

HOME IMPROVEMENT

JUNE 2010

Reader's
Digest
New Zealand

READER'S DIGEST FAST FACTS

- Circulation: 79,400
- Subscription 90%
- Average subscription length is 6.5 years
- Readership: 418,000
- In New Zealand, Reader's Digest is the
 - Second highest circulating monthly magazine
 - Fifth highest selling newsstand magazine



READER'S DIGEST READERSHIP

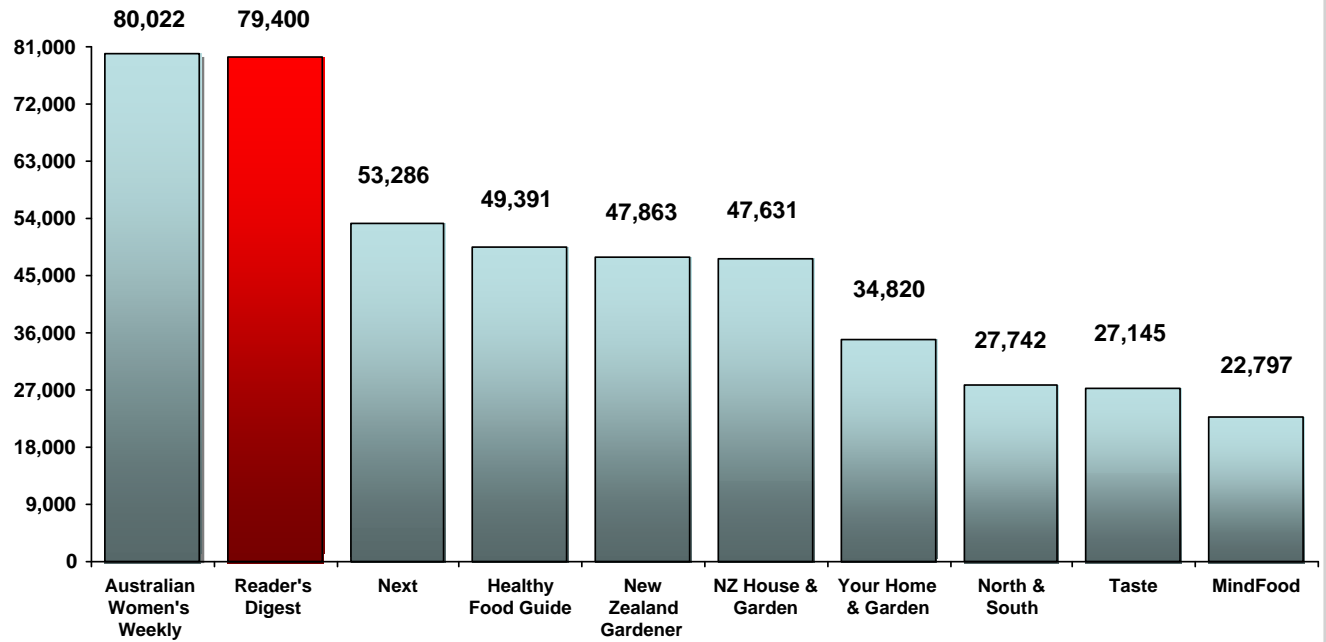
Circulation: 79,400
Readership: 418,000

	Reach	Profile	NZ population
Male	185,000	44.2%	48.7%
Female	233,000	55.8%	51.3%
Age Distribution			
10-24	69,000	16.4%	25.1%
25-34	57,000	13.7%	14.8%
35-49	101,000	24.3%	24.9%
50+	191,000	45.6%	35.1%
Main Household Shopper	200,000	47.8%	42.0%
MHHS & Kids 0-14	68,000	16.2%	15.5%
Soc 123	187,000	44.8%	44.0%
In Paid Employment	232,000	55.5%	57.3%
HHI \$60,000 +	167,000	39.9%	41.2%
National Readership Distribution			
Northern	211,000	50.4%	53.6%
Central	103,000	24.6%	22.2%
Southern	105,000	25.1%	24.2%
Metropolitan (Ak,Wg,Ch,Dn)	189,000	45.3%	51.6%
Provincial Urban	98,000	23.4%	20.7%
Secondary/Minor	74,000	17.6%	14.8%
Rural	58,000	13.8%	12.9%
Have a University Degree/Diploma	81,000	19.3%	19.3%

