

TRAVEL

JUNE 2011

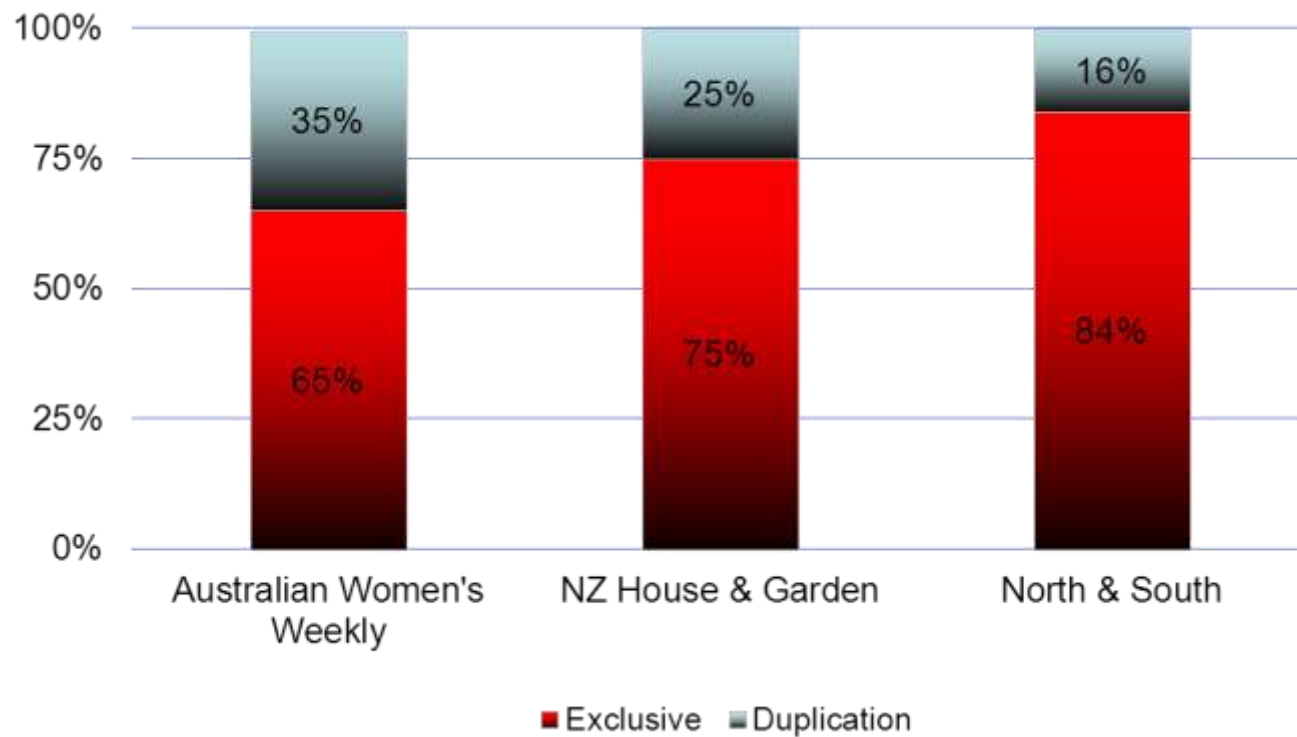
Reader's
Digest
New Zealand

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%



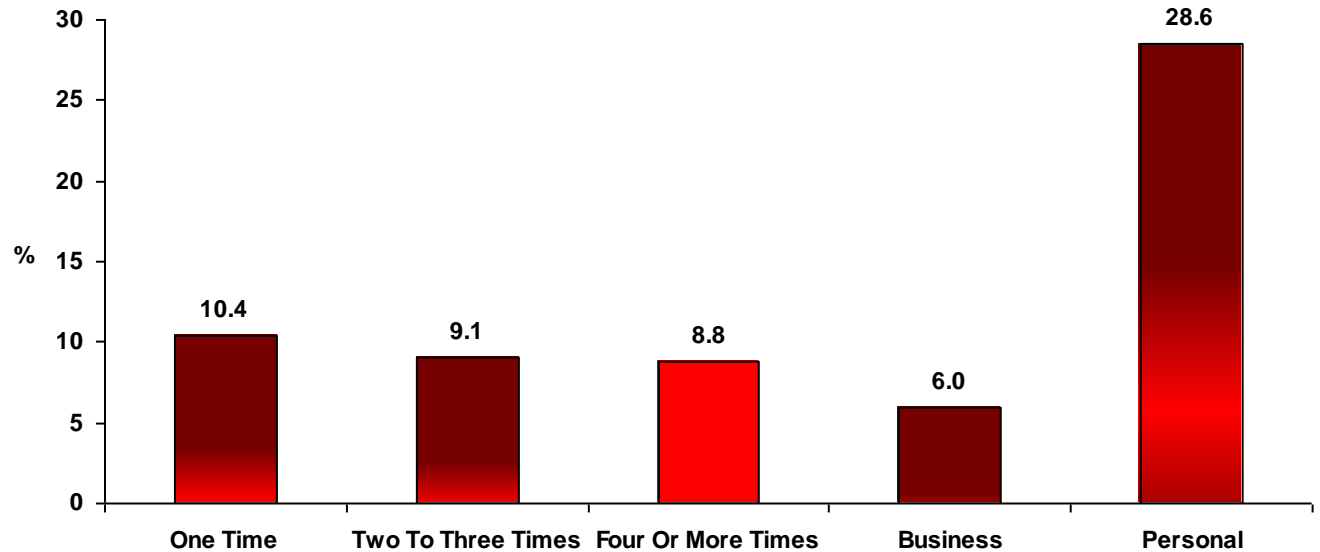
EXCLUSIVE READERS



- 195,000 (51%) of Reader's Digest readers do not read any of these magazines.

DOMESTIC AIR TRAVEL

