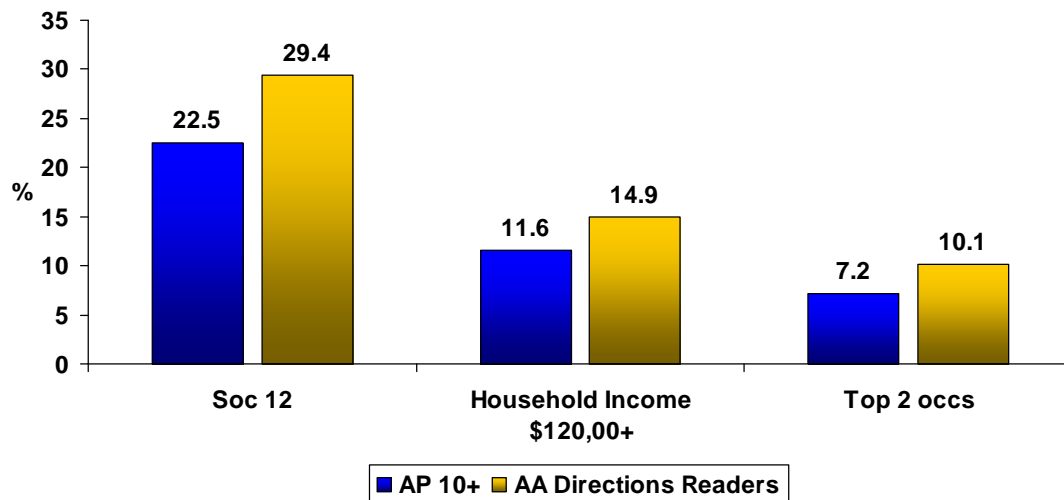
## Frequency of reading



- 803,000 or 92% of AA Directions readers read the last four out of four issues.

# AA Directions

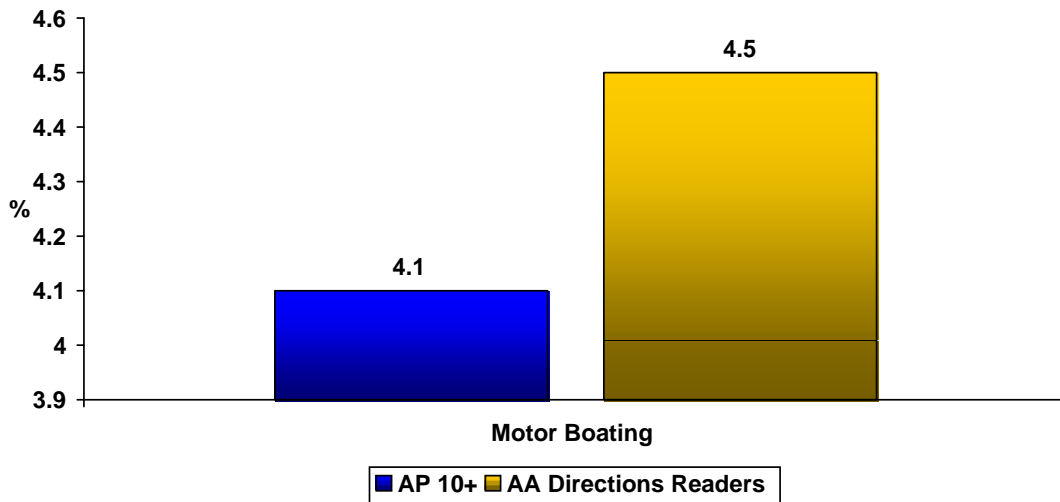
## High Value AA Directions Households



- 281,000 AA Direction readers have a socio economic rating of 1-2; that's 31% more likely than the total population
- 142,000 AA Direction readers have a household income greater than \$120,000 per annum, that's 28% more likely than the total population
- 97,000 AA Direction readers classified as the two top occupations, that's 40% more likely than the total population