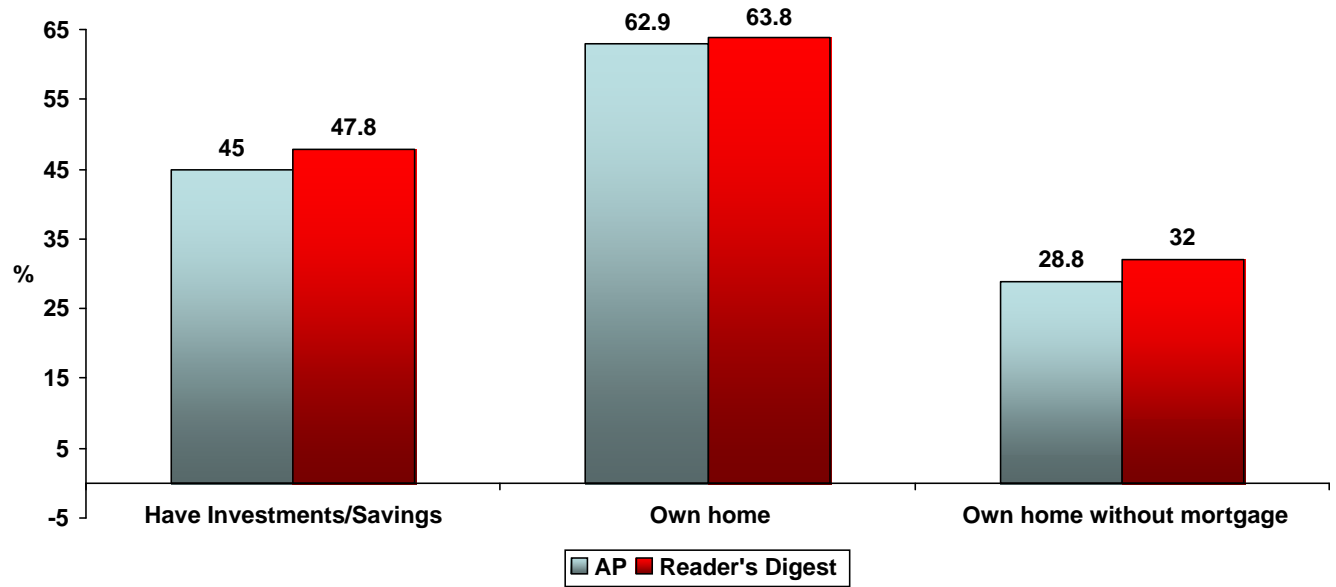


TOP 10 MONTHLY TITLES

Reader's Digest is the second highest circulating magazine

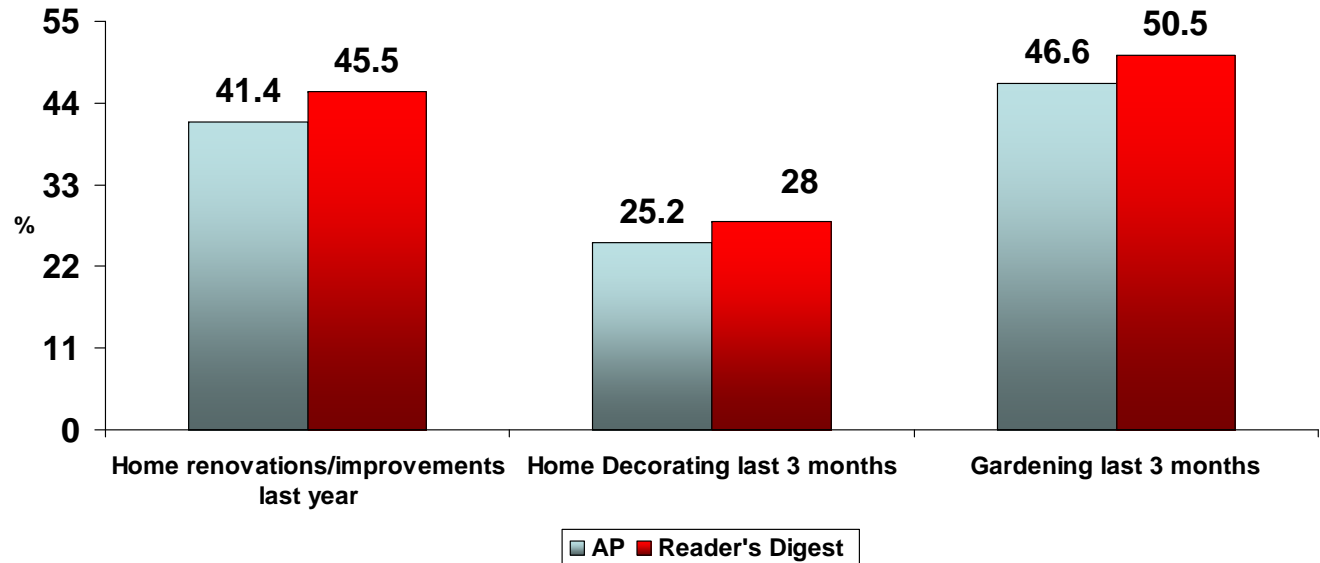


ASSET RICH READER'S DIGEST READERS



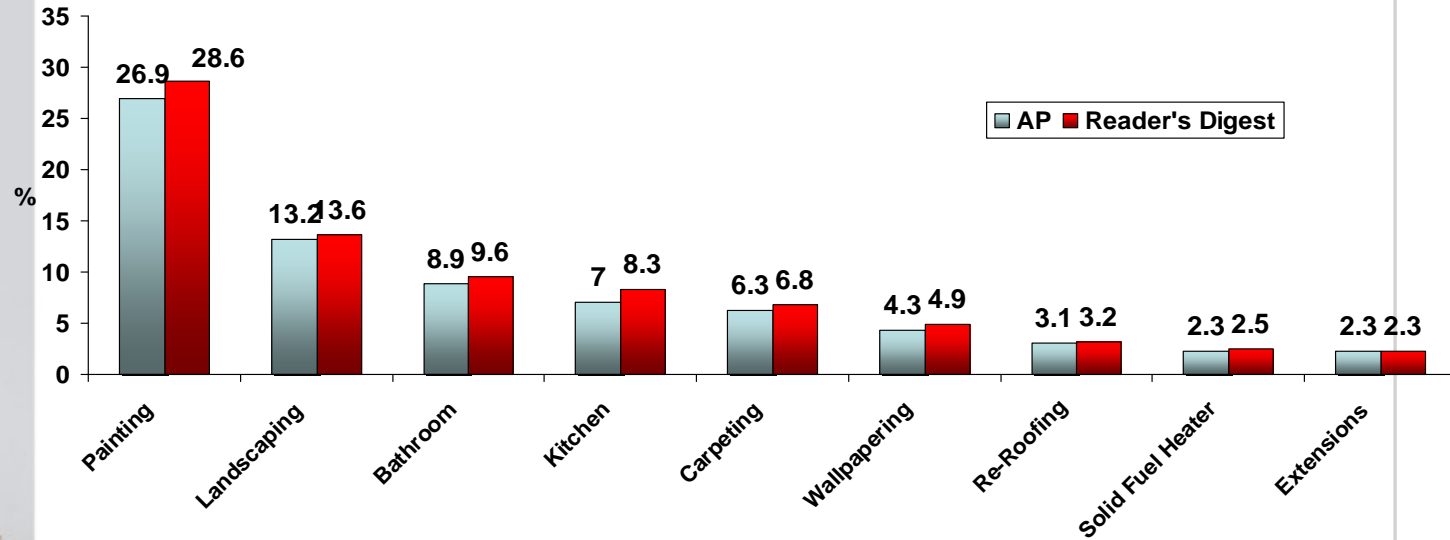
- 200,000 Reader's Digest readers have investments or savings, that's 6% more likely than the total population
- Reader's Digest readers have \$28 billion in savings and investments
- 267,000 Reader's Digest readers own their homes, that's 1% more likely than the total population
- 134,000 Reader's Digest readers own their own homes without a mortgage, that's 11% more likely than the total population.