109,000 or 28% of Reader's Digest readers travelled domestically by air last year

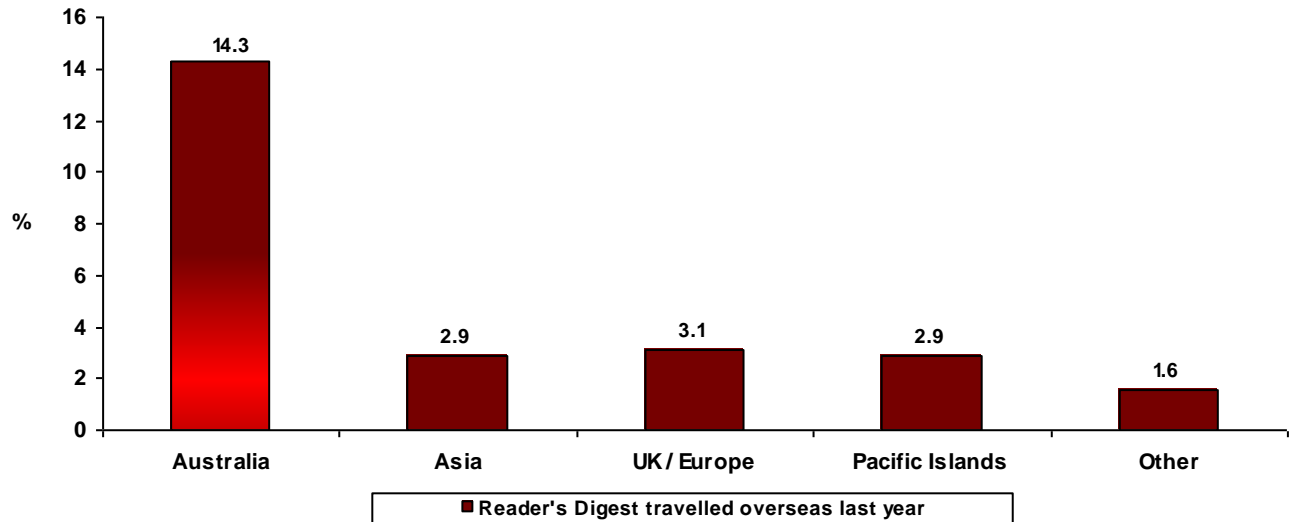


- 110,000 Reader's Digest readers flew domestically for personal reasons
- 23,000 Reader's Digest readers flew domestically for business reasons
- 69,000 Reader's Digest readers flew domestically 2 or more times last year



