

# FAMILIES

June 2011

Reader's  
**Digest**  
New Zealand

# READER'S DIGEST FAST FACTS

- Circulation: 55,146
- Subscription 90%
- Average subscription length is 6.5 years
- Readership: 385,000
- In New Zealand, Reader's Digest is the
  - Second highest circulating monthly magazine



# EDITORIAL PHILOSOPHY BUILT ON FOUR KEY PILLARS



Celebrating the human spirit

Embracing the Positive

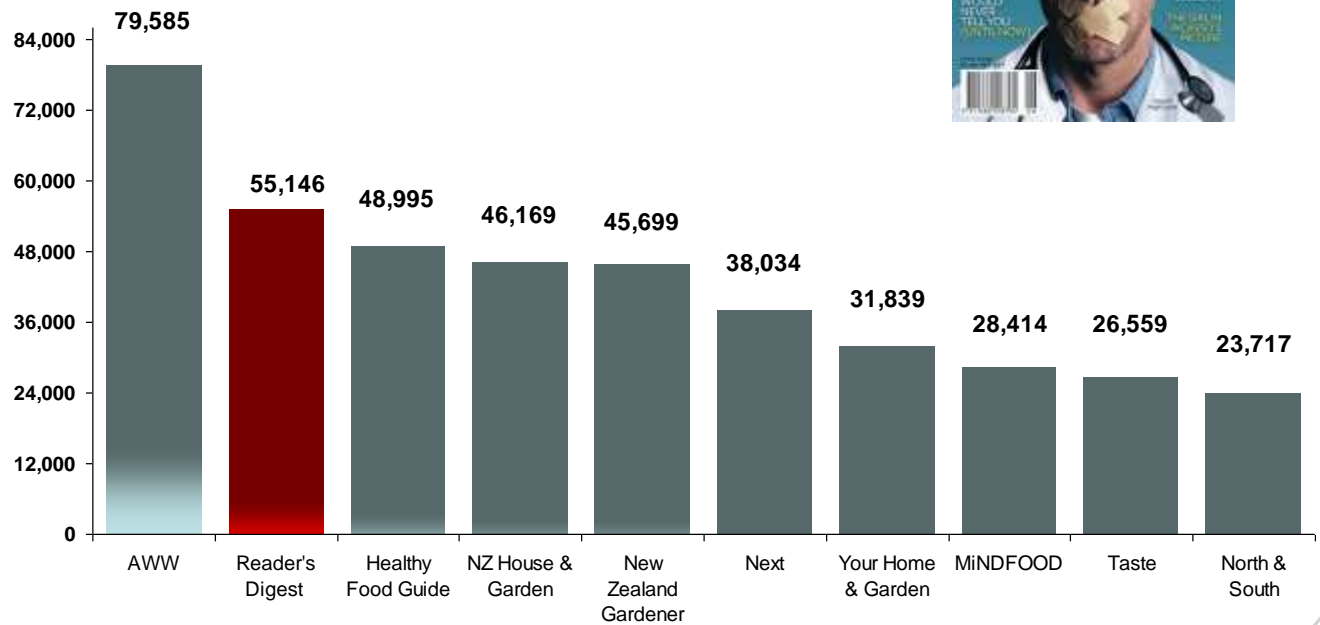
Actively sharing

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.

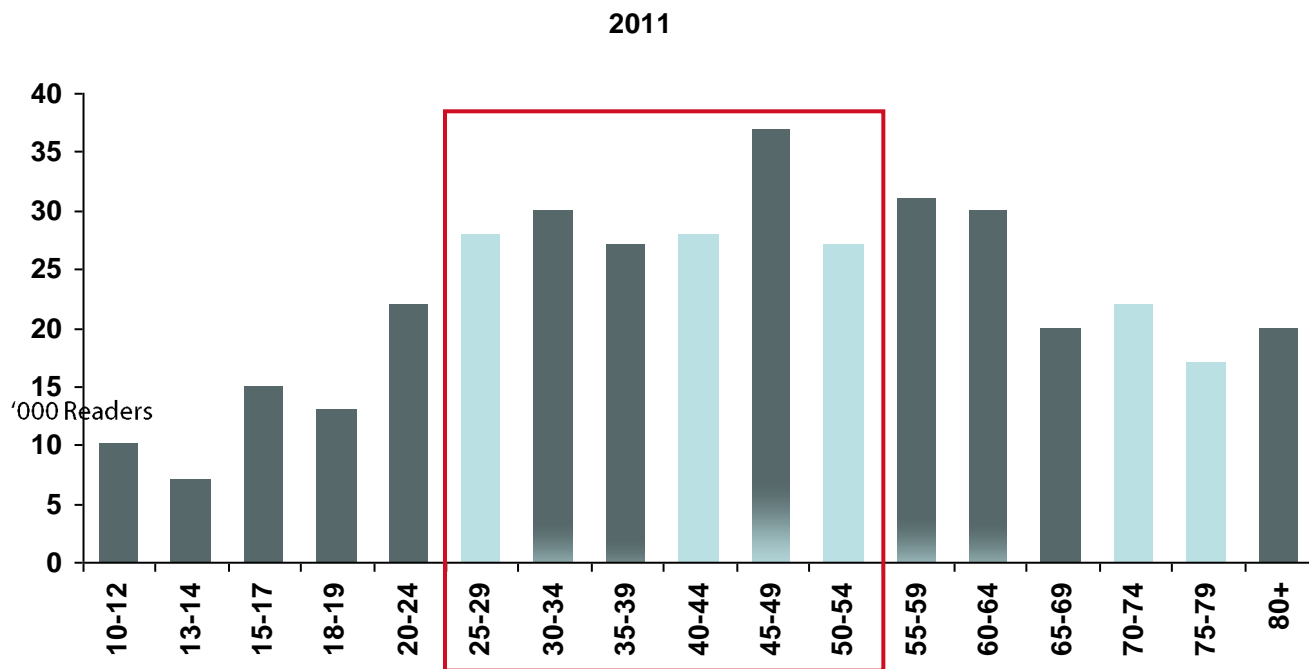
# READER'S DIGEST – NUMBER ONE!

