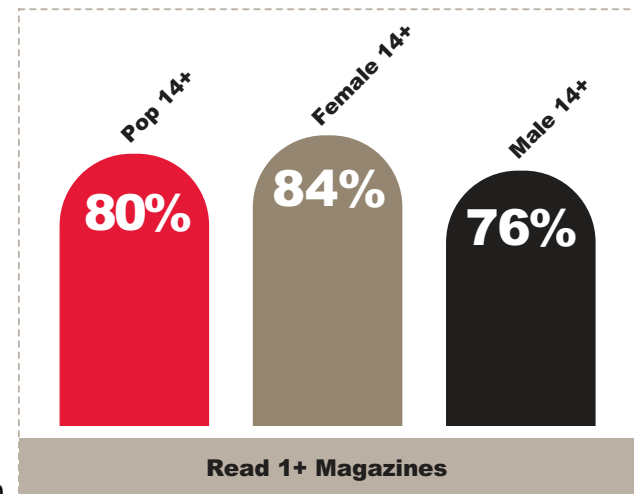
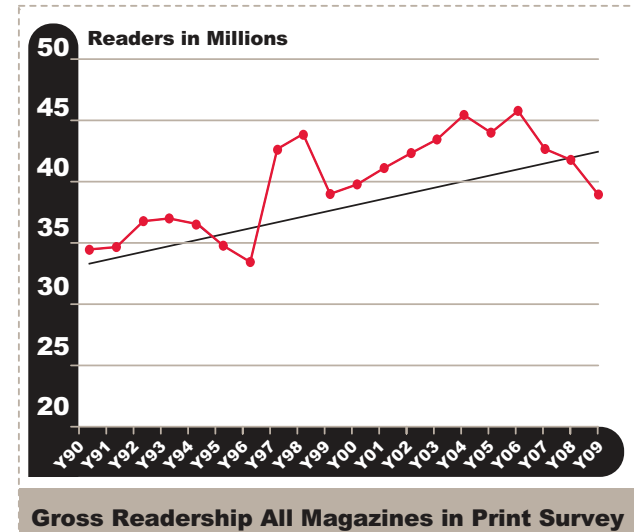


01

Magazines Keep Engaging in a Rising Media Tide

- Australians love magazines. Per capita, we are among the biggest consumers of magazines worldwide.
- More than 230 million magazines are purchased annually*. That's more than 13 for every person aged over 14 years.
- Total readership** of consumer magazines remains remarkably robust, despite the growing choice of media options.
- Gross magazine readership currently stands at 39 million, similar to a decade ago.
- 8 in 10 people read 1+ magazines - 84% of females & 76% of males.
- 1 in 4 people read 4+ issues.



* Industry estimate based on ABC audited and non-audited magazine sales 2009.

**Based on gross average issue readership, people 14+ yrs, all consumer magazines in the Morgan Readership Survey Apr 09-Mar 10