

# HEALTH & WELLBEING

March 2011

Reader's  
**Digest**  
New Zealand

# READER'S DIGEST FAST FACTS

- Circulation: 66,653
- Subscription 90%
- Average subscription length is 6.5 years
- Readership: 394,000
- In New Zealand, Reader's Digest is the
  - Second highest circulating monthly magazine



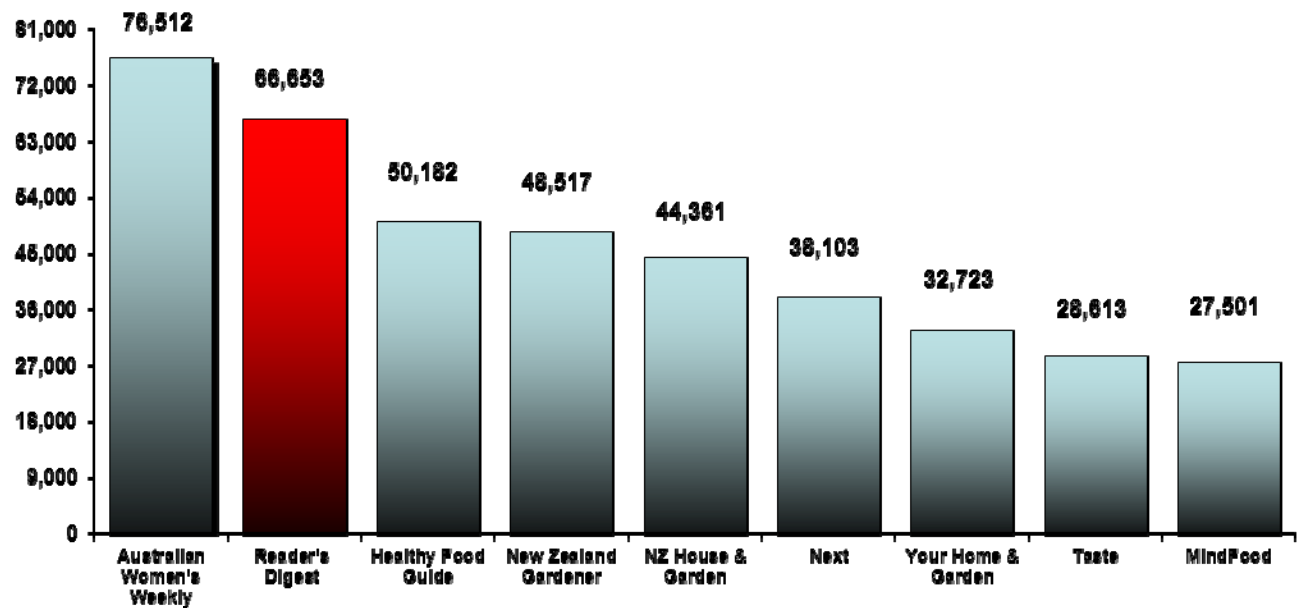
# READER'S DIGEST READERSHIP

<b>Circulation</b>	66,653			
<b>Total Readership</b>	394,000			
	<b>Reach</b>	<b>Profile</b>	<b>NZ Population</b>	
<b>Male</b>	178,000	45.1%	48.7%	
<b>Female</b>	216,000	54.8%	51.3%	
<b>Age Distribution</b>				
	10-24	65,000	16.5%	24.6%
	25-34	61,000	15.5%	15.1%
	35-49	98,000	24.9%	24.5%
	50Plus	170,000	43.2%	35.8%
<b>Main Household Shopper</b>	190,000	48.2%	42.5%	
<b>MHHS &amp; Kids 0-14</b>	62,000	15.7%	15.4%	
<b>Soc123</b>	191,000	48.5%	49.2%	
<b>In Paid Employment</b>	227,000	57.6%	57.4%	
<b>HHI \$60,000 +</b>	165,000	41.9%	42.4%	
<b>National Readership Distribution</b>				
	Northern	207,000	52.5%	53.7%
	Central	92,000	23.4%	22.2%
	Southern	94,000	23.9%	24.2%
	Metropolitan (Ak,Wg,Ch,Dn)	211,000	53.6%	51.7%
	Provincial Urban (Inc Hmlton)	85,000	21.6%	21.0%
	Secondary/Minor	62,000	15.7%	15.2%
	Rural	36,000	9.1%	12.2%
<b>Have a University Degree/Diploma</b>	79,000	20.1%	17.7%	

