

AGE COMPARISONS

September 2009

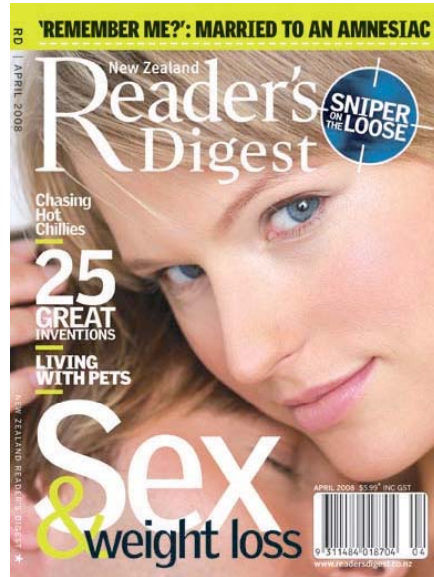
Reader's
Digest
New Zealand

READER'S DIGEST FAST FACTS

- Circulation: 85,140
- Subscription 90%
- Average subscription length is 6.5 years
- Readership: 437,000
- In New Zealand, Reader's Digest is the
 - Highest circulating monthly magazine
 - Fourth highest selling newsstand magazine



EDITORIAL PHILOSOPHY BUILT ON FOUR KEY PILLARS



Celebrating the human spirit

Embracing the Positive

Actively sharing

Keeping a sense of humour

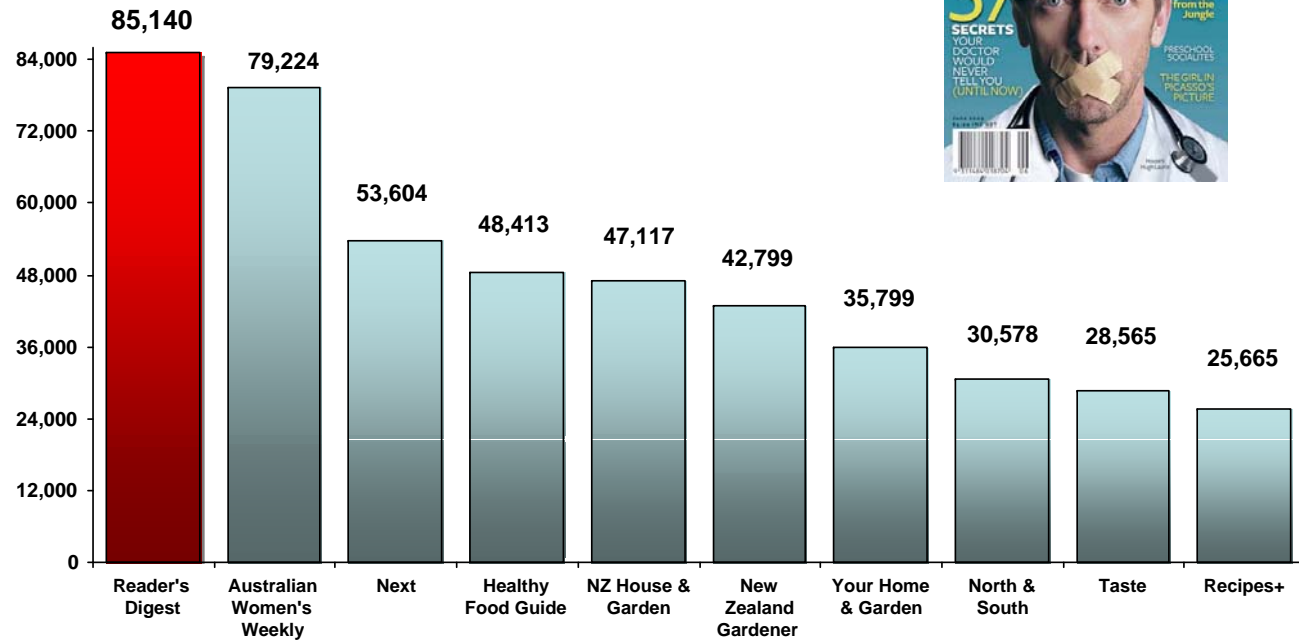
Reader's Digest speaks to its readers like no other magazine does and attracts readers who are engaged, loyal and committed.