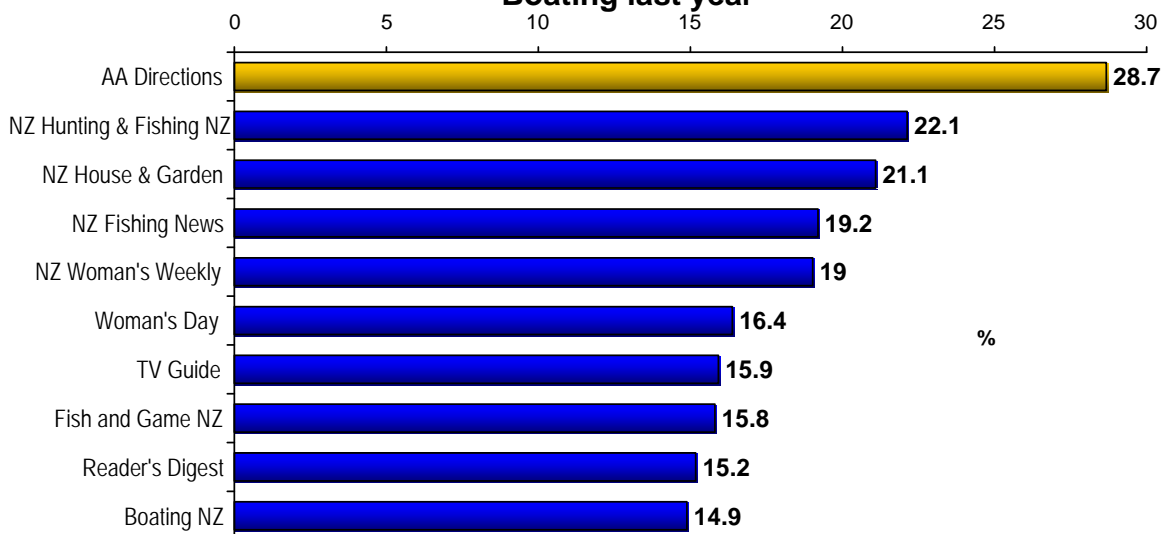
# AA Directions & Boating

Participated in Motor Boating last year



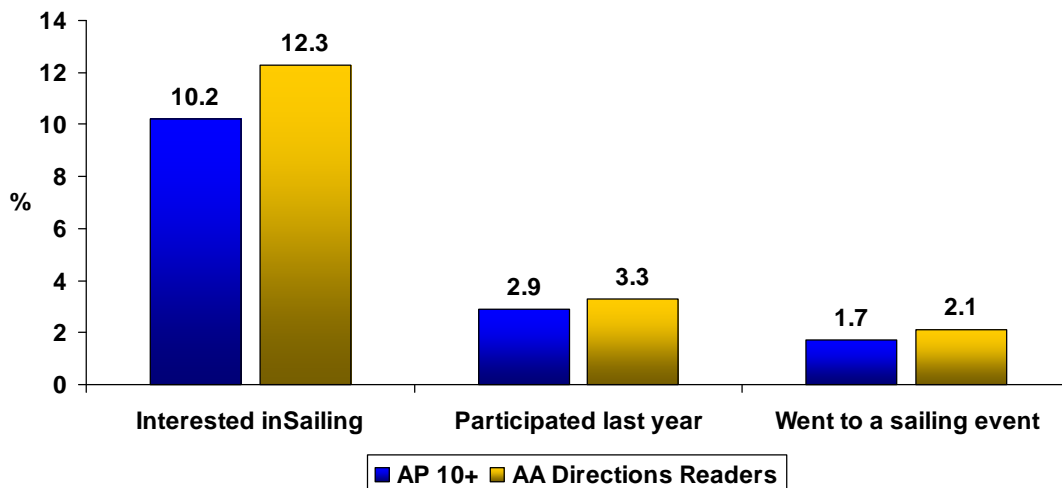
- 88,000 AA Direction readers are interested in Motor Boating,
- 24% of those interested in Motor Boating read AA Directions
- 43,000 AA Directions readers went Motor Boating last year, that's 9% more likely than the total population

Top Ten Magazines read by those who participated in Motor Boating last year



# AA Directions & Sailing

## Sailing



- 117,000 AA Directions readers are interested in sailing, that's 21% more likely than the total population
- 31,000 AA Directions readers went sailing last year, that's 14% more likely than the total population
- 20,000 AA Directions readers attended a sailing event last year, that's 21% more likely than the total population

## Top Ten Magazines read by those who participated sailing last year