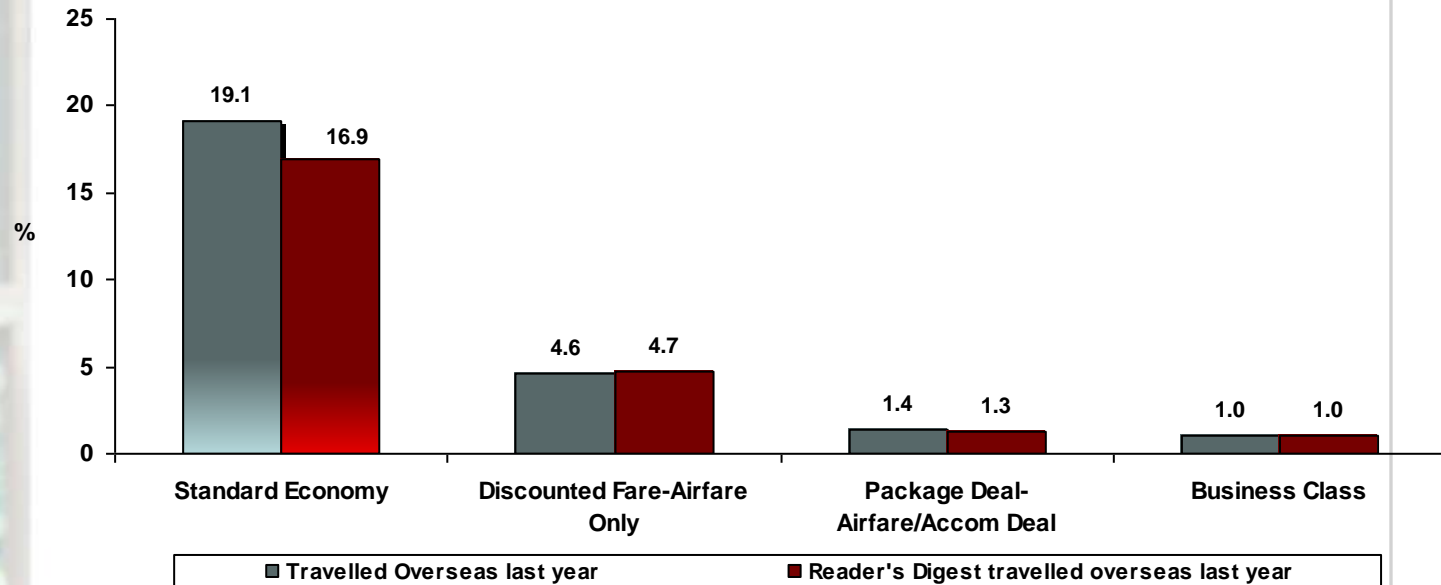
OVERSEAS AIR TRAVEL

102,000 or 26% of Reader's Digest readers travelled overseas last year



Destination	Number of Reader's Digest readers
Australia	55,000
Asia	11,000
UK/Europe	12,000
Pacific Islands	11,000
Other	6,000

