

# Gardening

September 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

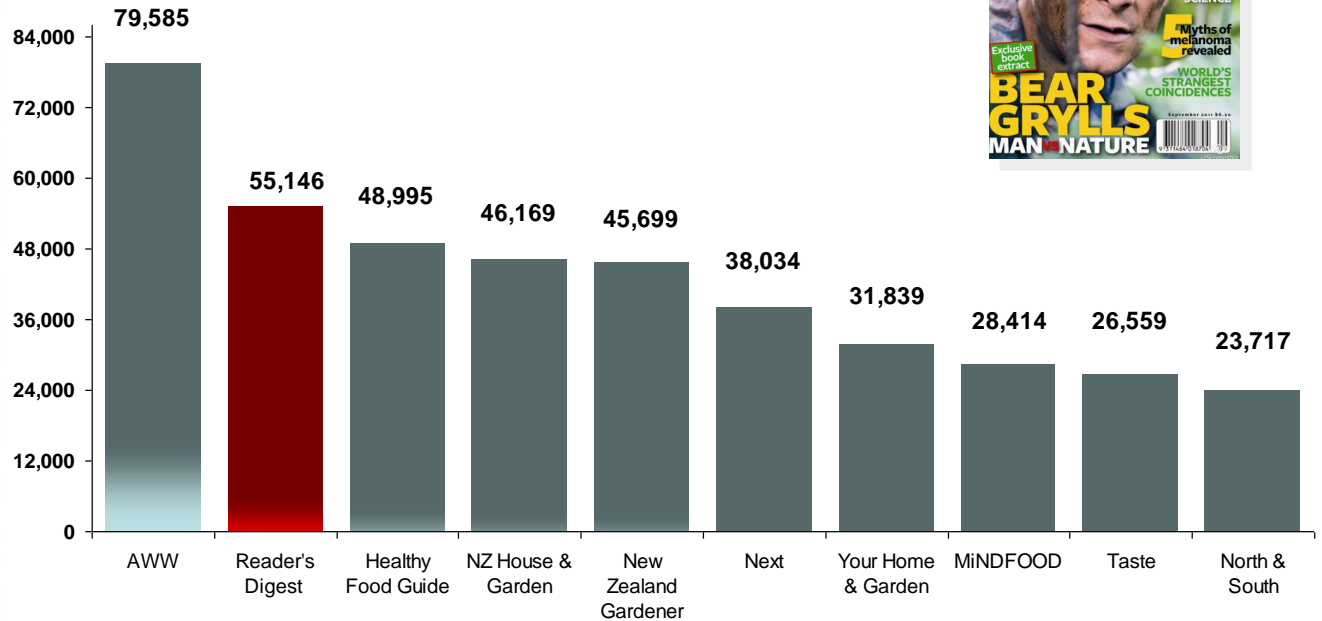
Keeping a sense of humour

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

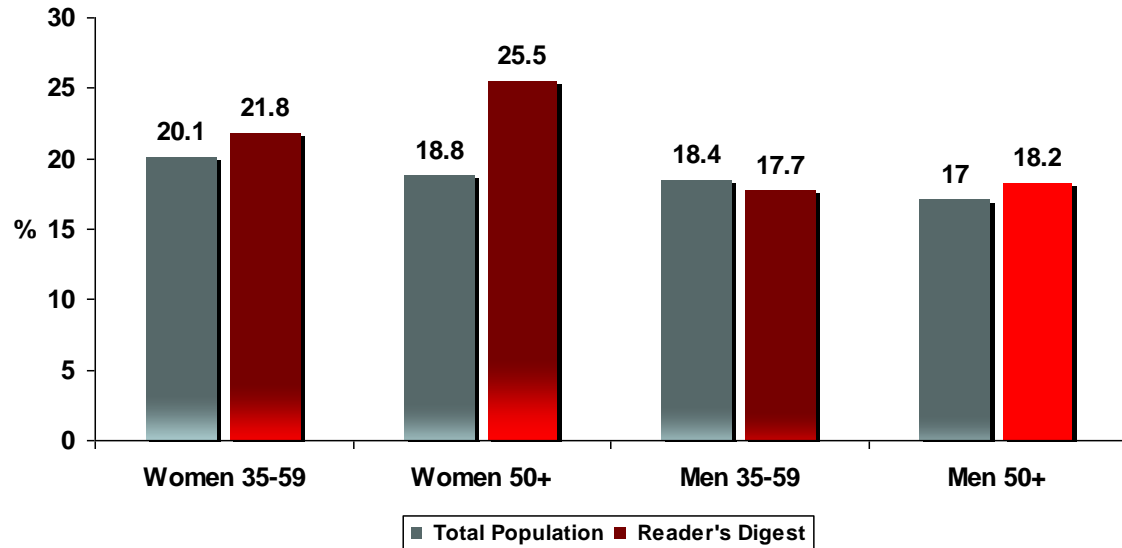
# TOP 10 MONTHLY TITLES

**Reader's Digest is the second highest circulating magazine**

## Top 10 Monthly Titles by Circulation



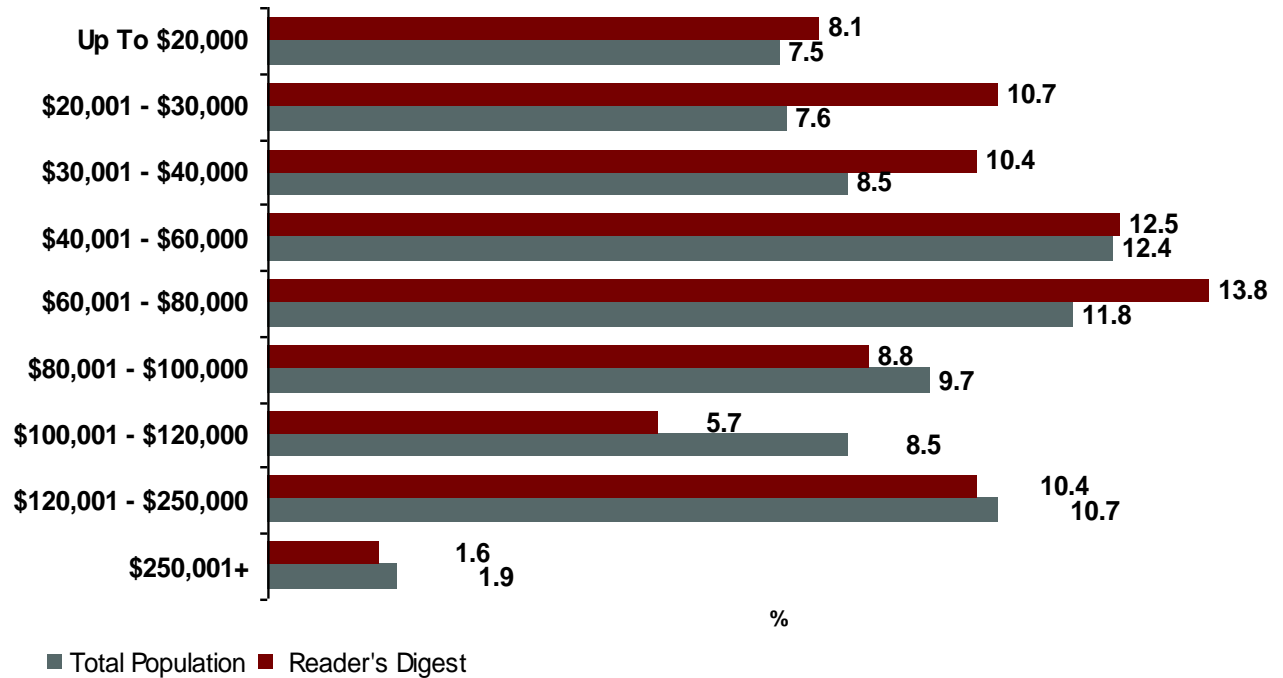
# KEY DEMOGRAPHICS



- **84,000 or 21.8% of Reader's Digest readers are women aged 35-59, that's 9% more likely than the total population**
- **98,000 or 25.5% of Reader's Digest readers are women aged 50+, that's 36% more likely than the total population**
- **68,000 or 17.7% of Reader's Digest readers are men aged 35-59.**
- **70,000 or 18.2% of Reader's Digest readers are men aged 50+, that's 7% more likely than the total population**

