

Reader's Digest

Life well-shared.

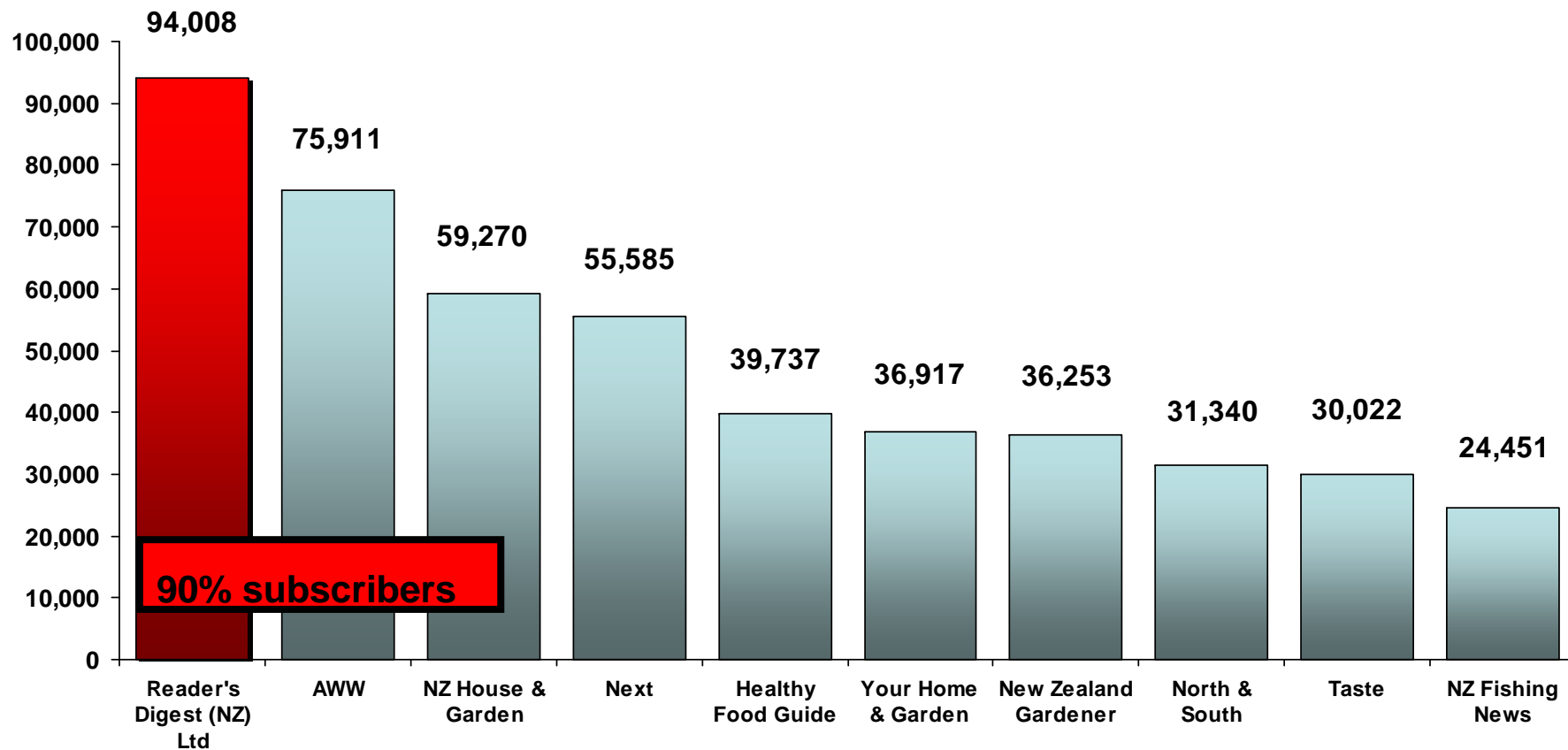
Franchising

December 2008

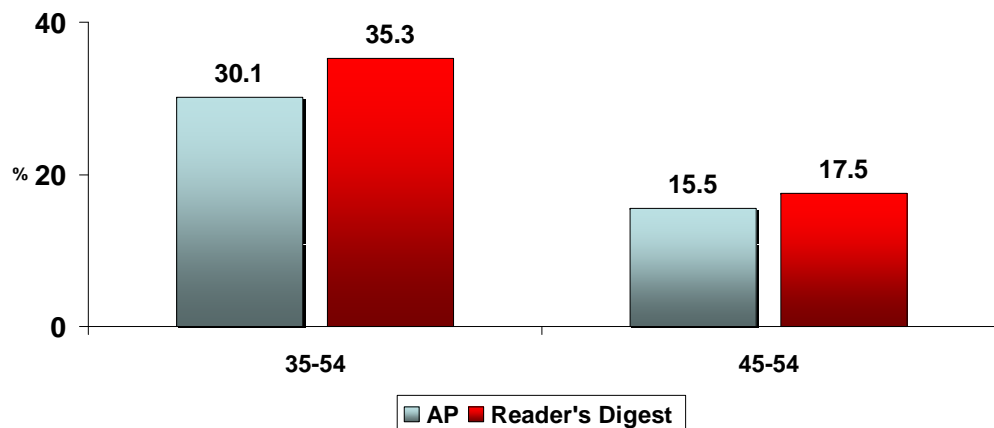
Reader's Digest – Number ONE!

23% ahead of its nearest rival!!

Top 10 Monthly Titles by Circulation

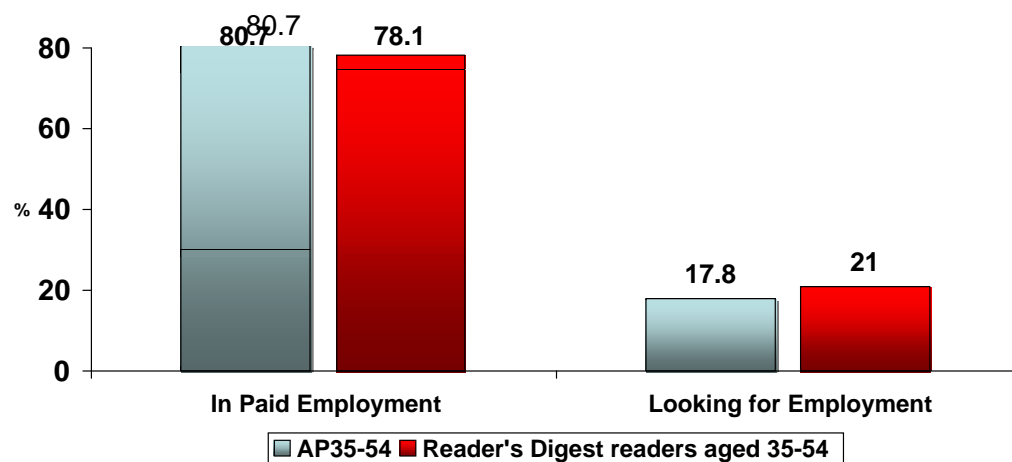


Reader's Digest – Age and Employment



- 167,000 or 35.3% of RDNZ readers are aged 35-54 years, that's 6% more likely than the total population

- 83,000 or 17.5% of RDNZ readers are aged 45-54 years, that's 13% more likely than the total population



- 130,000 or 78.1% of RDNZ readers aged 35-54 are in paid employment.

- 35,000 or 21% of RDNZ readers aged 35-54 are currently looking for employment, that's 18% more likely than the total population aged 30-49

