

AA Directions

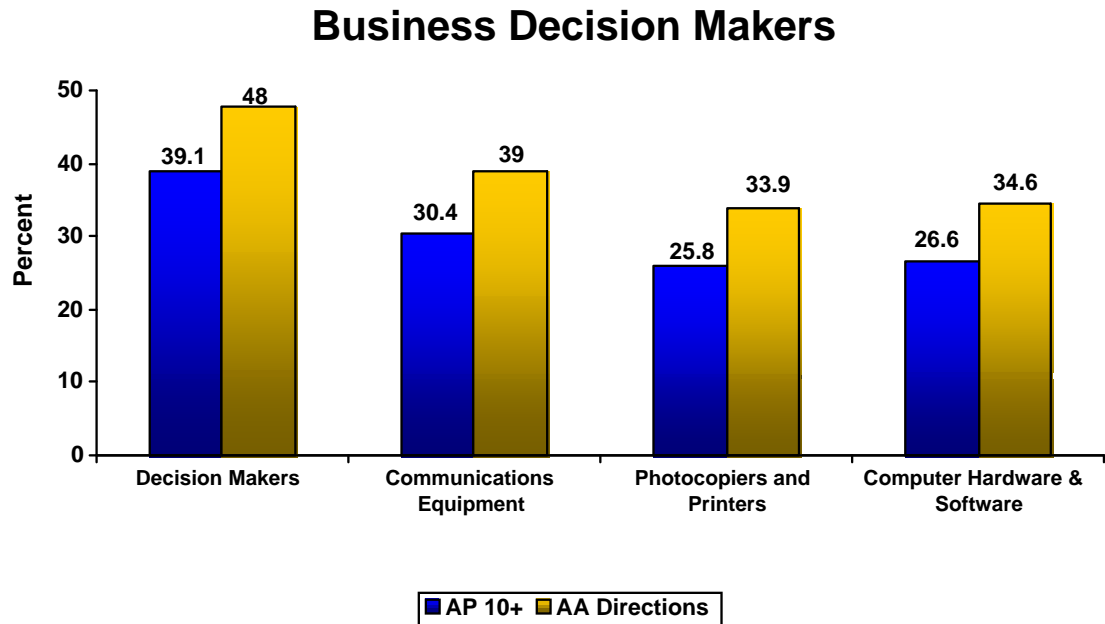
Internet / Telecommunications Profile



March 2011



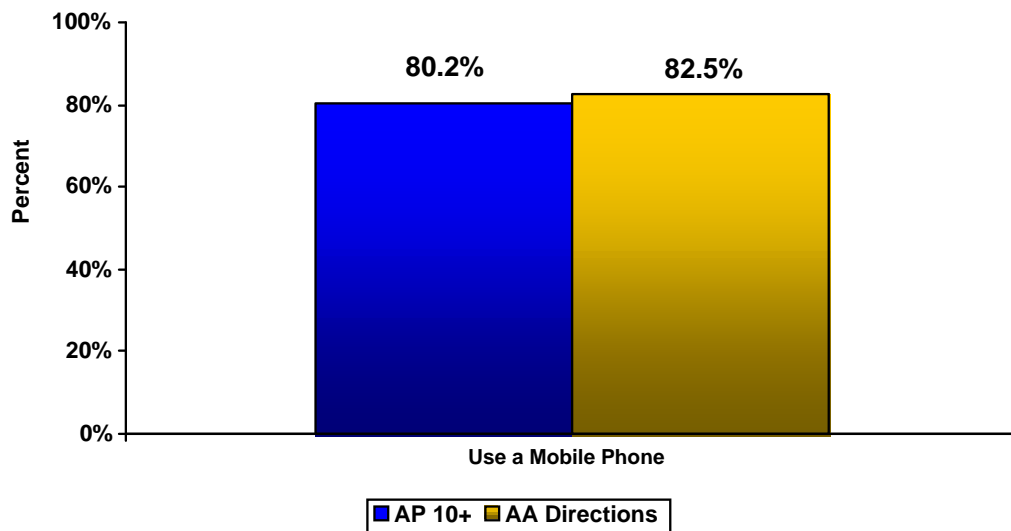
AA Directions & Business Decision Makers