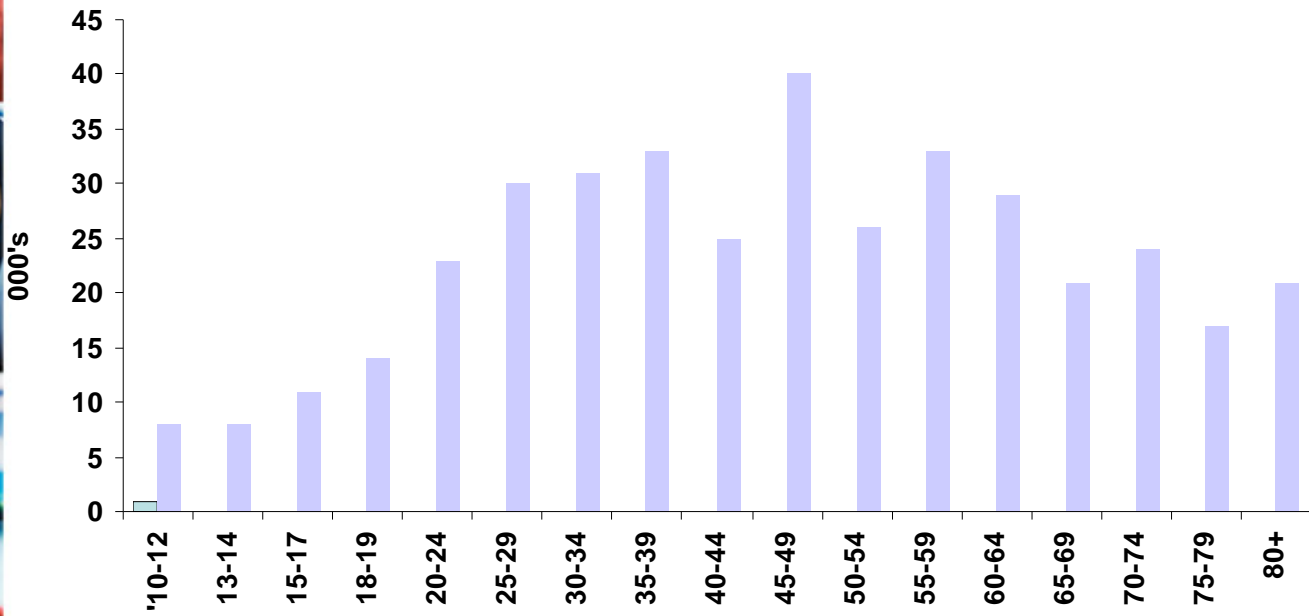


# READER'S DIGEST – NUMBER TWO!

## Top 10 Monthly Titles by Circulation

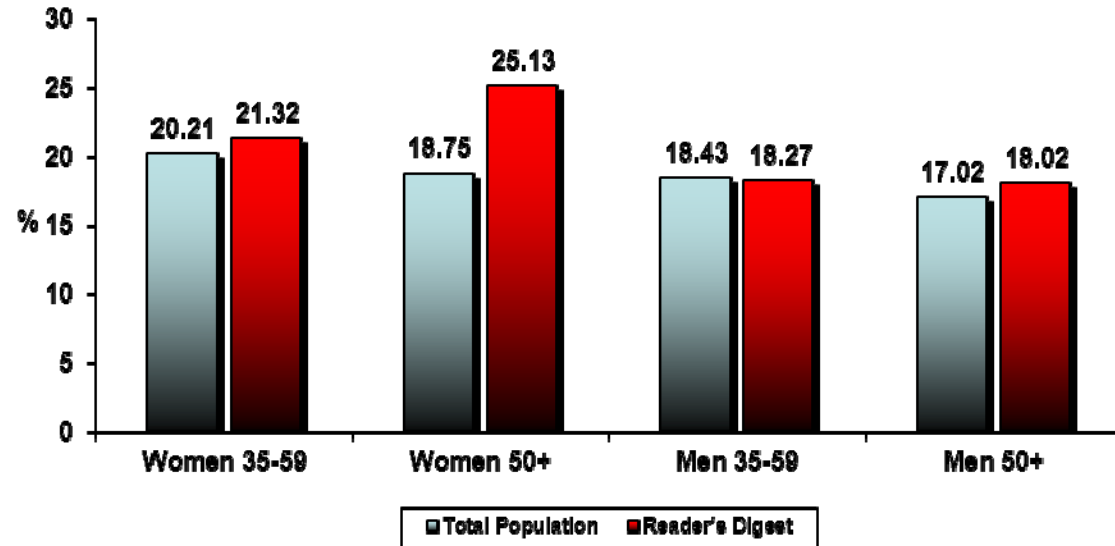