Top 10 Monthly Titles by Circulation



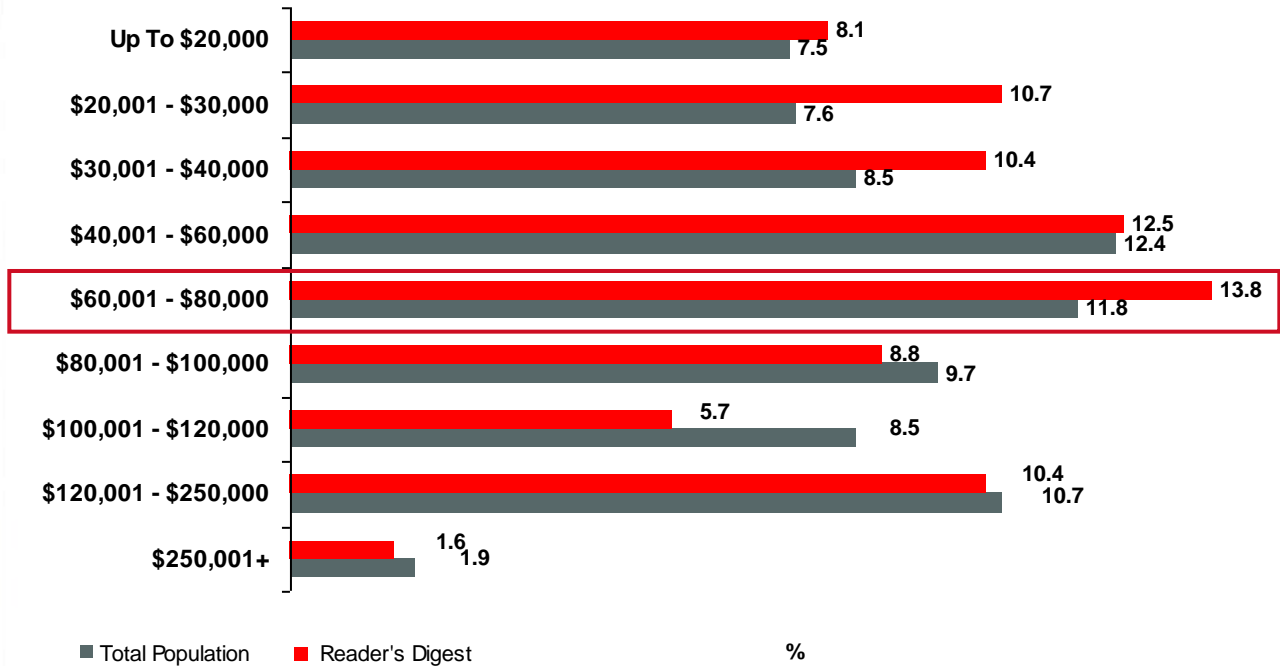


## READER'S DIGEST READERSHIP BY AGE



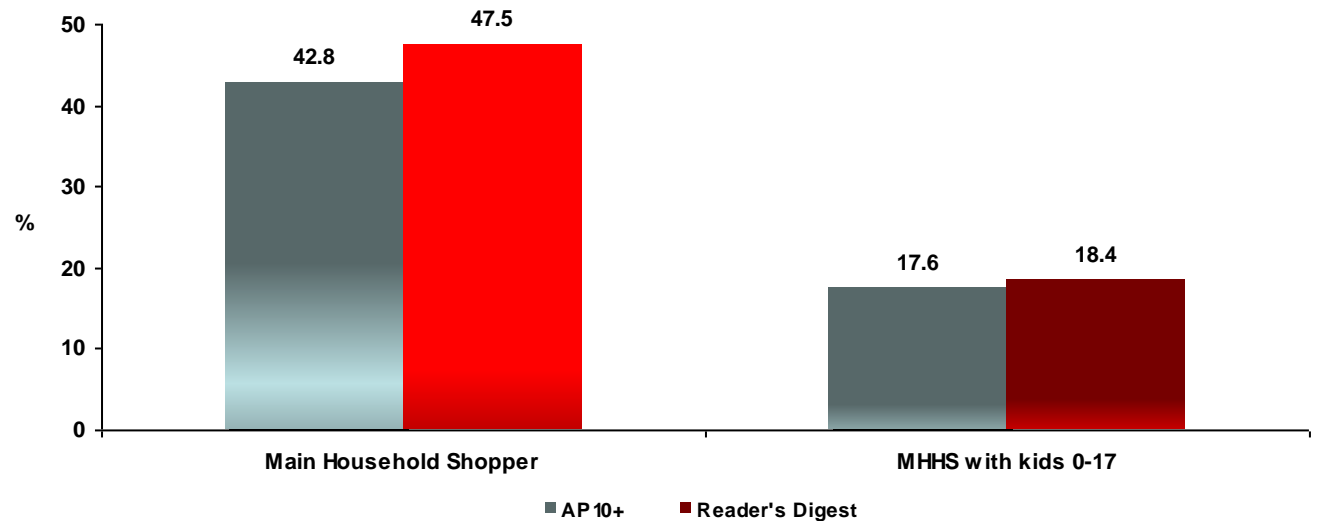
**46% of Reader's Digest readers are aged 25-54**

# HOUSEHOLD INCOME



- **53,000 or 14% of Reader's Digest readers have a household income of \$60-\$80,000, that's 17% more likely than the total population**

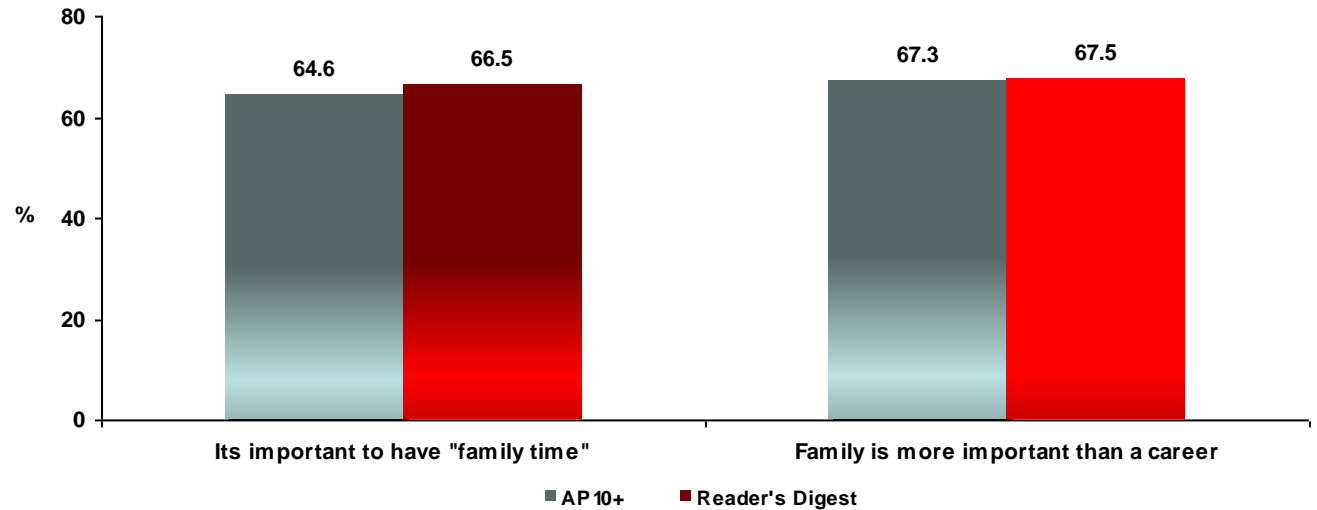
# READER'S DIGEST READERS ARE MORE LIKELY TO MAKE PURCHASE DECISIONS IN THE HOUSEHOLD



- 183,000 Reader's Digest readers are the main household shopper, that's 11% more likely than the total population
- 71,000 Reader's Digest readers are main household shoppers with kids 0-17, that's 5% more likely than the total population



## READER'S DIGEST READERS ARE FAMILY CENTRIC



- 256,000 Reader's Digest readers believe that it is important to have family time, that's 3% more likely than the total population
- 260,000 Reader's Digest readers believe that family is more important than a career, that's just as likely than the total population