READER'S DIGEST – NUMBER ONE!

7.5% AHEAD OF ITS NEAREST RIVAL!!

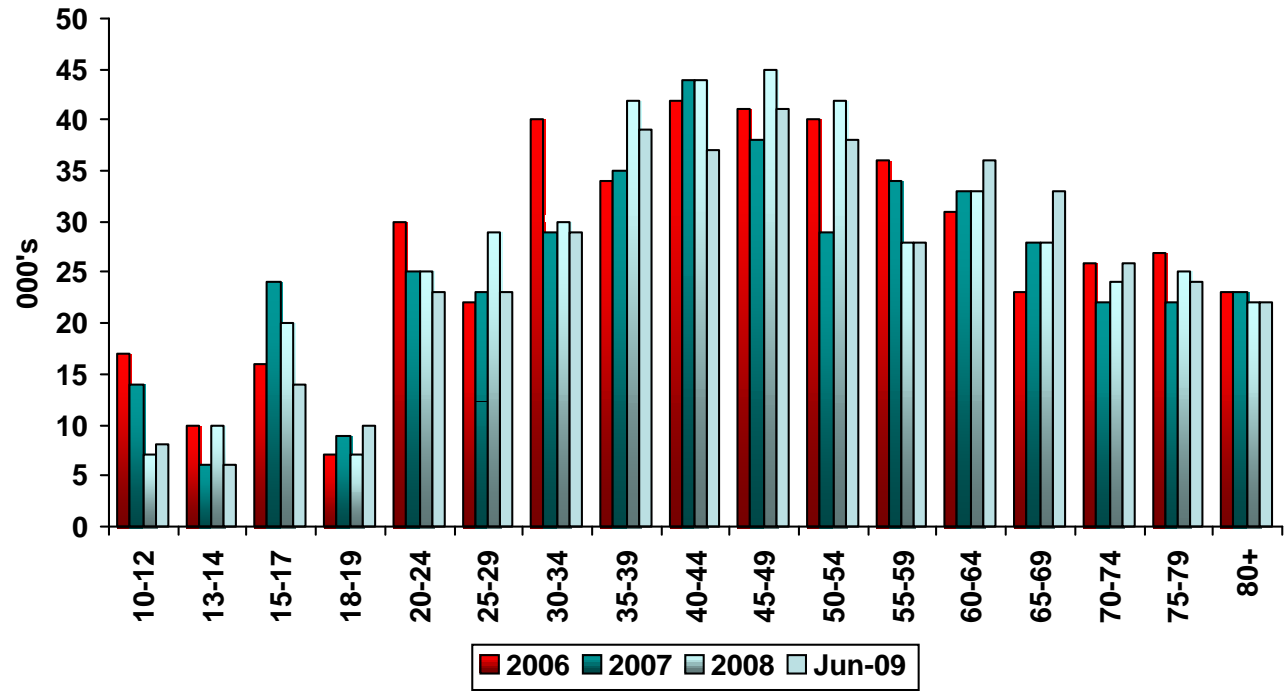


Top 10 Monthly Titles by Circulation