# READER'S DIGEST READERSHIP BY AGE



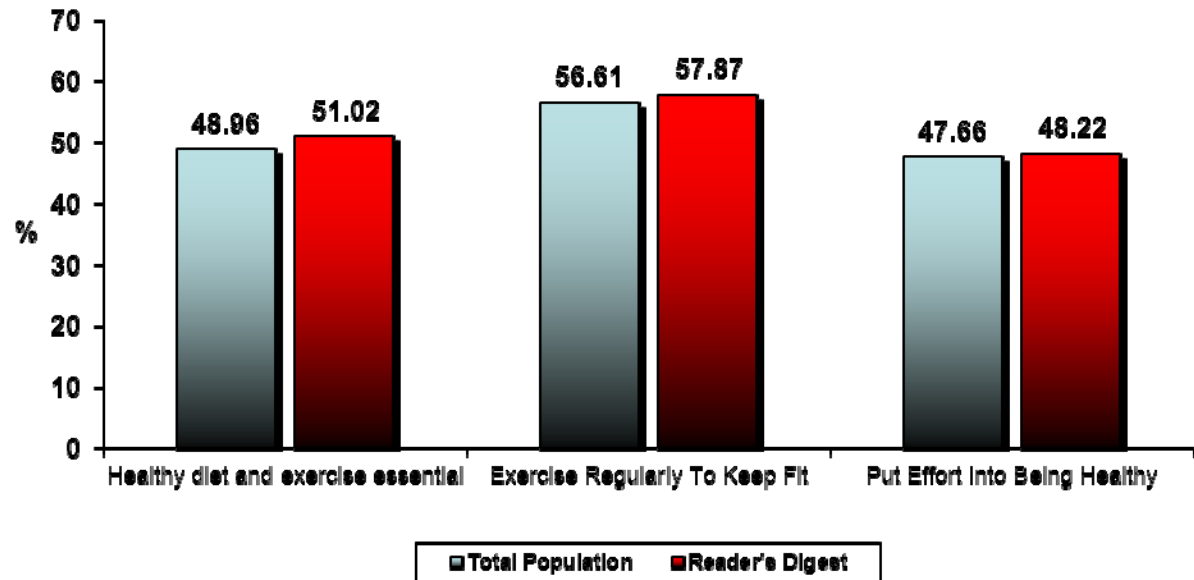
Source: Nielsen National Readership Survey March 2011

