

Roy Morgan Readership

figures for New Zealand for the 12 months to April 2006

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| | May 2004 - April 2005 | | May 2005 - April 2006 | | % of Population 14+ Readership '000 Gain/Loss | |
|--------------------------------------|-----------------------|-----------------|-----------------------|-----------------|---|---------------------------|
| | % of Population 14+ | Readership '000 | % of Population 14+ | Readership '000 | % of Population 14+ Gain/Loss | Readership '000 Gain/Loss |
| FARMING PUBLICATIONS | | | | | | |
| Country-Wide | 2.7 | 86 | 2.4 | 78 | -0.3 | -8 |
| AgTrader (free with Straight Furrow) | 2.0 | 65 | 2.4 | 77 | 0.4 | 12 |
| Farm Trader | 0.9 | 28 | 1.0 | 31 | 0.1 | 3 |
| Dairyman | 1.4 | 44 | 1.5 | 48 | 0.1 | 4 |
| NZ Dairy Exporter | 1.4 | 45 | 1.6 | 51 | 0.2 | 6 |
| NZ Dairying Today | 1.0 | 32 | 1.3 | 41 | 0.3 | 9 |
| NZ Farmers Weekly | 2.9 | 91 | 4.6 | 150 | 1.7 | 59 |
| Rural News | 4.1 | 129 | 4.1 | 134 | 0.0 | 5 |
| Straight Furrow | 4.4 | 141 | 4.8 | 155 | 0.4 | 14 |

| Summary to Mar'06 x 000s | FW | SF | RN | CW | AgT |
|------------------------------------|------------|------------|------------|-----------|-----------|
| April 2005 (one year before) | 91 | 141 | 129 | 86 | 65 |
| March 2006 (one mth before) | 140 | 151 | 132 | 73 | 74 |
| April 2006 (latest results) | 150 | 155 | 134 | 78 | 77 |
| Month change in 000's | +10k | +4k | +2k | +5k | +3k |
| Month change % | +7% | +3% | +2% | +7% | +4% |
| Year change in 000's | +59k | +14k | +5k | -8k | +12k |
| Year change % | +65% | +10% | +4% | -9% | +18% |

FW - The New Zealand Farmers Weekly **SF** - Straight Furrow **RN** - Rural News **CW** - Country-Wide **AgT** - AgTrader

- **The New Zealand Farmers Weekly**, is well ahead of the much older Rural News and is still growing readership at more than twice the rate of Straight Furrow. With growth over the last 12 months of 65%, or 59,000 readers (10,000 in the last month alone!), **The New Zealand Farmers Weekly is setting the benchmark!**
- **Country-Wide** retains its solid niche position, as the only publication offering in-depth farm management information for farmers wishing to grow their businesses. It's full of award-winning valuable information for progressive farmers. And it is read for longer and has a long shelf life.
- **The New Zealand Farmers Weekly** has 73,000 (95%) more readers than AgTrader - making it ideal for classifieds/used machinery/public notices advertising.
- When seeking the attention of Dairy Farmers, NZ Dairy Exporter is the leader in targeted dairy readership. **The New Zealand Farmers Weekly** is the ideal complement, adding extra readership and frequency.