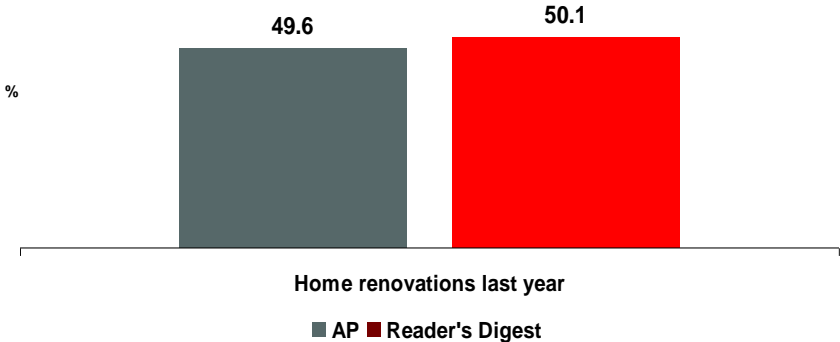


# HOUSEHOLD INCOME

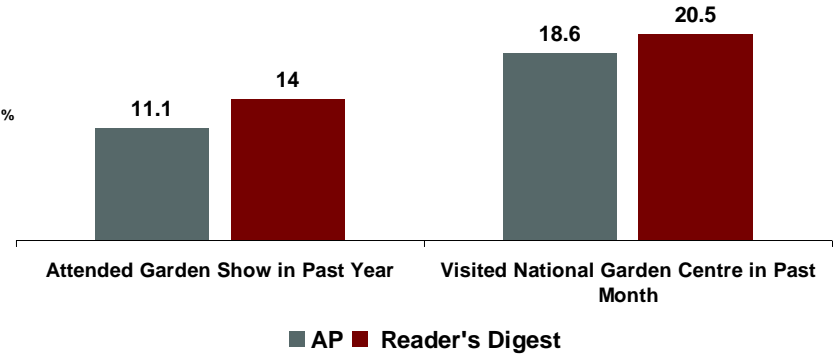


- 112,000 or 29% of Reader's Digest readers have a household income of \$0-40,000, that's 24% more likely than the total population
- 101,000 or 26% of Reader's Digest readers have a household income of \$40,000 to \$80,000, that's 9% more likely than the total population.

# HOME FOCUSED READER'S DIGEST READERS



193,000 or 50.1% of RDNZ readers have carried out home renovations in the last year.