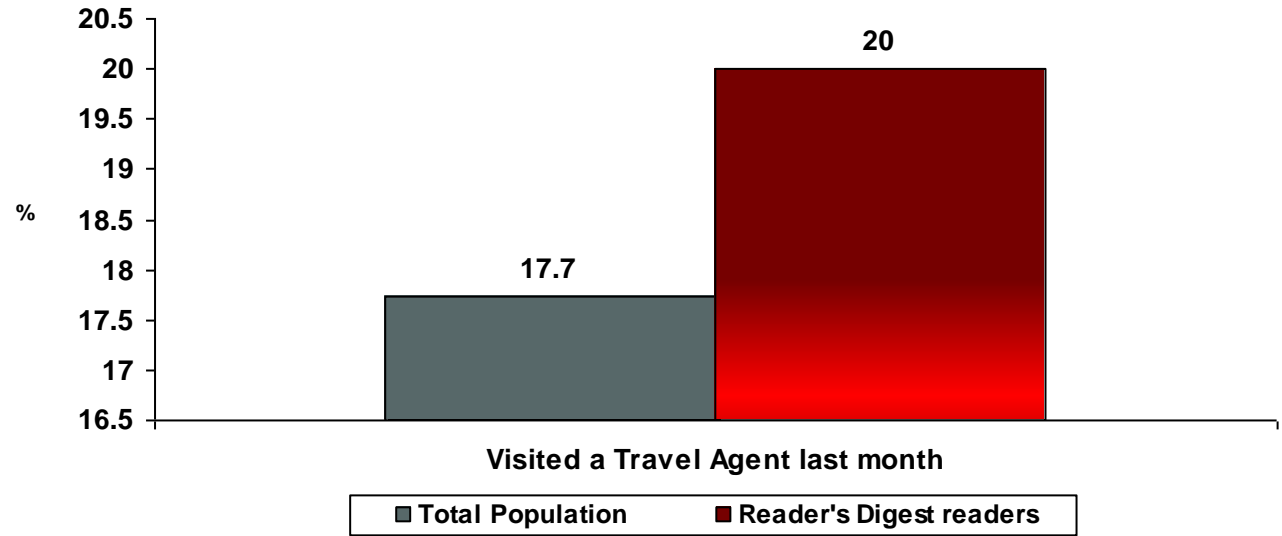
OVERSEAS FARE TYPE



- 65,000 Reader's Digest readers travelled on a Standard Economy fare when traveling overseas last year
- 18,000 Reader's Digest readers travelled on a discounted fare
- 4,000 Reader's Digest readers traveled business class
- 5,000 Reader's Digest readers travelled on package deal