- 432,000 AA Directions readers are Business Decision Makers, making recommendations for the purchase of a wide range of business products and services, that's 23% more likely than the total population
- AA Directions reaches 30% of all Business Decision Makers
- 351,000 AA Directions readers are part of the decision making process when it comes to choosing communications equipment in their business environment, that's 28% more likely than the total population
- 64,000 of all AA Directions readers are making business recommendations to the value of more than \$50,000 per year, which is more than 22% more likely than the population

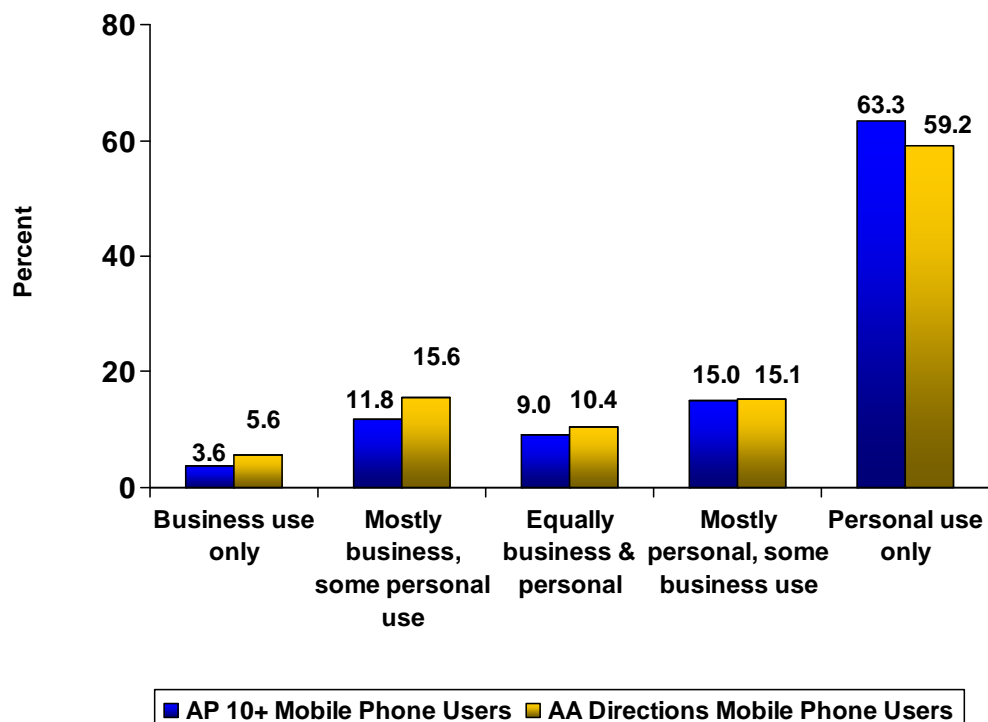
AA Directions & Mobile Phone Usage

Mobile Phone Usage



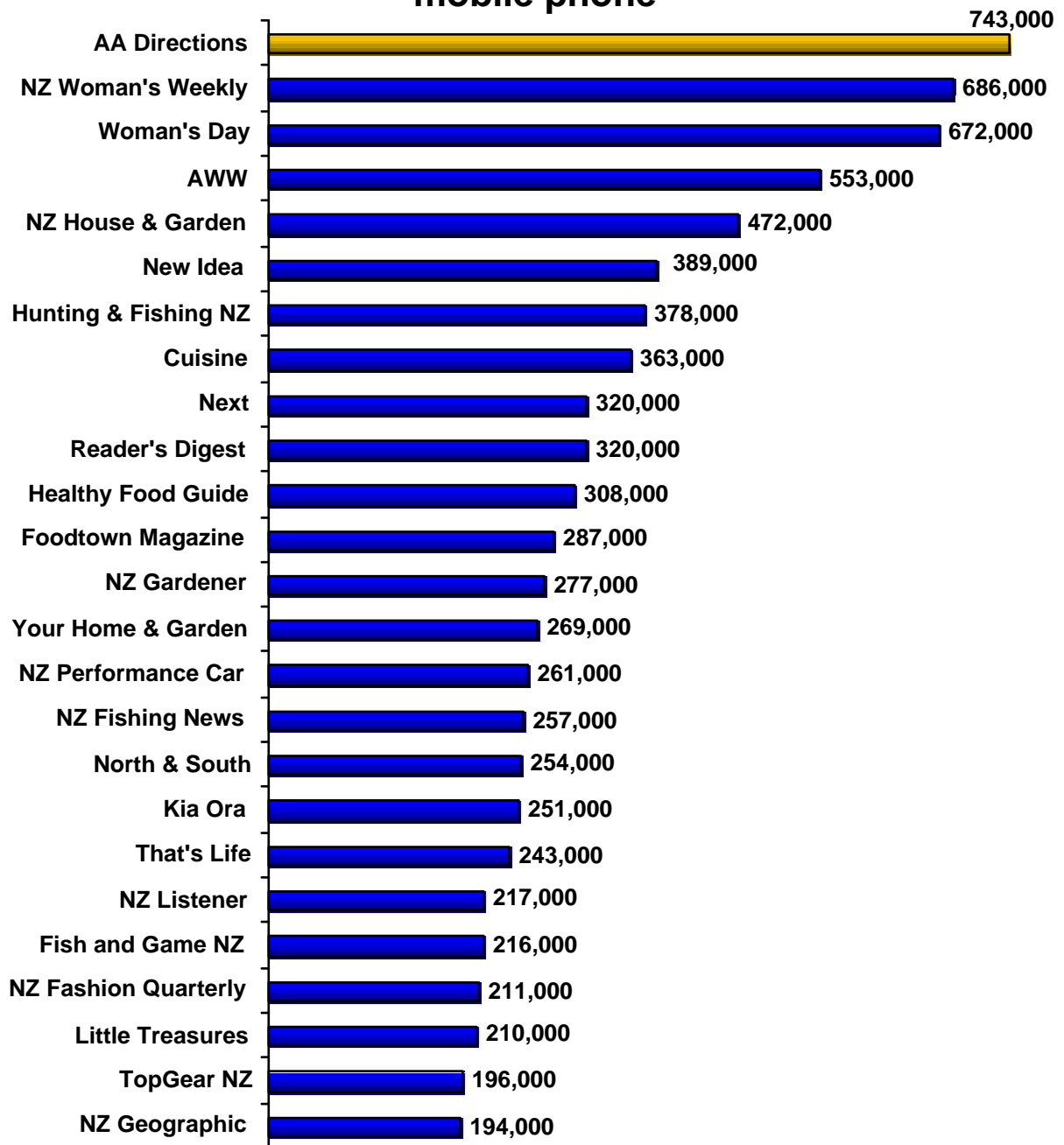
- 743,000 AA Directions readers use a mobile phone
- AA Directions readers are 3% more likely to use a mobile phone than the New Zealand population
- 158,000 AA Directions readers use a mobile phone mainly for business; that's 36% more likely than those who use a mobile phone