HOME FOCUS



- 190,000 Reader's Digest readers carried out home renovations or improvements last year, that's 10% more likely than the total population
- 117,000 Reader's Digest readers carried out home decorating in the last 3 months, that's 11% more likely than the total population
- 211,000 Reader's Digest readers gardened in the last 3 months, that's 8% more likely than the total population

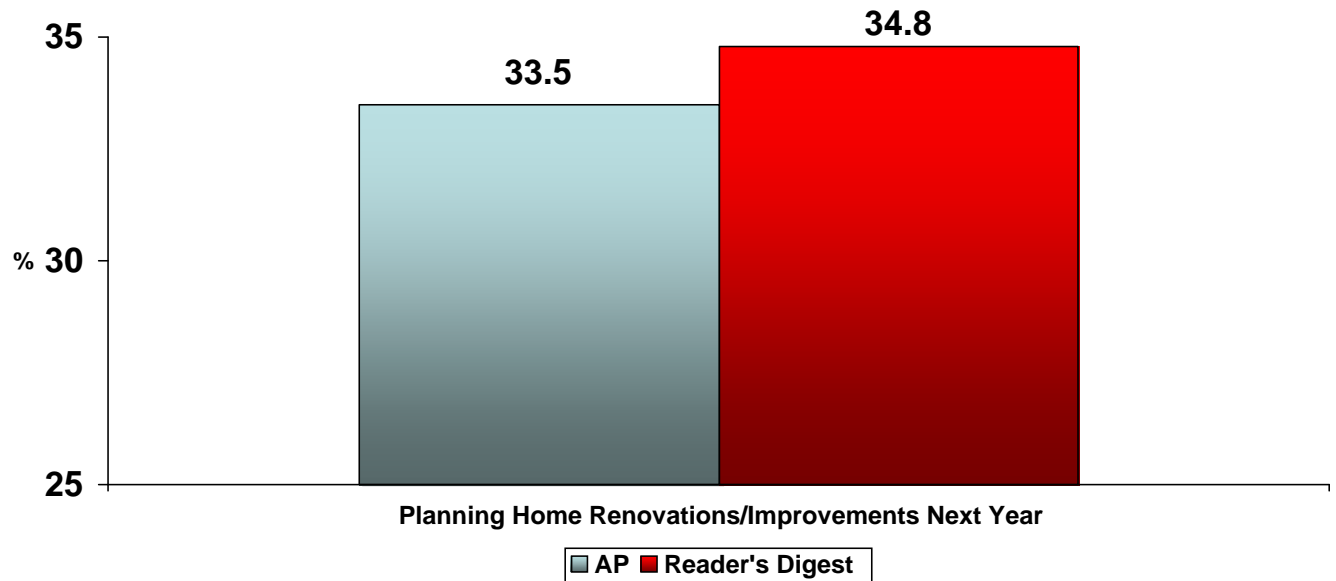
HOME RENOVATIONS LAST YEAR



Home Renovation	Number of Reader's Digest readers	Population Index
Painting	120,000	106
Kitchen	35,000	117
Bathroom	40,000	108
Extensions	10,000	101
Wallpapering	21,000	116
Carpeting	28,000	107
Re-Roofing	13,000	102
Solid Fuel Heater	11,000	108
Landscaping	57,000	103