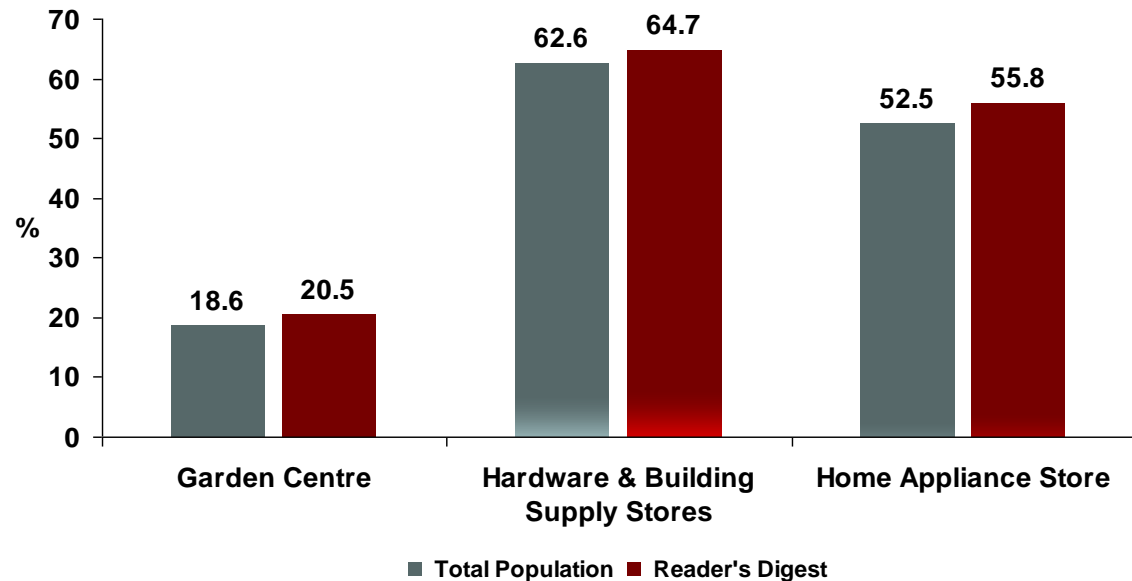


54,000 or 14% of RDNZ readers Attended a Garden Show in the Past 12 months, that's 25% more likely than the total population

79,000 or 21% of RDNZ readers have visited a National Garden centre in the past 12 months, that's 10% more likely than the total population

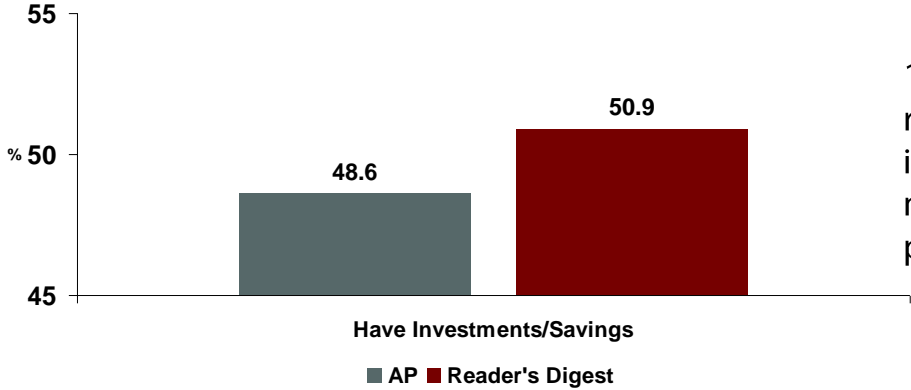


# HOME STORES VISITED LAST MONTH

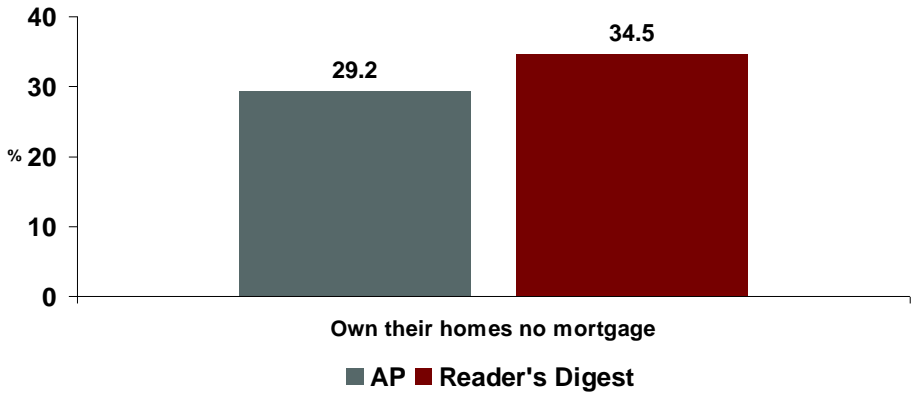


- 79,000 or 21% of Reader's Digest readers visited a National garden centre, that's 10% more likely than the total population
- 249,000 or 65% of Reader's Digest readers visited a hardware/builder supply store, that's 3% more likely than the total population
- 215,000 or 56% of Reader's Digest readers visited a home appliance store, that's 6% more likely than the total population

# ASSET RICH READER'S DIGEST READERS



196,000 or 51% of RDNZ readers have investments, that's 5% more likely than the total population



122,000 or 32% of RDNZ readers own their homes mortgage free, that's 15% more likely than the total population