

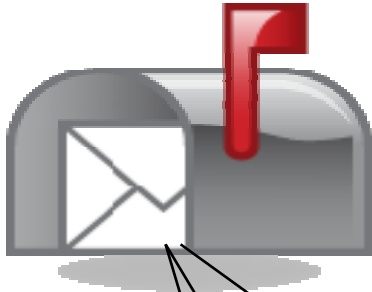
AA Directions Tyres Profile



September 2009

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 issue is sent
on average 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**

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
- 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 23% more likely than the total population

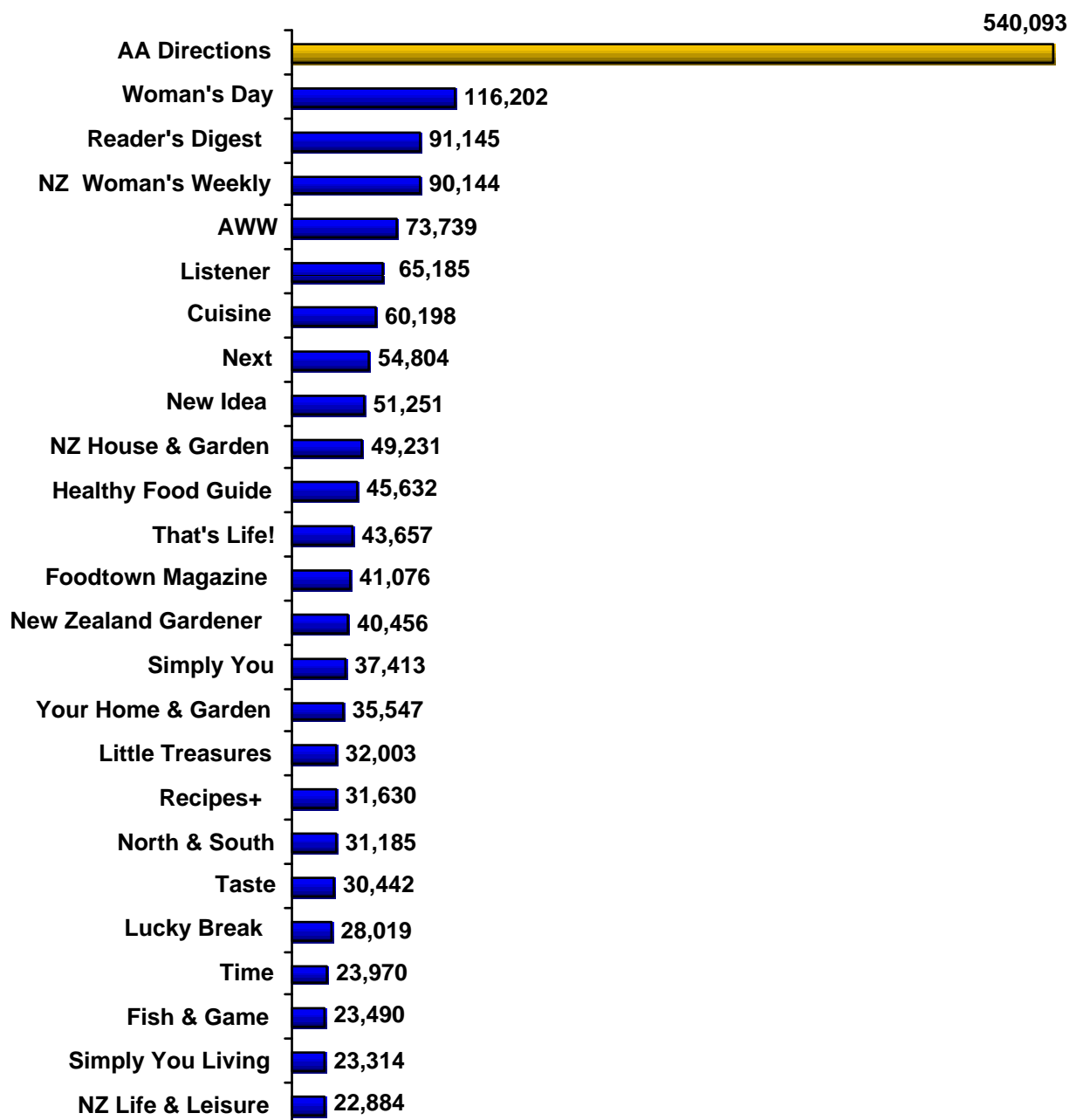
Nielsen National Readership Survey

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
	60-74 Years	243	25.1	174
	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

