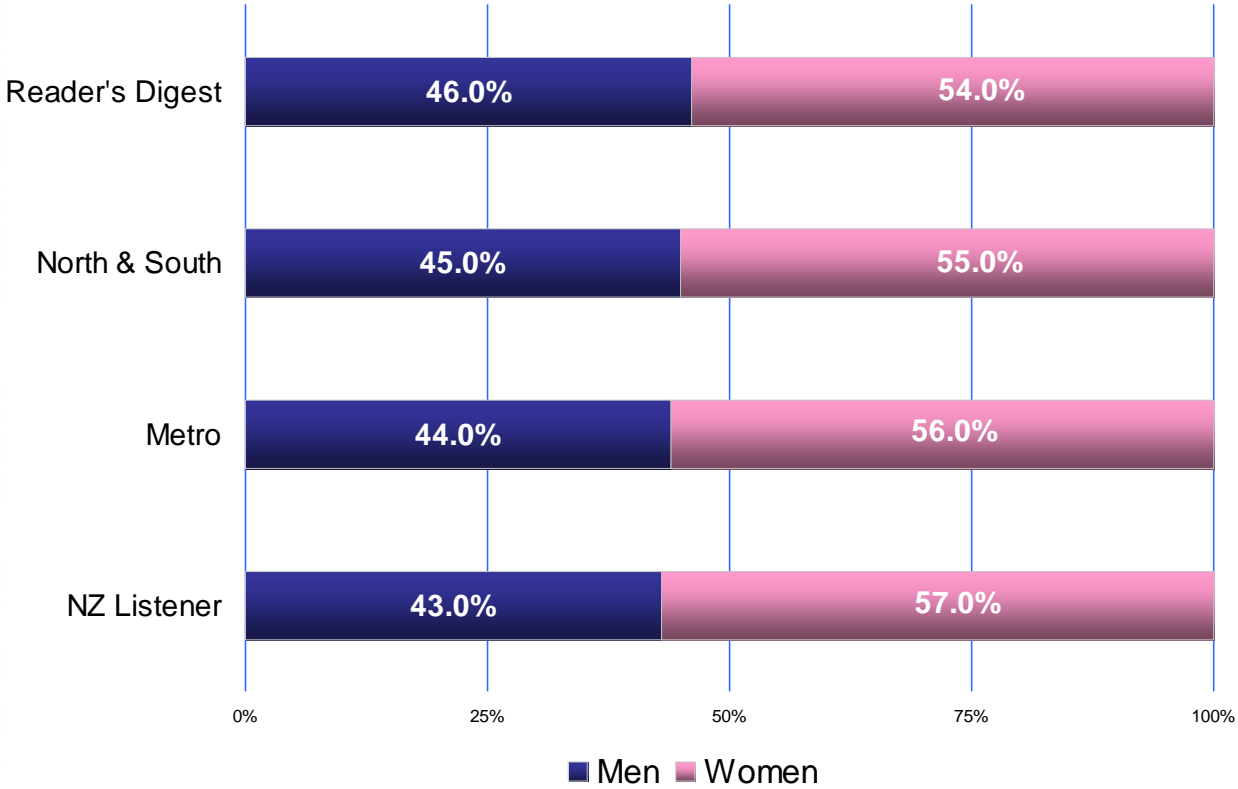


# AUTOMOBILE

October 2010

Reader's  
**Digest**  
New Zealand

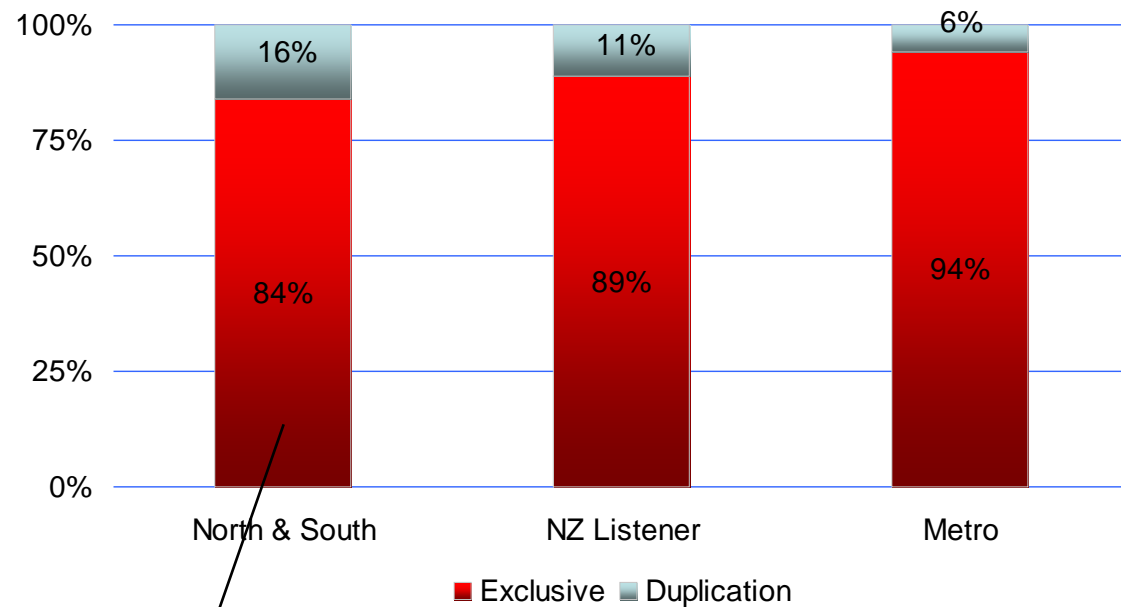
# REACH MORE MEN WITH READER'S DIGEST



Source: Nielsen National Readership Survey July 2009 – June 2010

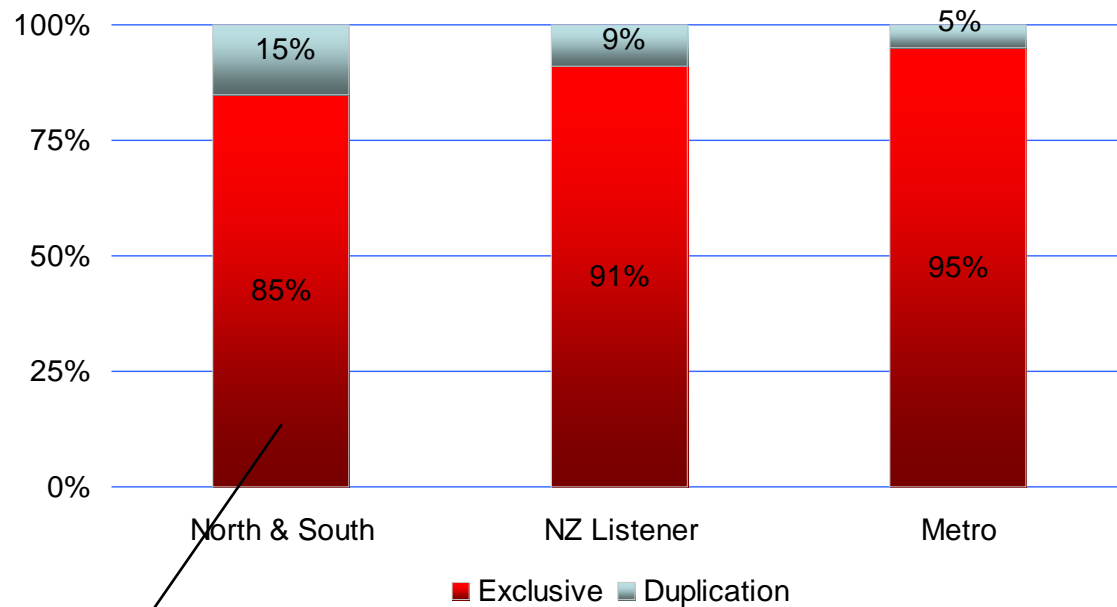
# EXCLUSIVE READER'S DIGEST READERS

74% or 309,000 don't read any of these titles



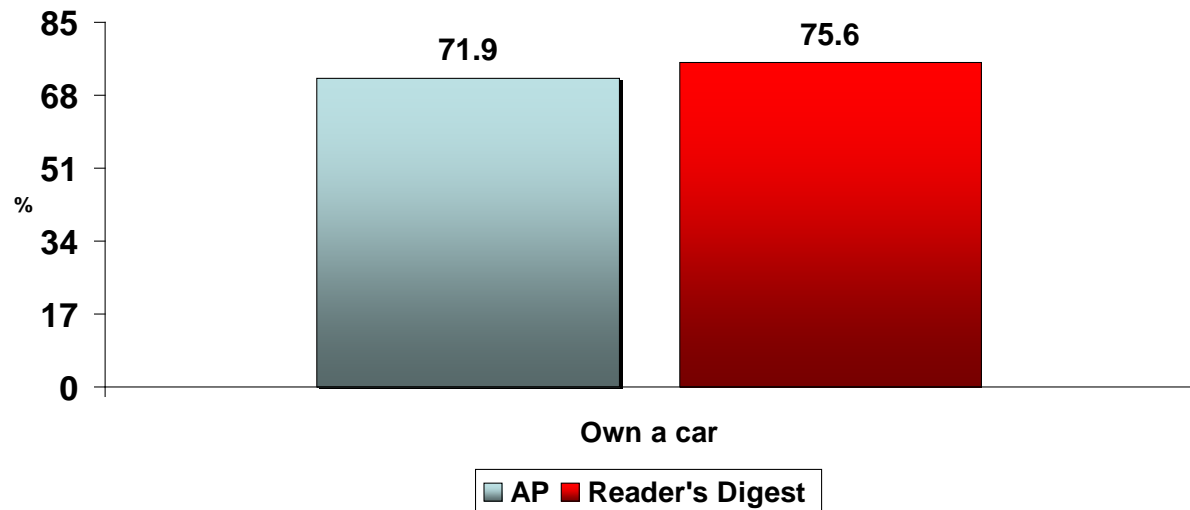