Reasons For Mobile Phone Usage



AA Directions and Readership

Top 25 Consumer Titles by those who have a mobile phone

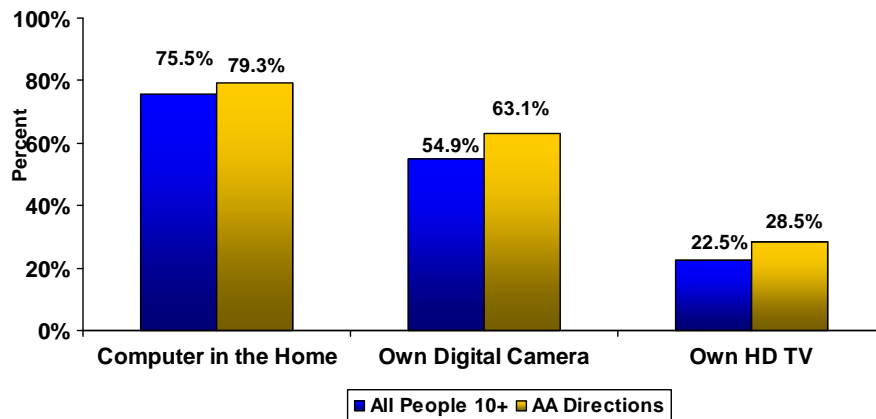


- AA Directions is the Number One consumer read title by those who have a mobile phone.

Source: Nielsen National Readership Survey; Jan –Dec 2010
Does not include listings titles such as Skywatch and TV Guide

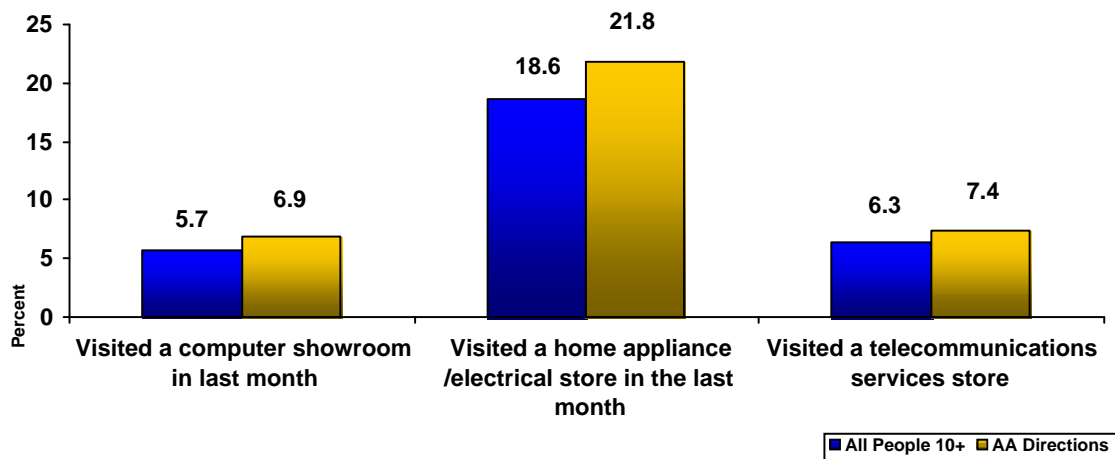
AA Directions & Technology

Technology in the home



- 715,000 AA Directions readers have a computer in their homes, which is 5% more likely than the total population
- 569,000 AA Directions readers have a digital camera in their homes, which is 15% more likely than the total population
- 257,000 AA Directions readers have a high definition TV in their homes, which is 27% more likely than the total population

