

OVERVIEW

June 2011

Reader's
Digest
New Zealand

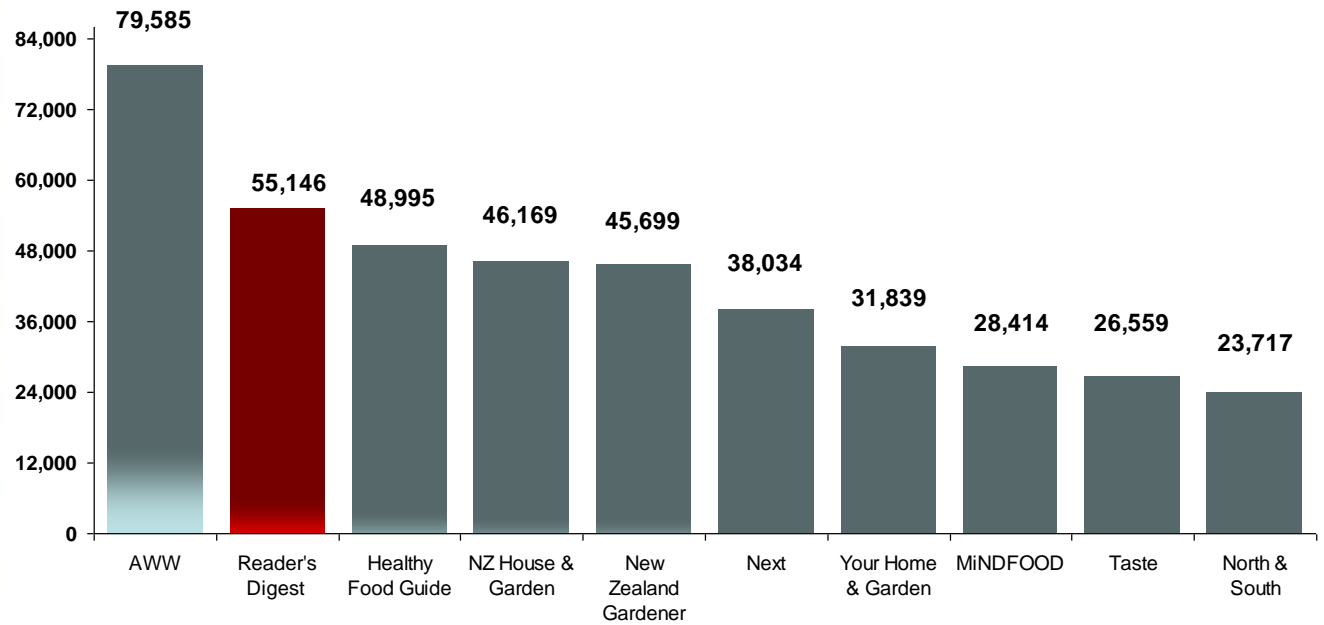
READER'S DIGEST FAST FACTS

- 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



READER'S DIGEST – NUMBER TWO!

Top 10 Monthly Titles by Circulation



READER'S DIGEST READERSHIP

| | | | |
|---|-------------------------------|--------------|----------------------|
| Circulation | 55,146 | | |
| Total Readership | 385,000 | | |
| | | Reach | Profile |
| | | | NZ Population |
| Male | 172,000 | 44.7% | 48.8% |
| Female | 213,000 | 55.3% | 51.3% |
| Age Distribution | | | |
| | 10-24 | 66 | 17.1% |
| | 25-34 | 58,000 | 15.1% |
| | 35-49 | 93,000 | 24.1% |
| | 50Plus | 168,000 | 43.7% |
| Main Household Shopper | 183,000 | 47.5% | 42.8% |
| MHHS & Kids 0-14 | 71,000 | 18.4% | 17.6% |
| Soc123 | 183,000 | 47.5% | 49.8% |
| In Paid Employment | 218,000 | 56.6% | 57.5% |
| HHI \$60,000 + | 154,000 | 40.0% | 42.4% |
| National Readership Distribution | | | |
| | Northern | 205,000 | 53.3% |
| | Central | 86,000 | 22.3% |
| | Southern | 94,000 | 24.2% |
| | 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% |
| Have a University Degree/Diploma | 69,000 | 18.0% | 16.7% |