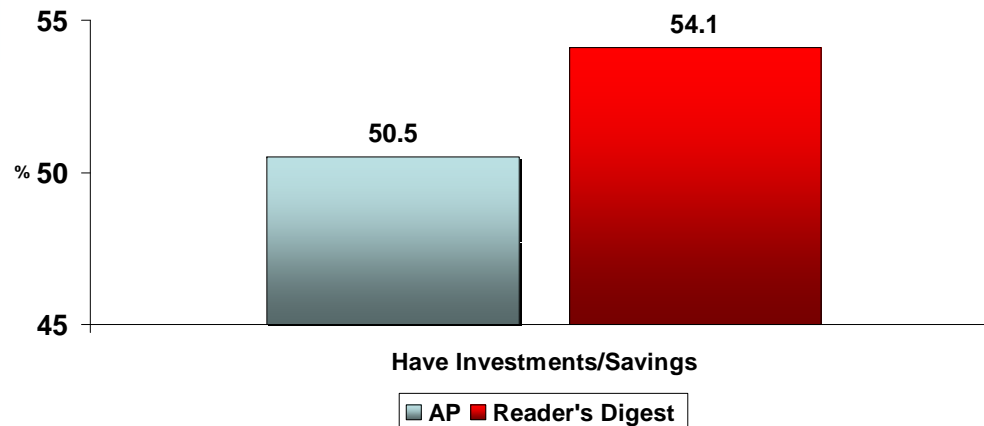
Reader's Digest Employment Industry Classification

Industry Classification (ANZSIC)	AP15+	Reader's Digest Readers 15+	Index
Agriculture, Forestry And Fishing	5.0%	6.3%	125
Manufacturing	8.4%	7.8%	93
Construction	4.3%	3.4%	79
Wholesale Trade	1.9%	1.1%	58
Retail Trade	9.2%	6.9%	75
Accommodation, Cafes & Restaurants	2.6%	2.3%	88
Transport And Storage	3.1%	2.7%	88
Communication Services	1.1%	1.5%	142
Finance And Insurance	1.5%	0.9%	61
Property And Business Services	7.2%	5.1%	70
Government Administration & Defence	2.4%	2.6%	109
Education	5.4%	5.3%	98
Health And Community Services	5.6%	7.5%	135
Cultural & Recreational Services	1.7%	1.0%	61
Personal And Other Services	3.3%	4.3%	132

Occupation

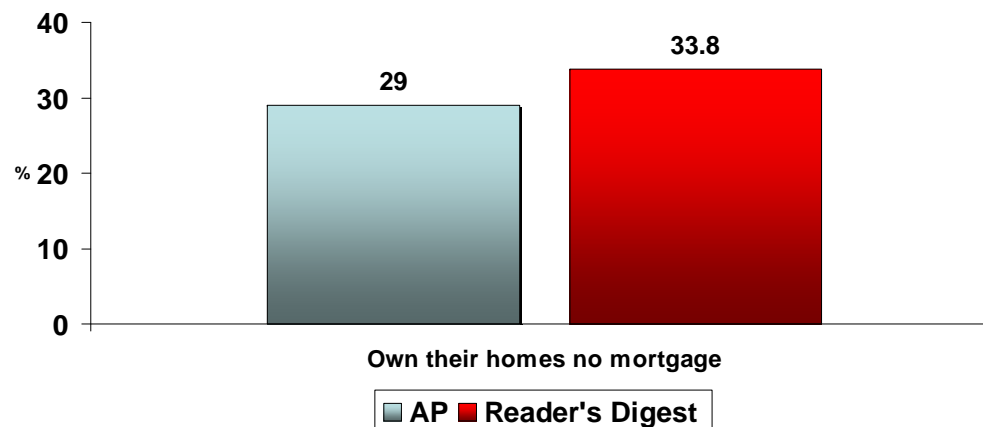
Occupation	RDNZ Readers	Pop Index
Professional/Senior Govt Official	8,000	110
Business Manager Or Executive	9,000	71
Business Proprietor/Self Employed	19,000	84
Teacher/Nurse/Other Trained Worker	22,000	113
Clerical /Sales Employee	17,000	91
Farmer Owner /Manager	6,000	98
Technical/Skilled Worker	21,000	81
Semi-Skilled Worker	12,000	129
Domestic Worker	15,000	130
Home Duties	16,000	98
Student Secondary	0	0
Student Tertiary	4,000	187
Student Primary /Intermediate	0	0
Retired/Superannitants	1,000	142
Social Welfare Beneficiary/Unemployed	16,000	121