## KEY DEMOGRAPHICS



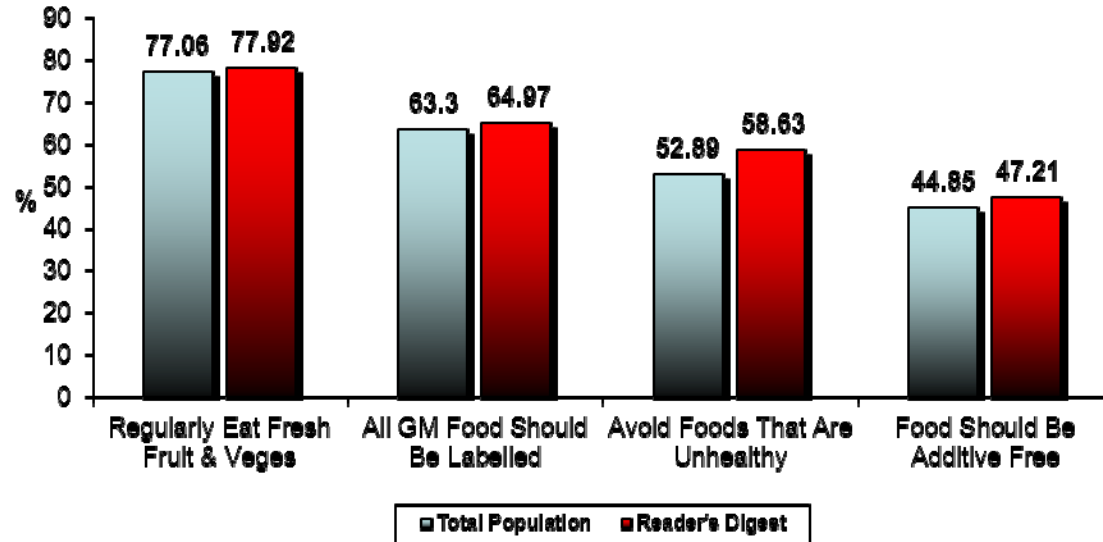
- 84,000 or 21% of Reader's Digest readers are women aged 35-59, that's 6% more likely than the total population
- 99,000 or 25% of Reader's Digest readers are women aged 50+, that's 34% more likely than the total population
- 72,000 or 18% of Reader's Digest readers are men aged 35-59.
- 71,000 or 18% of Reader's Digest readers are men aged 50+, that's 6% more likely than the total population

# READER'S DIGEST REACHES MORE HEALTHY NEW ZEALANDERS



- 201,000 or 51% of Reader's Digest readers think a healthy diet and exercise are essential, that's 4% more likely than the total population
- 228,000 or 58% of Reader's Digest readers exercise regularly to keep fit, that's 2% more likely than the total population
- 190,000 or 48% of Reader's Digest readers put effort into being healthy, that's 1% more likely than the total population