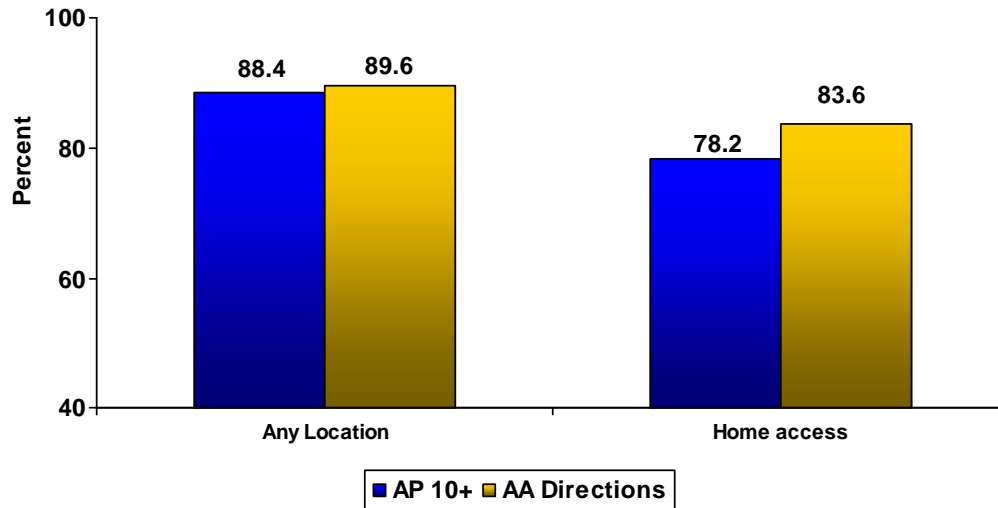
Shopping Habits



- 63,000 AA Directions readers visited a computer showroom in the last month, that's 22% more likely than the total population
- 196,000 AA Directions readers visited a home appliance/electrical store in the last month, that's 17% more likely than the total population
- 66,000 AA Directions readers visited a telecommunications store in the last month, that's 17% more likely than the total population

