

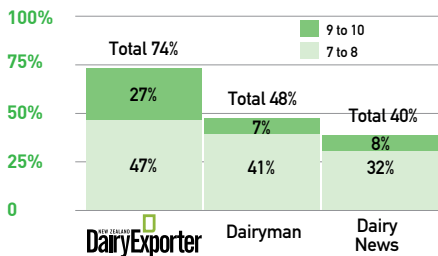
NEW ZEALAND DairyExporter

FARMERS KNOW IT'S WORTH THE READ!

New Zealand's Premium Dairy Publication Since 1925

- Monthly by subscription
- Highest pass on rate of all dairy publications
- Targets leading dairy farm owners, herd managers and share milkers.
- 'Most Valued' by Dairy Farmers
- 6,800 people already subscribe to the NZ Dairy Exporter

Rated 'Worth reading' (out of 10)



74%

26% more dairy farmers rate NZ Dairy Exporter 7-10 (out of 10) for worth reading compared to other dairy publications.

1) Source : TNS Conversa April 2010



“Dairy Exporter is my primary source of information. I enjoy the industry news and it covers everything.”

Mark Mulligan - Geraldine

- ▶ 46,000 readers every month
- ▶ Pass on rate 6.76 readers per magazine
- Roy Morgan Research 12 months to March 2010
- ▶ The only paid subscription magazine in its category
- ▶ No wastage

Put your advertising alongside editorial farmers read, value and refer back to.

NZ Dairy Exporter provides the most worthwhile environment for effective marketing.

In the latest Colmar Brunton survey, dairy farmers were asked to rank the most important subjects they felt publications should cover, then they said which publications they used to get this information. The New Zealand Dairy Exporter was voted number one in every category

'Most Time Spent Reading' (Minutes)



46min

The New Zealand Dairy Exporter has the longest time spent reading, compared with the other two dairy publications

Source : Colmar Brunton, 2007

| Category | NZ Dairy Exporter | Dairyman | Dairying Today |
|-------------------------------|-------------------|----------|----------------|
| Farm Management | 66% | 44% | 42% |
| Livestock / Animal Health | 57% | 38% | 38% |
| News / Issues / Agri Business | 53% | 44% | 45% |
| Research & Development | 58% | 38% | 36% |
| Pasture Management | 30% | 18% | 20% |
| Market Info & Analysis | 44% | 29% | 28% |
| Equipment & Machinery | 22% | 19% | 21% |
| Real Estate | 6% | 5% | 6% |