AA Directions and Circulation

Top 25 Consumer Titles Audited Circulation to 30 December 2008

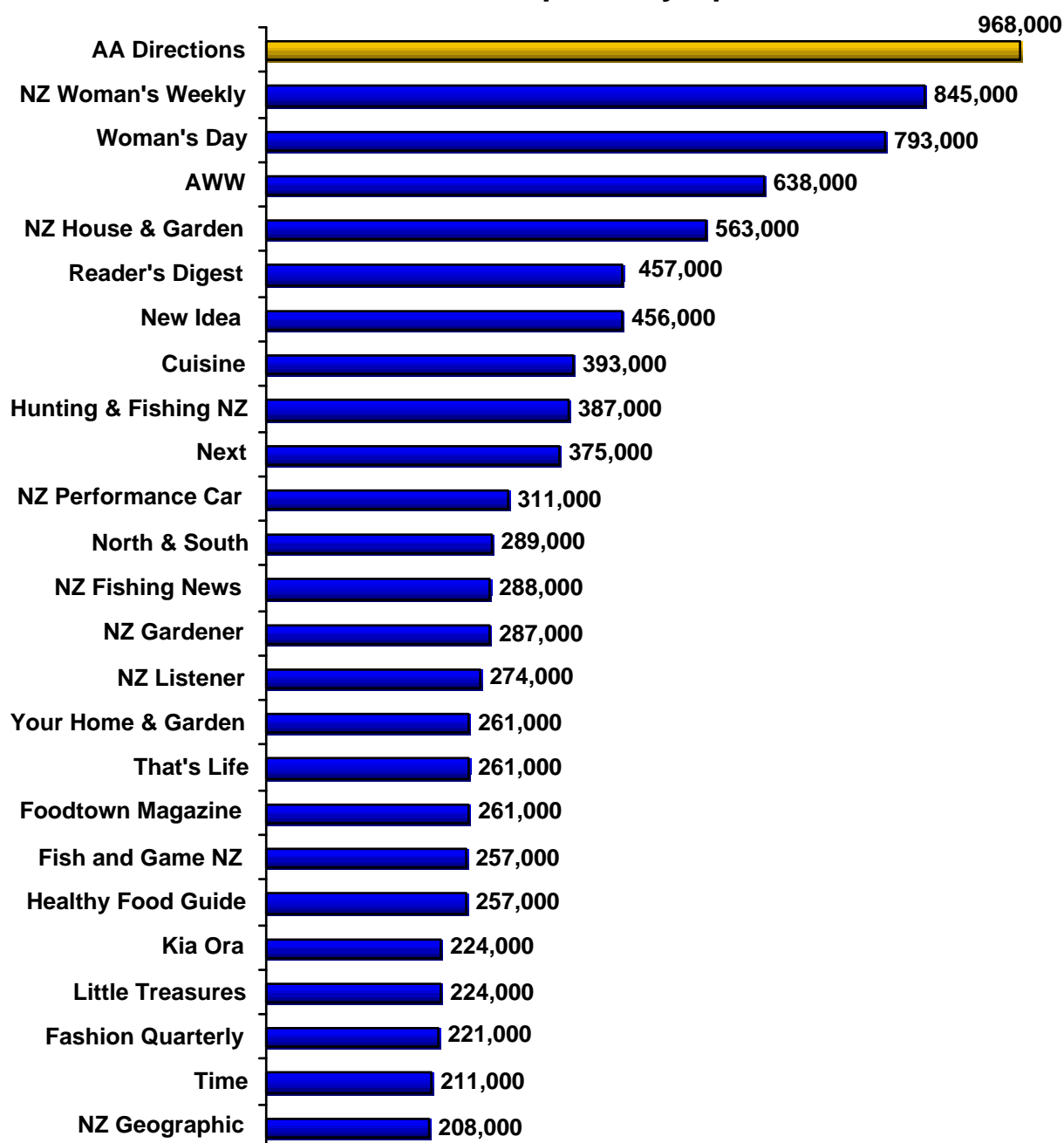


- AA Directions has a circulation of 540,093 copies, 4.6 times as many as its nearest rival

