

PETS

JUNE 2011

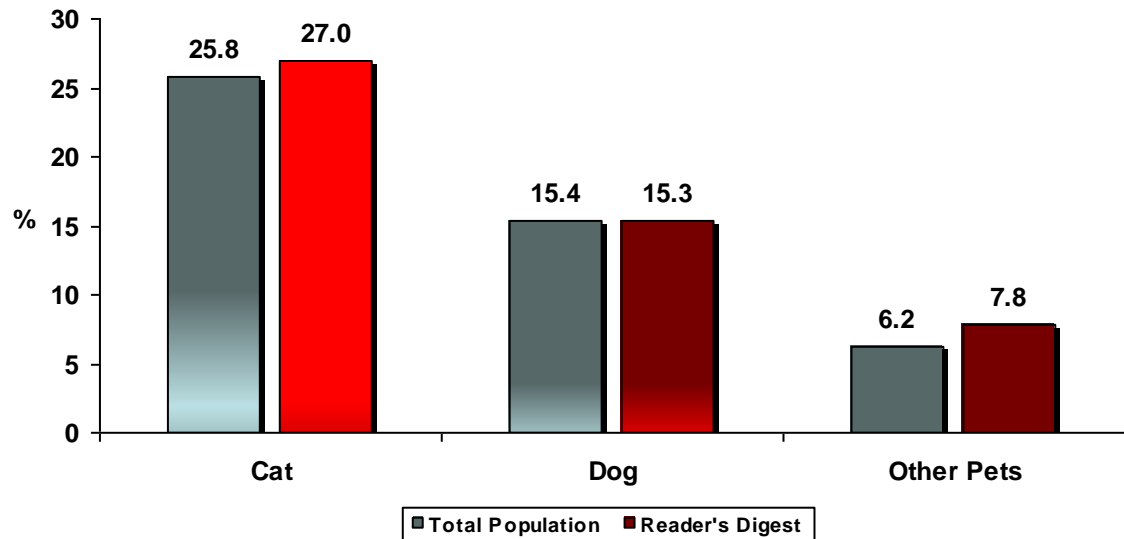
Reader's
Digest
New Zealand

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	66,000	17.1%
	25-34	58,000	15.1%
	35-49	93,000	24.2%
	50Plus	168,000	43.6%
Main Household Shopper	183,000	47.2%	42.8%
MHHS & Kids 0-14	62,000	16.1%	15.5%
Soc123	171,000	44.4%	52.8%
In Paid Employment	218,000	56.6%	57.5%
HHI \$60,000 +	154,000	40.0%	42.3%
National Readership Distribution			
	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%
University Graduate	69,000	17.9%	16.9%

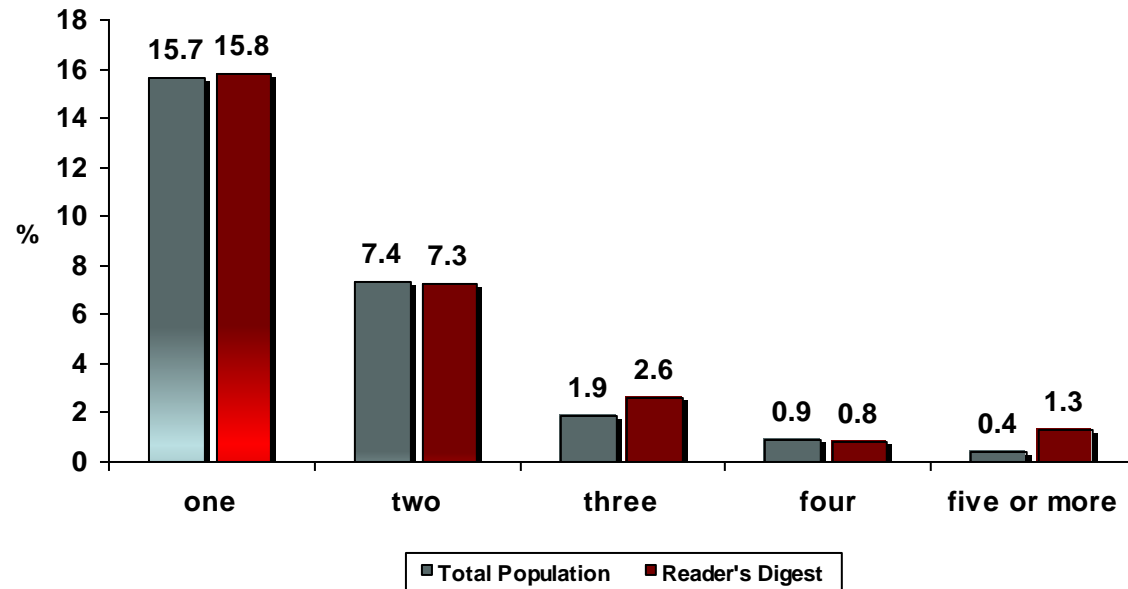


PETS



- 104,000 or 27% of Reader's Digest readers have a cat, that's 5% more likely than the total population
- 59,000 or 15.3% of Reader's Digest readers have a dog, that's just as likely as the total population
- 30,000 or 7.8% of Reader's Digest readers have other pets, that's 25% more likely than the total population