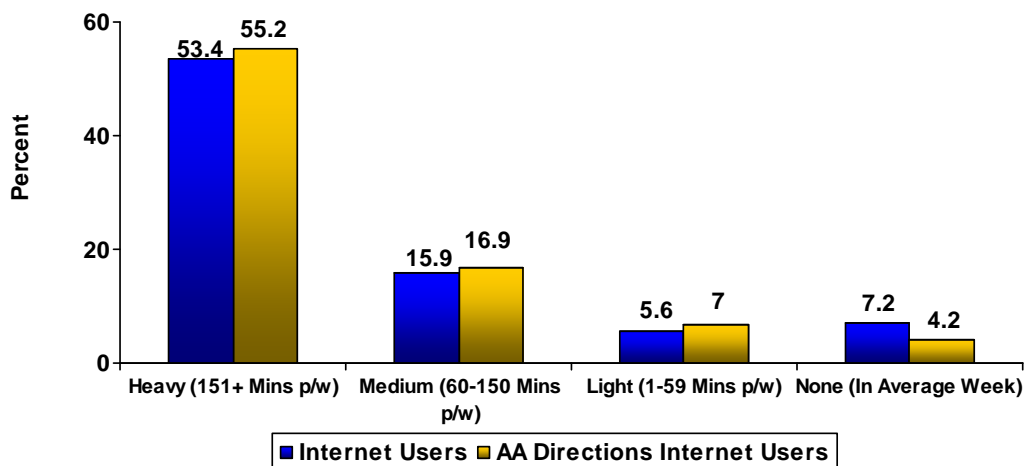
AA Directions & Internet Usage

Access To The Internet In Any Location



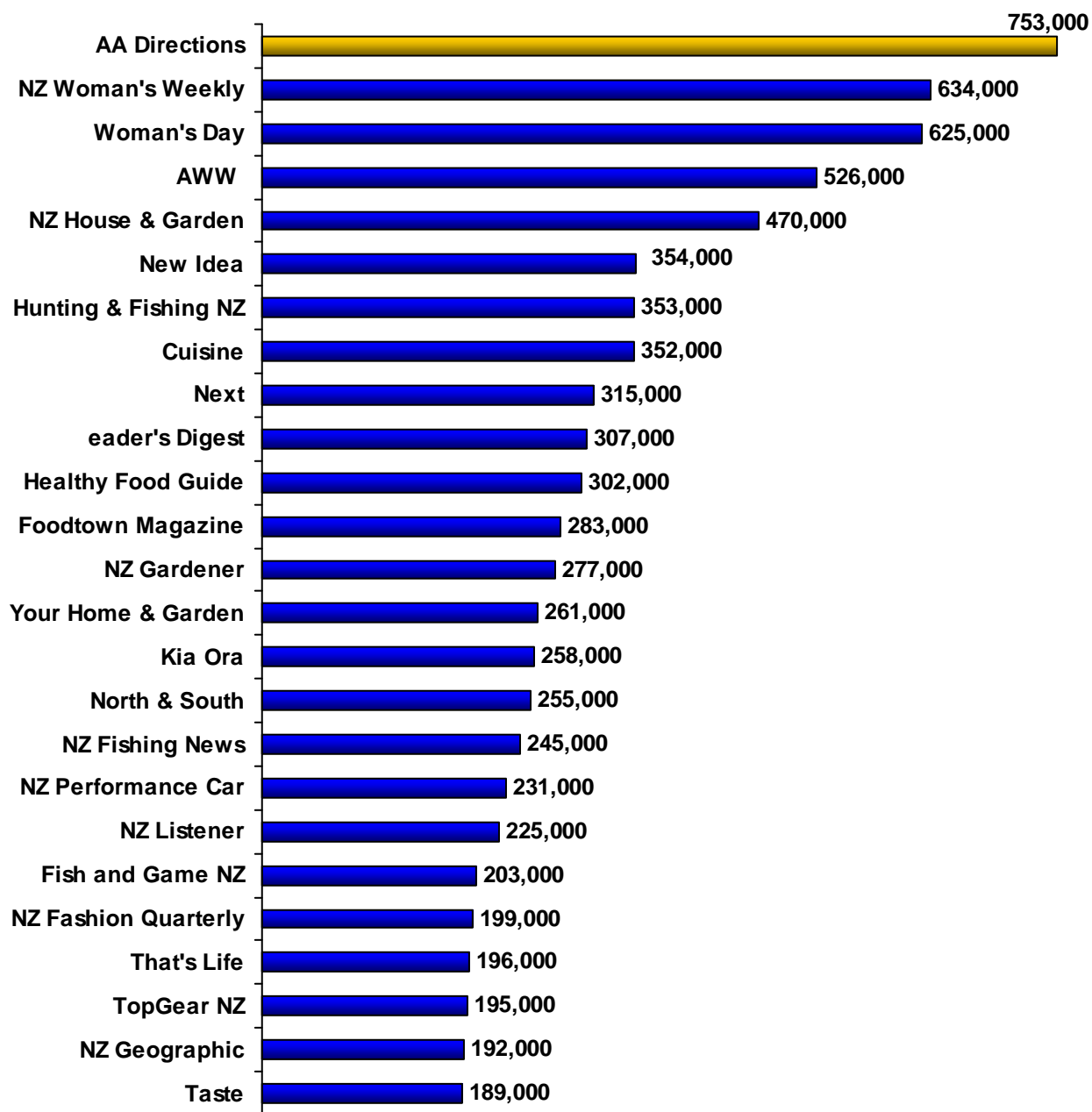
- Over three quarters of a million AA Directions readers (807,000) have access to the internet
- 84% or 753,000 AA Directions readers have access to the internet at home, which is 7% more likely than the New Zealand population
- 83% or 752,000 AA Directions readers have used the internet in the last 4 weeks, which is 2% more likely than the total population
- AA Directions readers are heavy internet users, 498,000 readers spend in excess of 151 minutes per week, which is 3% more likely than the total population

Internet Usage



AA Directions and Readership

Top 25 Consumer Titles by those who have internet access at home



- AA Directions is the Number One consumer read title by those who have access to the internet at home

Source: Nielsen National Readership Survey; Jan –Dec 2010
Does not include listings titles such as Skywatch and TV Guide