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

Top 25 Consumer Titles Nielsen National Readership Survey Apr 08- Mar 09

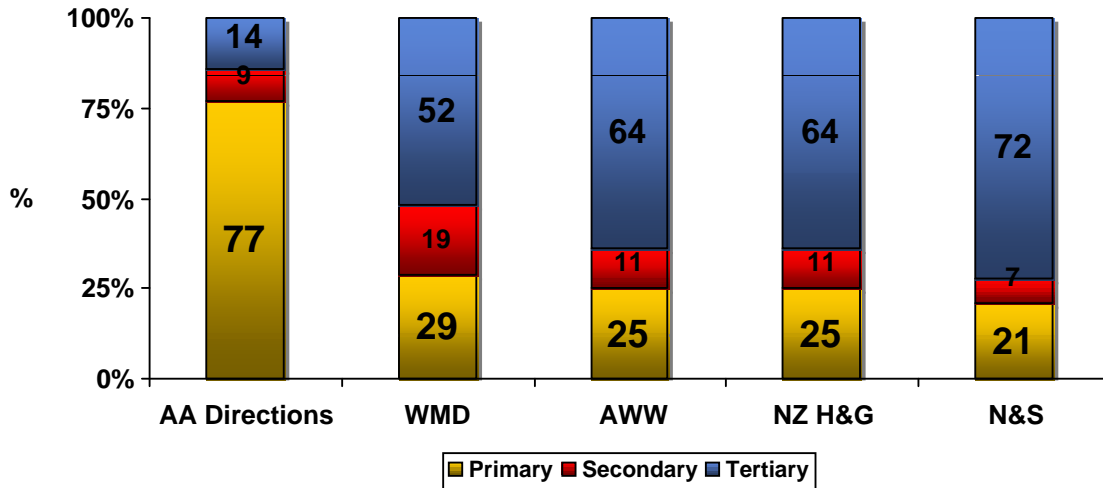


- AA Directions is the Number One read consumer read title.

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

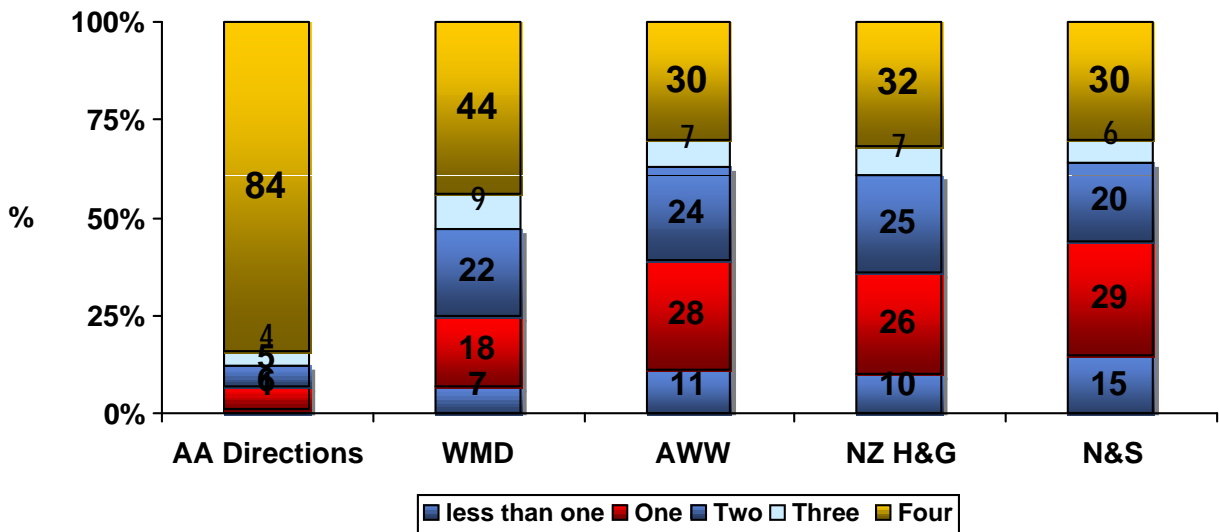


Source of Copy Definitions

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

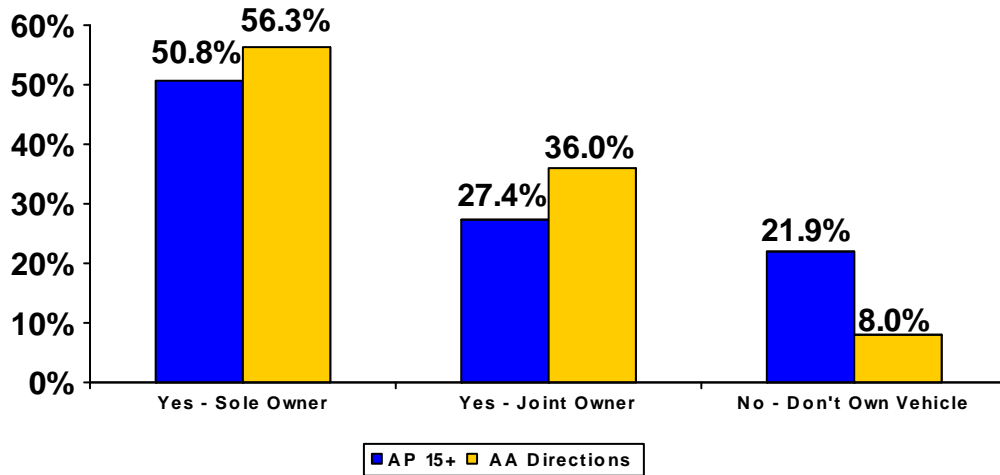
- 743,000 or 77% of AA Directions readers are primary readers, ie. have obtained the copy for their own use.