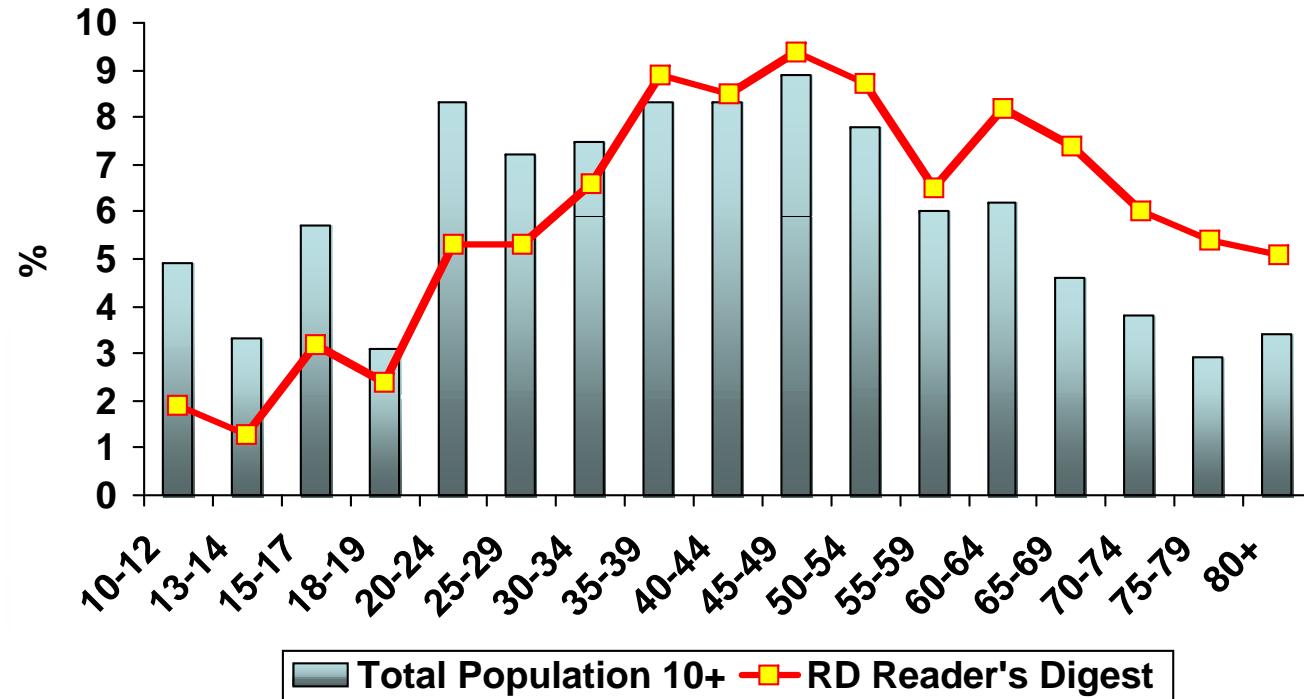
READER'S DIGEST READERSHIP

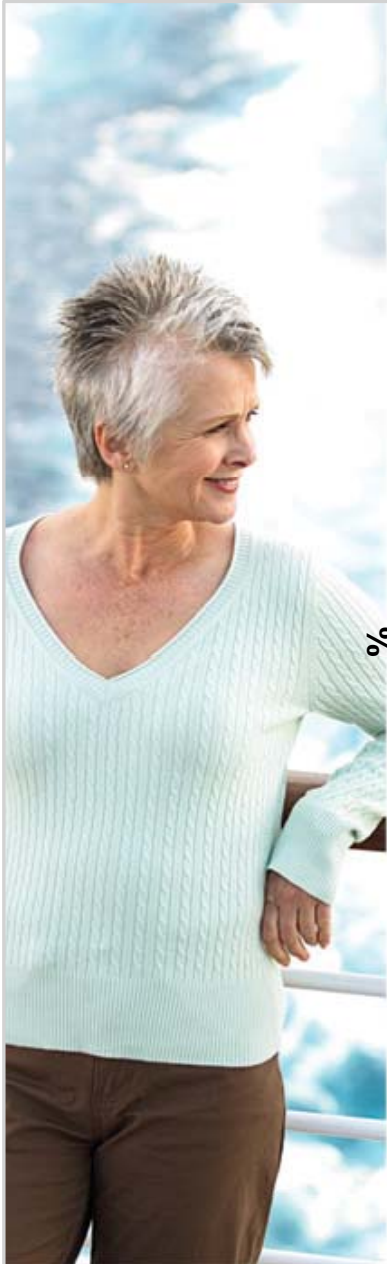


Total Readership Reader's Digest:

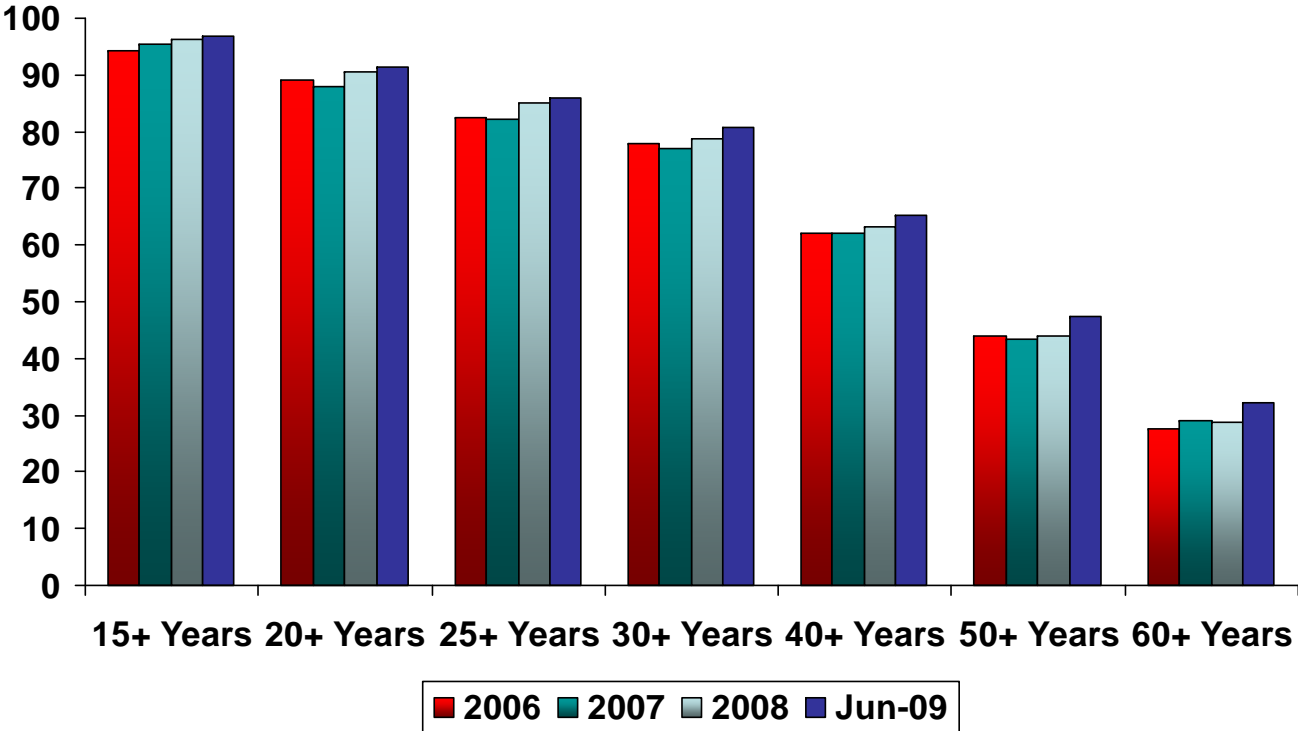
2006: 465,000; 2007: 439,000; 2008: 462,000; Jun 09: 437,000

READER'S DIGEST AGE PROFILE





READER'S DIGEST AGE PROFILE BY FILTER AGE GROUP



Source :Nielsen National Readership Surveys 2006: 2008; July 08- June 09



POPULATION ESTIMATES

Year	Population 40+
2006	1,832,600
2011	2,009,600
2016	2,155,200
2021	2,272,000