

New Zealand Readership Results

For the 12 months ending April 2007, released June 26, 2007

Every week more farmers read The New Zealand Farmers Weekly because it is better. It has 16,000 more readers than Straight Furrow, 32,000 more readers than Rural News and numbers are growing. To reach them all you need to be advertising in The New Zealand Farmers Weekly.

| FARMING PUBLICATIONS | May 2005 - April 2006 | | May 2006 - April 2007 | | Readership '000 Gain/Loss |
|--------------------------|-----------------------|-----------------|-----------------------|-----------------|---------------------------|
| | % of Population 14+ | Readership '000 | % of Population 14+ | Readership '000 | |
| NZ Farmers Weekly | 4.6 | 150 | 4.6 | 152 | 2 |
| Straight Furrow | 4.8 | 155 | 4.2 | 136 | -19 |
| Rural News | 4.1 | 134 | 3.7 | 120 | -14 |
| Agtrader | 2.4 | 77 | 2.4 | 78 | 1 |
| Country-Wide Northern | 1.2 | 40 | 1.2 | 38 | -2 |
| Country-Wide Southern | 1.1 | 35 | 0.9 | 28 | -7 |
| TOTAL Country-Wide | 2.4 | 78 | 1.9 | 63 | -15 |
| NZ Dairy Exporter | 1.6 | 51 | 1.3 | 44 | -7 |
| Dairyman | 1.5 | 48 | 1.4 | 45 | -3 |
| NZ Dairying Today | 1.3 | 41 | 1.0 | 34 | -7 |

| Summary to April 07 x 000s | FW | SF | RN | CW | AgT |
|------------------------------------|------------|------------|------------|-----------|-----------|
| April 2006 (one year before) | 150 | 155 | 134 | 78 | 77 |
| March 2007 (one mth before) | 153 | 137 | 118 | 65 | 73 |
| April 2007 (latest results) | 152 | 136 | 120 | 63 | 78 |
| Year change in 000's | +2k | -19k | -14k | -15k | +1k |
| Year change % | +1.3% | -12% | -10% | -19% | +1% |

FW - The New Zealand Farmers Weekly (The first national farming weekly – launched Sept 2003)

SF - Straight Furrow

RN – Rural News

CW – Country-Wide

AgT – Ag Trader

- **The New Zealand Farmers Weekly** is number one with 152,000 readers (approx 60% male and 40% female, suggesting it is read by all those in the farming enterprise). It has a significant (and growing) lead.
- **The New Zealand Farmers Weekly** readership grew 1.3% in the last 12 months. Of the three rural newspapers it is the only one not losing ground. **The New Zealand Farmers Weekly** readership has grown 2,000, Straight Furrow lost 19,000 readers and Rural News lost 14,000 readers.
- **Country-Wide** retains its solid niche position, as the only publication offering in-depth farm management information for progressive farmers. It is read for longer and has a long shelf life
- **The New Zealand Farmers Weekly** and **Country-Wide** are the two publications farmers turn to first for the topics of most importance to their business success (AC Nielsen Research AgriScope06).