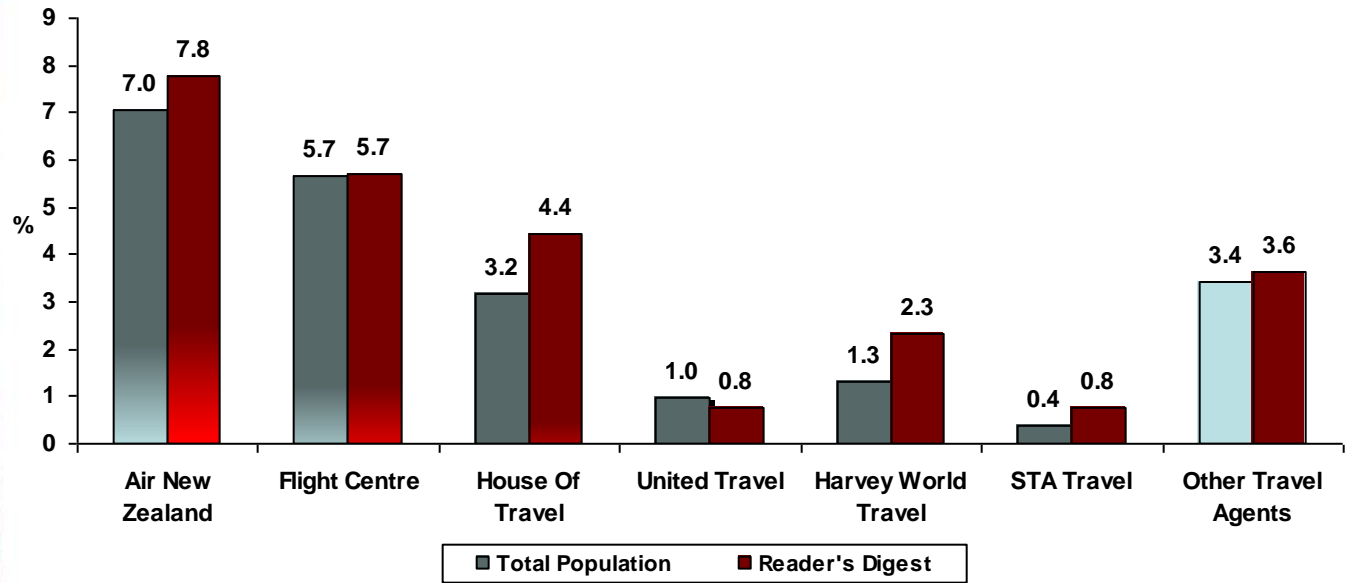
VISITED A TRAVEL AGENT



- 77,000 or 20% of Reader's Digest readers visited a travel agent last month, that's 13% more likely than all the total population

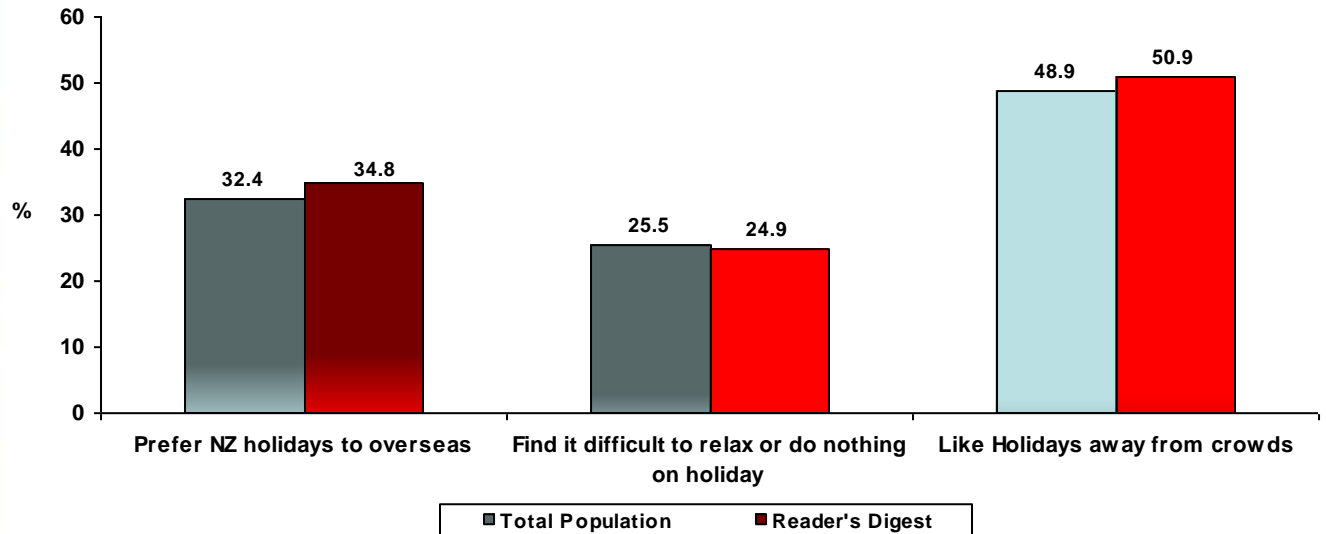


TRAVEL AGENT VISITED



Travel Agent	Number of Reader's Digest readers	Population Index
Air New Zealand	30,000	111
Flight Centre	22,000	101
House Of Travel	17,000	140
United Travel	3,000	82
Harvey World Travel	9,000	180
STA Travel	3,000	210
Other Travel Agents	14,000	106

TRAVEL THOUGHTS



- 134,000 Reader's Digest readers prefer holidays within NZ than overseas, that's 8% more likely than the total population
- 96,000 Reader's Digest readers find it difficult to relax or do nothing on a holiday
- 196,000 Reader's Digest readers like holidays away from the crowds, that's 4% more likely than the total population