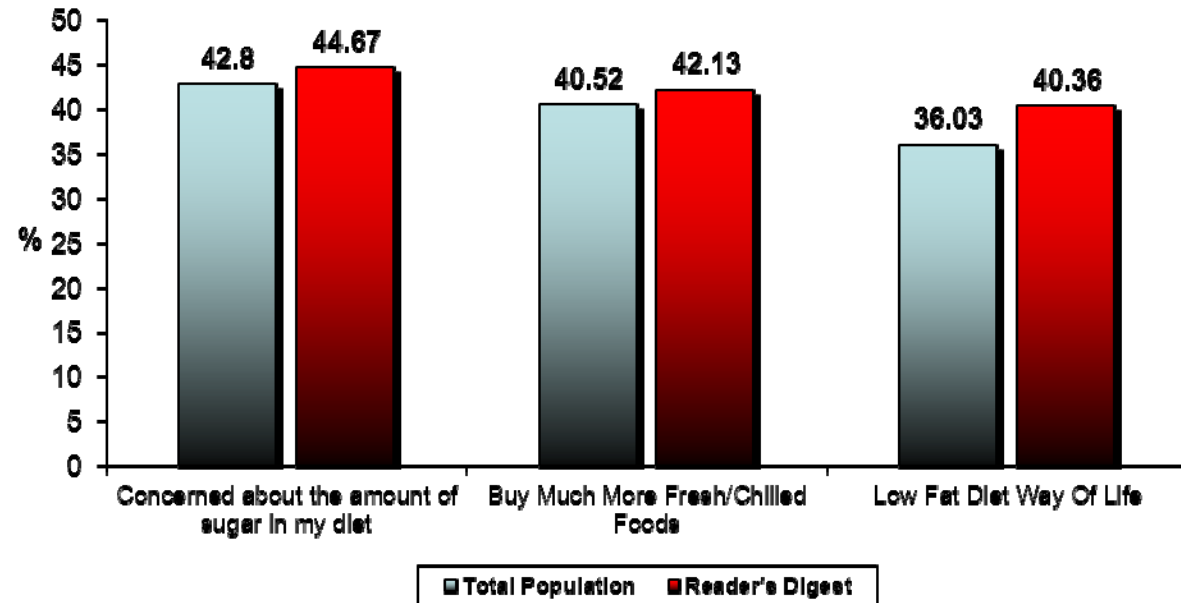
# READER'S DIGEST REACHES MORE HEALTHY EATING NEW ZEALANDERS



- 307,000 or 78% of Reader's Digest readers regularly eat fresh fruit & vegetables, that's 1% more likely than the total population
- 256,000 or 65% of Reader's Digest readers believe all GM food should be labelled, that's 3% more likely than the total population
- 231,000 or 59% of Reader's Digest readers avoid unhealthy foods, that's 11% more likely than the total population
- 186,000 or 47% of Reader's Digest readers believe all foods should be additive free, that's 5% more likely than the total population