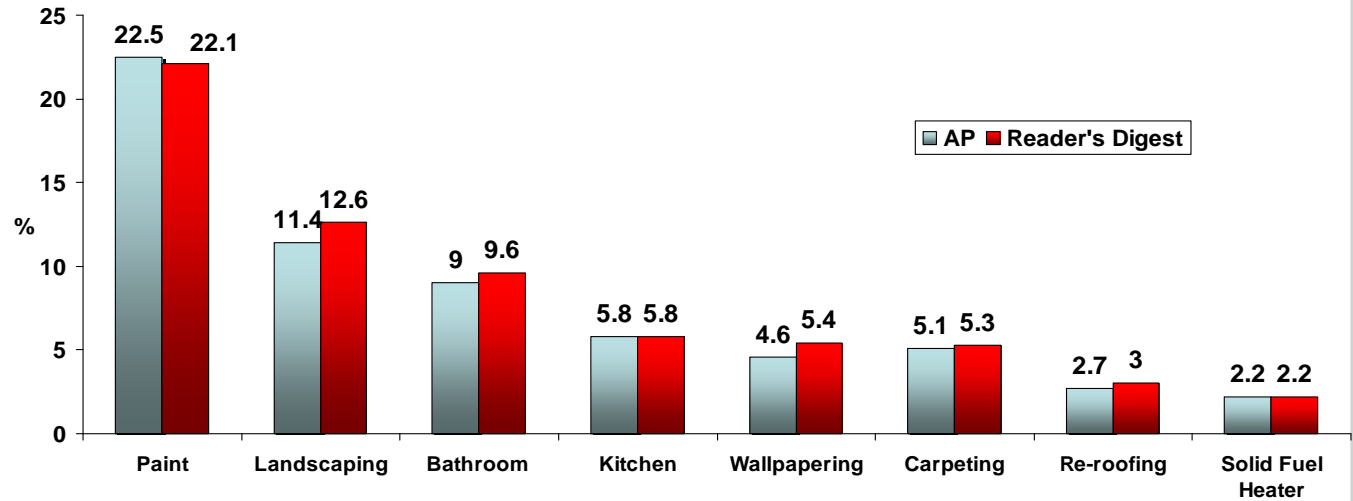


PLANNING HOME RENOVATIONS



- 145,000 Reader's Digest readers are planning to carry out home renovations or improvements next year, that's 4% more likely than the total population

HOME RENOVATIONS NEXT YEAR

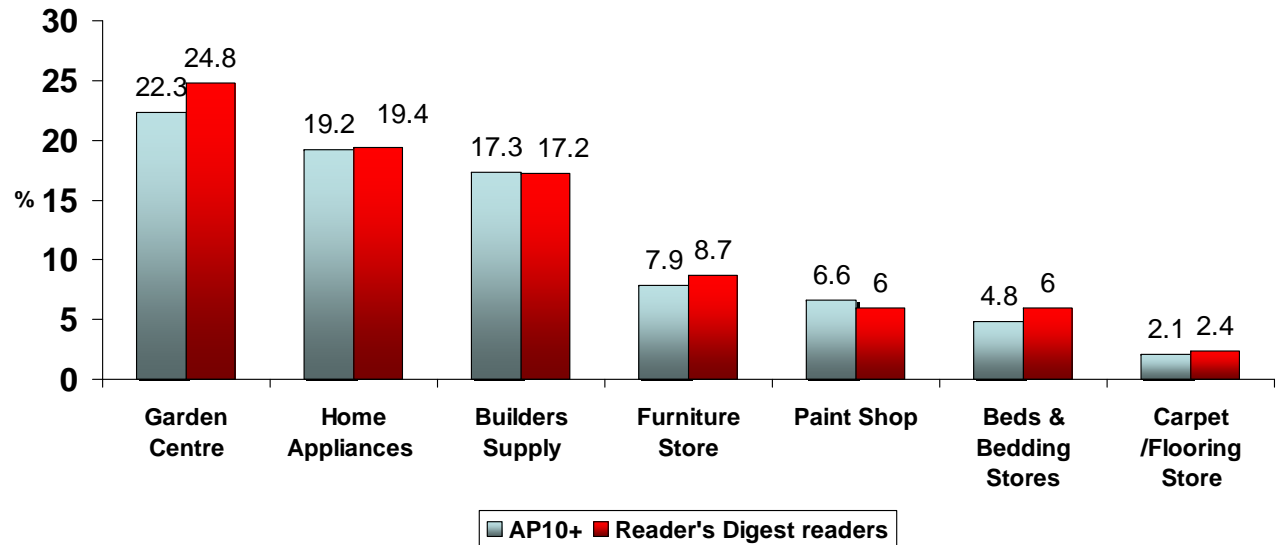


Home	Number of Reader's Digest	Population Index
Paint	93,000	99
Kitchen	24,000	100
Bathroom	40,000	107
Wallpapering	22,000	117
Carpeting	22,000	105
Re-roofing	13,000	111
Landscaping	53,000	110
Solid Fuel Heater	9,000	100





