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Reader's Digest Home Ownership Profile

November 2007

Reader's Digest

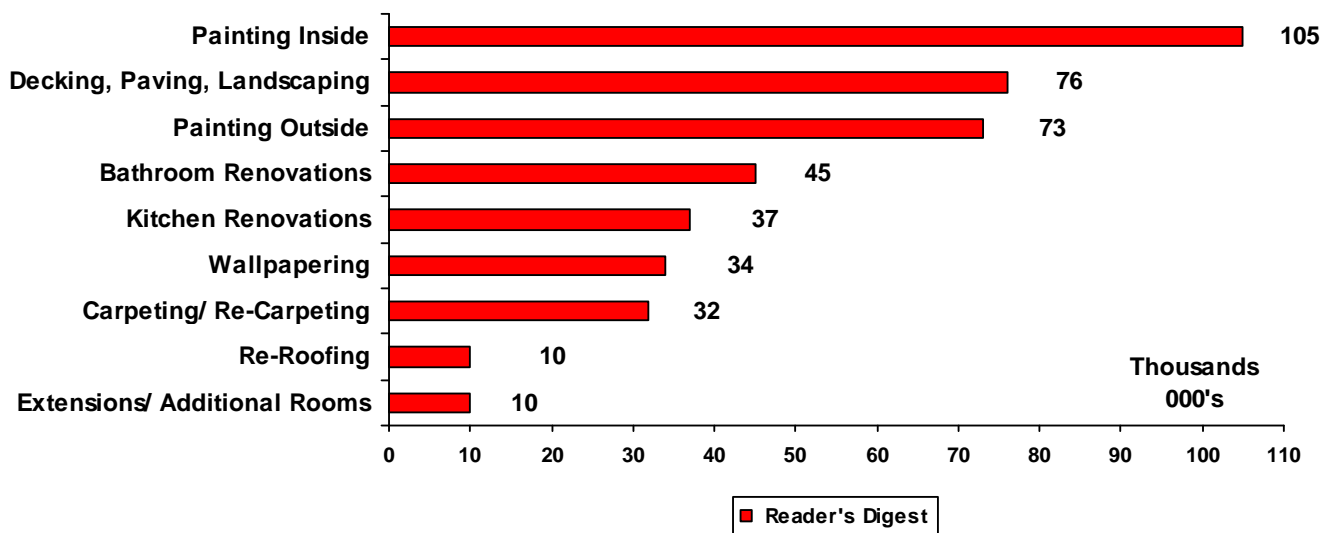
Circulation and Readership Information

• Circulation	95,872 (Number one monthly title)		
• Total Readership	442,000		
		<i>Reach</i>	<i>Profile</i>
			<i>NZ</i>
			<i>Population</i>
• Men	197,000	44.5%	49%
• Women	245,000	55.5%	51%
• Average time spent reading	99 minutes		
• Age Distribution:			
	10-24	79,000	18%
	25-34	55,000	12.5%
	35-49	118,000	27%
	50 plus	190,000	43%
• Primary household shopper:	202,000	46%	41%
• Primary household shopper with children under 14 years:	50,000	11%	13%
• Socio-economic status			
	Levels 1/3	185,000	42%
• Work full/part-time:	247,000	56%	58%
• Household Income \$60,000+:	167,000	38%	40%
• National Readership Distribution			
	Northern	221,000	50%
	Central	92,000	21%
	Southern	129,000	29%
	Metropolitan	202,000	46%
	Provincial urban	108,000	25%
	Secondary minor	71,000	16%
	Rural	61,000	14%
• Have University Degree/Diploma:	135,000	31%	28%

Reader's Digest & Their Homes

- 293,000 readers of Reader's Digest own their own home which equates to 66% of all Reader's Digest readers
- 145,000 readers own their own home without a mortgage, which is 17% more likely than the total population
- 188,000 readers have undertaken home improvements or alterations in the last year, that's 42% of all Reader's Digest readers
- 54,000 or 12% of those readers have taken part in home improvements in the last month

Home Improvements In The Last 12 Months



- Reader's Digest readers are nesters, constantly upgrading and repairing their homes
- The chart above shows the types of projects that Reader's Digest readers have undertaken in the last 12 months. 105,000 Reader's Digest readers have painted at least one room in their home
- Every month 100,000 Reader's Digest readers visit a hardware store which equates to 23% of all Reader's Digest readers
- 87,000 readers will also visit a home improvement store, which equates to 20% of all Reader's Digest readers