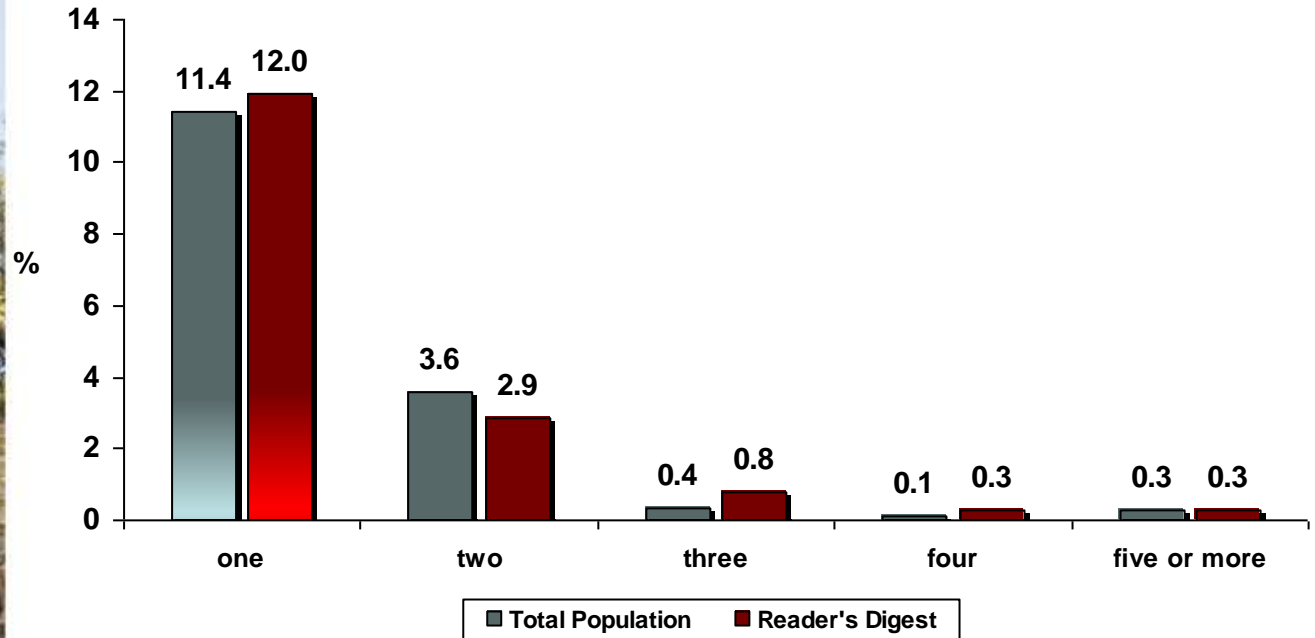
CATS



- 61,000 or 15.8% of Reader's Digest own one cat, that's 1% more likely than the total population
- 46,000 or 12% of Reader's Digest readers own two or more cats, that's 13% more likely than the total population
- 18,000 or 4.7% of Reader's Digest readers own three or more cats, that's 46% more likely than the total population

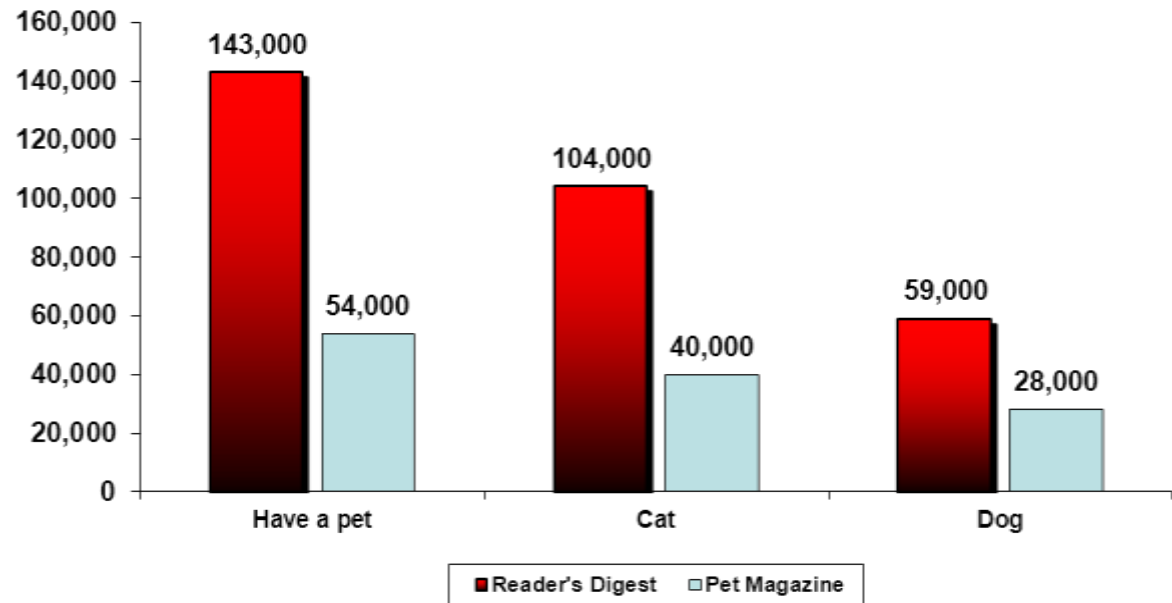


DOGS



- 46,000 or 12% of Reader's Digest readers own one dog, that's 5% more likely than the total population
- 16,000 or 4.2% of Reader's Digest readers have two or more dogs
- 4,000 or 1% of Reader's Digest readers own three or more dogs, that's 45% more likely than the total population

REACHING PET OWNERS!



- Reader's Digest reaches 89,000 more pet owners than Pet Magazine