





Your quick guide to all the stats about the mainstream national farming newspapers. Updated December 1, 2009

ABC AUDITED CIRCULATION Figures updated six-monthly

|  | Paid Subscriptions | Non-paid Rural delivery | Total (As at 31/06/2009) |
|---|--------------------|-------------------------|--------------------------|
| NZ Farmers Weekly | 642 | 87,494 | 88,136 |
| Rural News | 158 | 81,246 | 81,404 |
| Straight Furrow | 209 | 86,813 | 87,043 |


Farmers Weekly has more than three times the paid subscribers and the highest circulation.

ROY MORGAN READERSHIP Surveyed monthly

|  | Top-line readership 12 months to September 2009 (Released November 24 2009) |
|---|---|
| NZ Farmers Weekly | 144,000 |
| Rural News | 121,000 |
| Straight Furrow | 135,000 |

Top-line readership only. Farmers Weekly is 23k ahead of Rural News and 9k ahead of Straight Furrow.


NIELSEN READERSHIP Surveyed quarterly

|  | Top-line readership October 2008 - September 2009 (Released Nov, 2009) |
|---|--|
| NZ Farmers Weekly | 65,000 |
| Rural News | 60,000 |
| Straight Furrow | Not included |

Top-line readership only. Farm owners and farm managers.

5,000 more owners/managers read The NZ Farmers Weekly

COLMAR BRUNTON READERSHIP The most in-depth rural readership survey, funded by all the rural publishers every three years

|  | Top-line readership 2007 Rural Readership Survey | Overall value to all farmers Rated excellent | Overall value to dairy farmers Rated excellent | Publisher |
|---|--|--|--|---------------|
| NZ Farmers Weekly | 96% | 27% | 24% | NZX, Feilding |
| Rural News | 94% | 17% | 13% | RNG, Auck |
| Straight Furrow | 95% | 17% | 13% | Fairfax |

Farmers Weekly has the most valued content.

For more information please contact your NZX Rural agent,
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