Asset Rich Reader's Digest Readers



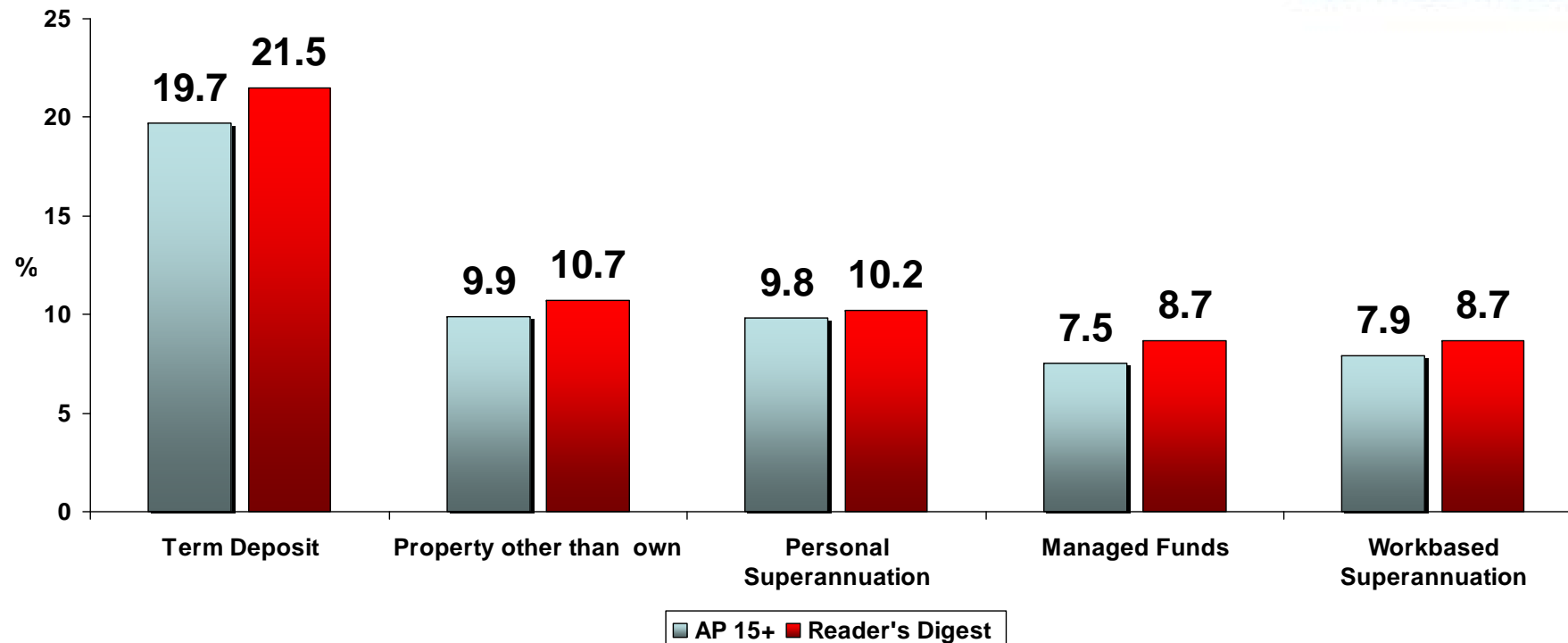
- 256,000 or 54.1% of RDNZ readers have investments, that's 7% more likely than the total population

- \$17.6 billion in investments and savings



- 160,000 or 33.8% of RDNZ readers own their homes mortgage free, that's 17% more likely than the total population

Investments – Top 5



- 101,000 or 21.5% of RDNZ readers have term deposits, that's 9% more likely than the total population
- 50,000 or 10.7% of RDNZ readers own a property other than the one they live in, that's 8% more likely than the total population
- 48,000 or 10.2% of RDNZ readers have a personal superannuation fund, that's 4% more likely than the total population
- 41,000 or 8.7% of RDNZ readers have managed funds, that's 16% more likely than the total population
- 41,000 or 8.7% of RDNZ readers have a work based superannuation fund, that's 10% more likely than the total population