HOME STORES VISITED LAST MONTH



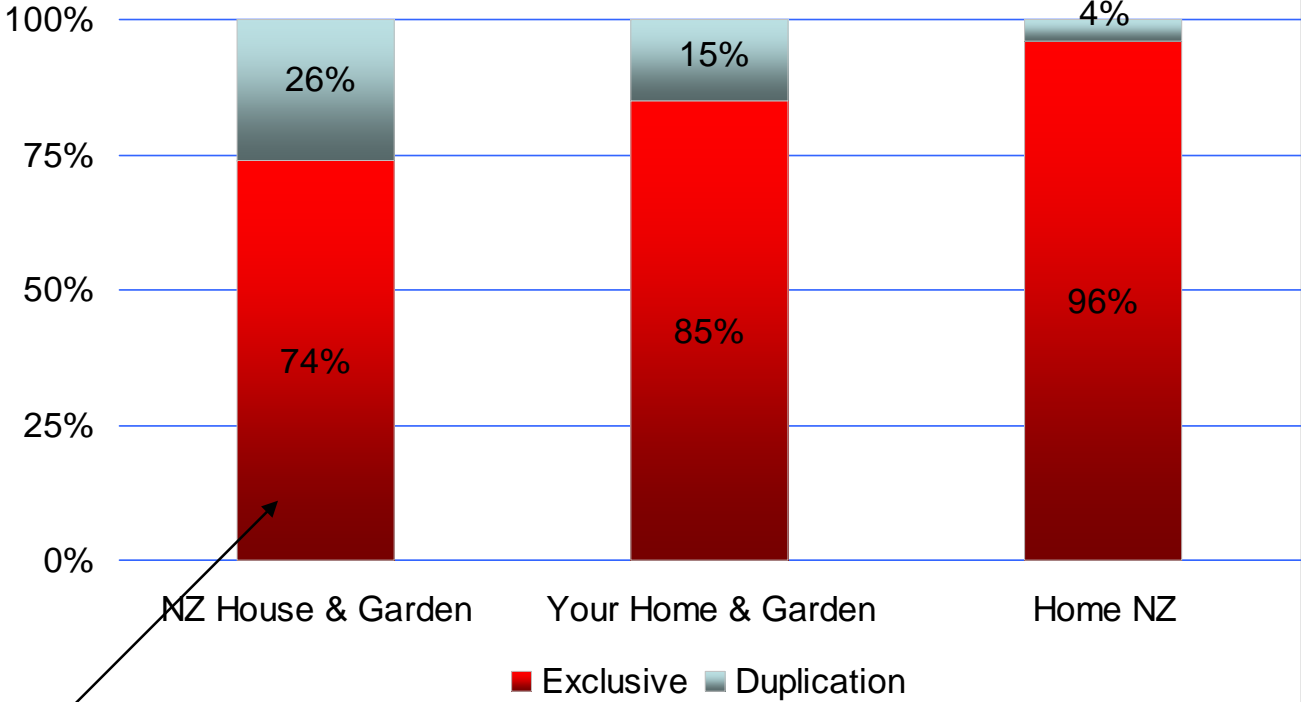
Store Type	Number of Reader's Digest readers	Popultaion Index
Garden Centre	104,000	111
Builders Supply / Home Improvement	72,000	100
Home Appliances /Electrical Goods	81,000	101
Furniture Store	36,000	110
Paint Shop	25,000	92
Beds & Bedding Stores	25,000	126
Carpet /Flooring Store	10,000	115

HOME STORES VISITED

The Store	Number of Reader's Digest readers	%	Population Index
The Warehouse	313,000	74.9	102
Farmers	233,000	55.7	108
Mitre 10	213,000	51	109
Briscoes	129,000	30.8	109
Bunnings/Benchmark	123,000	29.3	114
Dick Smith Electronics	118,000	28.2	95
Noel Leeming	106,000	25.3	111
Spotlight	61,000	14.7	112
Placemakers	50,000	12	97
Bond & Bond	49,000	11.7	107
Hammer Hardware	35,000	8.3	121
Resene Colour Shop	23,000	5.4	103
100% Your Electric Store	18,000	4.3	119
Lighting Direct	18,000	4.3	127
Freedom Furniture	16,000	3.9	109
Carters	15,000	3.6	151
Lighting Plus	13,000	3.2	130
Beds 'R' Us	13,000	3	117
Guthrie Bowron	12,000	2.9	125
Betta Electrical	10,000	2.4	109
Retra-Vision	9,000	2.2	113
Plumbing World	9,000	2.2	100
Bedpost	6,000	1.6	125
Mastertrade	6,000	1.4	119



EXCLUSIVE READERS



74% of Reader's Digest readers do not read NZ House & Garden

- 288,000 (69%) of Reader's Digest readers do not read any of these magazines