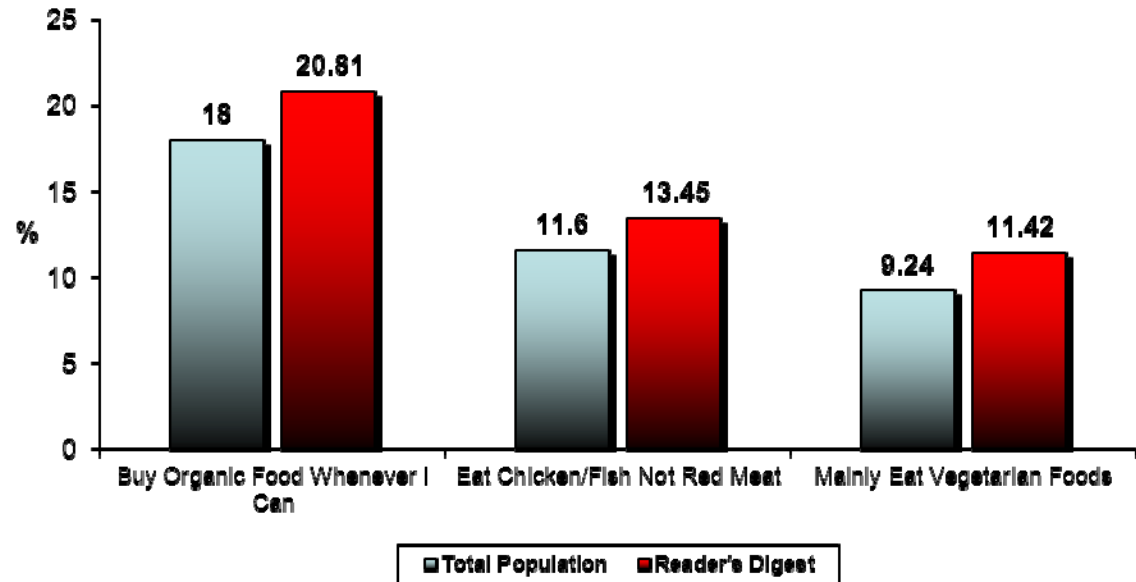


# READER'S DIGEST REACHES MORE HEALTH CONSCIOUS NEW ZEALANDERS



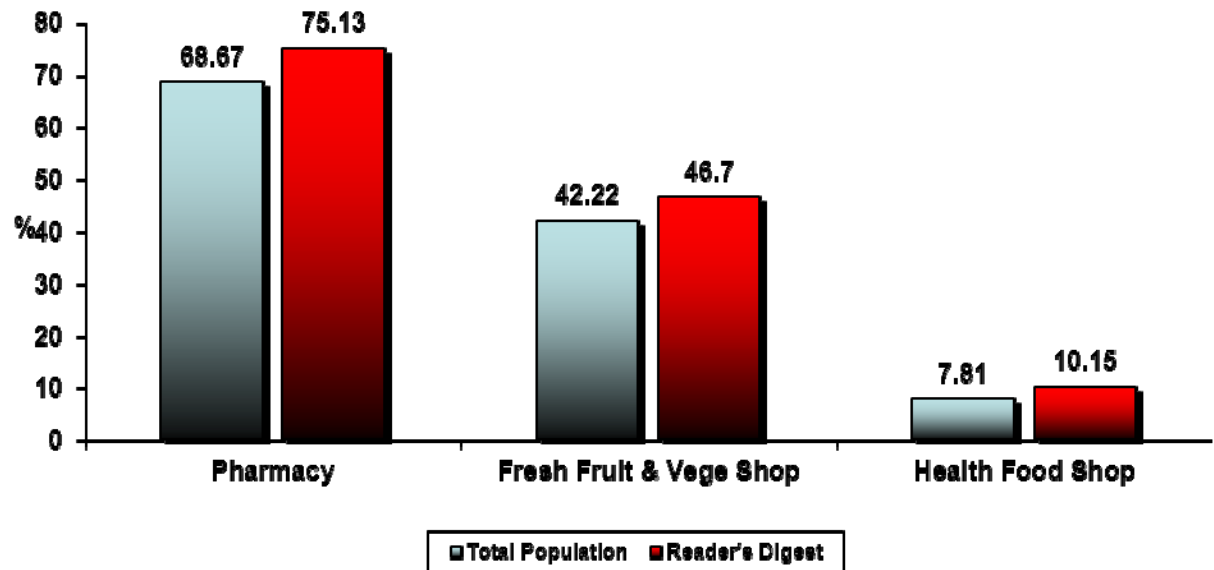
- 176,000 or 45% of Reader's Digest readers are concerned about the amount of sugar in their diet, that's 4% more likely than the total population
- 166,000 or 42% of Reader's Digest readers buy more fresh/chilled foods, that's 4% more likely than the total population
- 159,000 or 40% of Reader's Digest readers follow a low fat diet, that's 12% more likely than the total population

# READER'S DIGEST REACHES MORE HEALTH CONSCIOUS NEW ZEALANDERS



- 82,000 or 21% of Reader's Digest readers buy organic, that's 16% more likely than the total population
- 53,000 or 13% of Reader's Digest readers eat chicken and fish but not red meat, that's 16% more likely than the total population
- 45,000 or 11% of Reader's Digest readers eat mainly vegetarian food, that's 24% more likely than the total population

# READER'S DIGEST REACHES MORE HEALTH CONSCIOUS SHOPPERS



- 296,000 or 75% of Reader's Digest readers visited a pharmacy last month, that's 9% more likely than the total population
- 184,000 or 47% of Reader's Digest readers visited a fresh fruit and vege store last month, that's 11% more likely than the total population
- 40,000 or 10% of Reader's Digest readers visited a health food store last month, that's 30% more likely than the total population

# SPORTS



- 158,000 or 40% of Reader's Digest readers believe exercise is important and is part of their regular routine
- 112,000 or 28% of Reader's Digest readers are passionate about sport
- 136,000 or 34% of Reader's Digest readers often exercise at home
- 228,000 or 58% of Reader's Digest readers exercise regularly to keep fit

# SPORTS PARTICIPATION

- 72,000 or 18% of Reader's Digest readers have participated in Camping/Tramping in the last year
- 55,000 or 14% of Reader's Digest readers have participated in Cycling/Bicycle Riding in the last year
- 75,000 or 19% of Reader's Digest readers have participated in Fishing in the last year
- 68,000 or 17% of Reader's Digest readers have gone to the gym to work out in the last year
- 53,000 or 13% of Reader's Digest readers have participated in running or jogging in the last year
- 65,000 or 17% of Reader's Digest readers have participated in swimming or diving in the last year
- 124,000 or 31% of Reader's Digest readers have participated in walking/power walking in the last year
- Reader's Digest readers are 23% more likely to participate in triathlons than the total population
- Reader's Digest readers are 32% more likely to participate in lawn bowls than the total population
- Reader's Digest readers are 47% more likely to participate in rowing than the total population