84% of Reader's Digest readers do not read North & South

## EXCLUSIVE MALE READER'S DIGEST READERS 75% of Male Reader's Digest readers don't read any of these titles



85% of male Reader's Digest readers do not read North & South

# CAR OWNERSHIP



- 316,000 or 76% of Reader's Digest readers own a car, that's 5% more likely than the total population



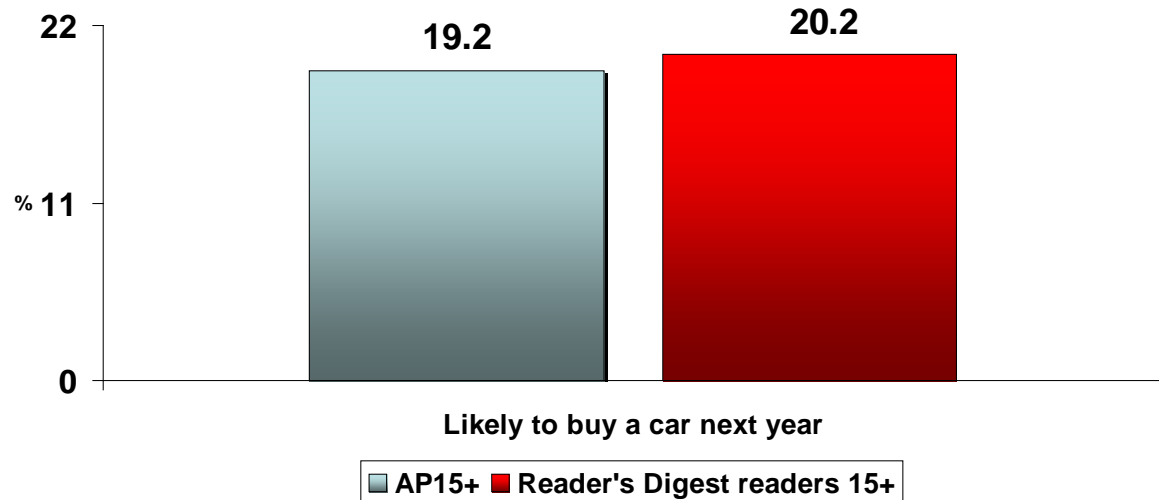


## **CAR FAST FACTS**

- 54,000 readers bought a car last year
- 6% of those readers bought a new car
- 20% of those readers bought a small car
- 32% bought a medium car
- 20% bought a large car
- 11% bought a 4WD



## INTENTION TO BUY A CAR NEXT YEAR



- 85,000 or 20.2% of Reader's Digest readers aged 15+ are likely to buy a car next year, that's 5% more likely than the total population