Frequency of reading



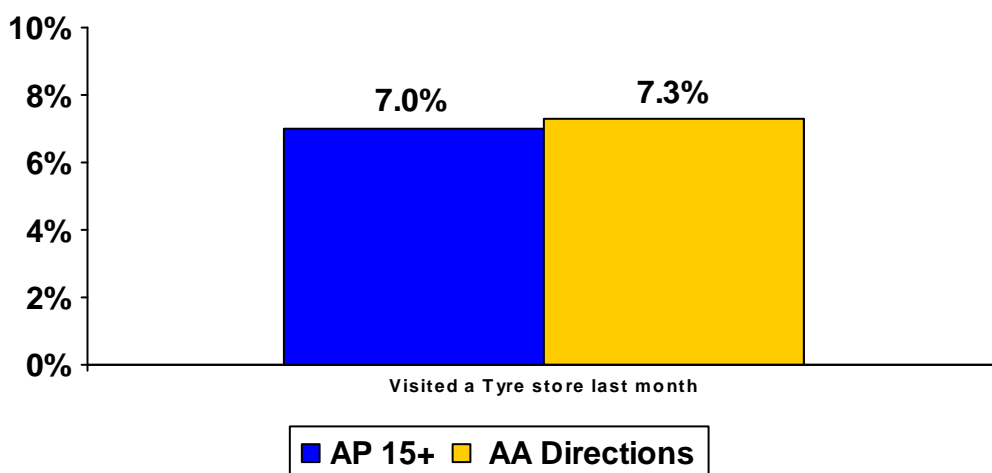
- A MASSIVE 812,000 or 84% of AA Directions readers read the last four out of four issues.

Vehicle Ownership



- 872,000 AA Directions readers own a vehicle, that equates to 91.5% of all AA Directions readers
- AA Directions readers are 18% more likely to own a vehicle than the New Zealand 15+ population

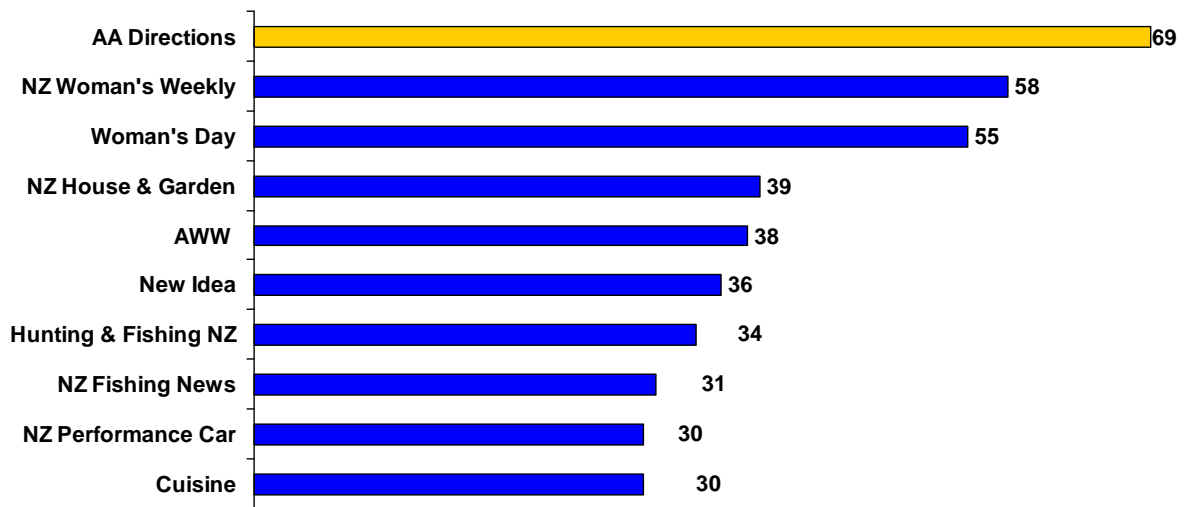
Visited a Tyre store in the last month



- 69,000 AA Directions readers visited a tyre store last month, that's 3% more likely than the total population aged 15+
- 29% of all tyre store shoppers read AA Directions

AA Directions & Tyre Outlets

Top 10 magazines by those who shopped at a Tyre store in the last month



- Those who visited a tyre store in the last month are more likely to read AA Directions