

# HEALTHY EATING

June 2011

Reader's  
**Digest**  
New Zealand

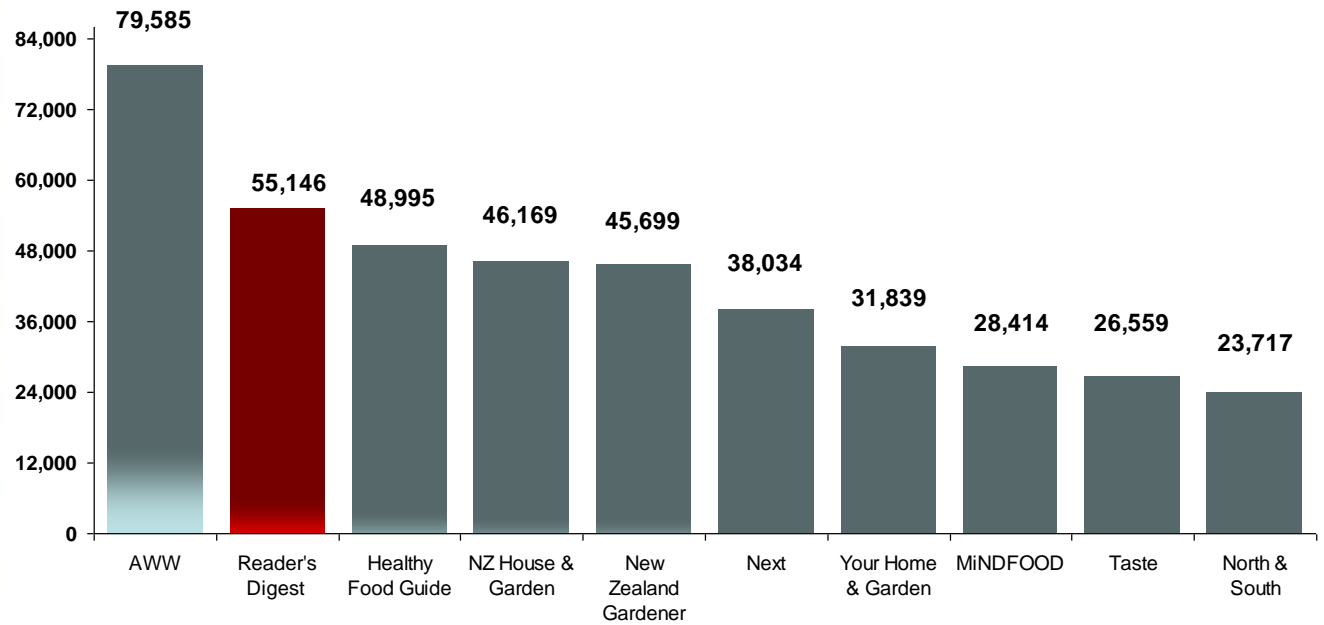
## READER'S DIGEST FAST FACTS

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



# READER'S DIGEST – NUMBER TWO!

Top 10 Monthly Titles by Circulation





## READER PROFILE

Current Readership: 385,000

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Demographic	<b>000's</b>	% of Readers	Population Index
All People	385	100.0%	
Women	213	55.32	108
Over 50+	168	43.64	122
All People 35-49	93	24.16	98
All People 25-34	58	15.06	98
Main Household Shopper	183	47.53	111

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# READER'S DIGEST READERSHIP

<b>Circulation</b>	55,146		
<b>Total Readership</b>	385,000		
		<b>Reach</b>	<b>Profile</b>
			<b>NZ Population</b>
<b>Male</b>	172,000	44.7%	48.8%
<b>Female</b>	213,000	55.3%	51.3%
<b>Age Distribution</b>			
	10-24	66,000	17.1%
	25-34	58,000	15.1%
	35-49	93,000	24.2%
	50Plus	168,000	43.6%
<b>Main Household Shopper</b>	183,000	47.2%	42.8%
<b>MHHS &amp; Kids 0-14</b>	62,000	16.1%	15.5%
<b>Soc123</b>	171,000	44.4%	52.8%
<b>In Paid Employment</b>	218,000	56.6%	57.5%
<b>HHI \$60,000 +</b>	154,000	40.0%	42.3%
<b>National Readership Distribution</b>			
	Northern	205,000	53.3%
	Central	86,000	22.3%
	Southern	94,000	24.4%
	Metropolitan (Ak,Wg,Ch,Dn)	203,000	52.7%
	Provincial Urban (Inc Hmlton)	80,000	20.8%
	Secondary/Minor	65,000	16.9%
	Rural	36,000	9.4%
<b>University Graduate</b>	69,000	17.9%	16.9%





## READER'S DIGEST SUBSCRIBERS

- A key strength of Reader's Digest is the size and loyalty of our subscriber base. The average subscription for Reader's Digest is 6.5 years
- 90% of circulation for Reader's Digest is by subscription, not an impulse purchase that is affected by the appeal of a magazine's front cover
- Subscribers make a 12 month commitment which provides advertisers with a guaranteed audience every issue

# EATING THE RIGHT FOOD



- 66% believe all GM food should be labelled, that's 3% more likely than the total population
- 56% avoid foods that are unhealthy, that's 10% more likely than the total population
- 11% mainly eat vegetarian foods, that's 19% more likely than the total population
- 45% are concerned about the amount of sugar in their diet, that's 7% more likely than the total population
- 21% buy organic whenever they can, that's 14% more likely than the total population
- 14% eat chicken/fish not red meat, that's 16% more likely than the total population
- 12% would call themselves a food connoisseur, that's 15% more likely than the total population

# HEALTH

- 50% follow a healthy diet and believe exercise is essential
- 49% try to eat healthily despite their busy lifestyle
- 63% will eat healthy foods if it tastes good
- **37% enjoy a low fat diet way of life, that's 8% more likely than the total population**
- 35% have health concerns about artificial sweeteners
- 53% exercise regularly

