

Every farmer Every week News that matters

- Free to New Zealand farmers
- Last to print, first to farm gate
- Leading in valued content
- Hard copy and online

81,500

Total circulation of The New Zealand Farmers Weekly

* Source : Reach Media, NZ Post

- ▶ Reaches 100% of New Zealand farmers
- ▶ Read by 88% of New Zealand farmers
- ▶ 73% read for more than 5 minutes
- ▶ Over 40% read for over 15 minutes
- ▶ 16% read for more than half an hour

* Source : TNS Conversa, Aug 2009



“There’s a point of difference between The NZ Farmers Weekly and the others. It’s definitely right on the button and more topical.”

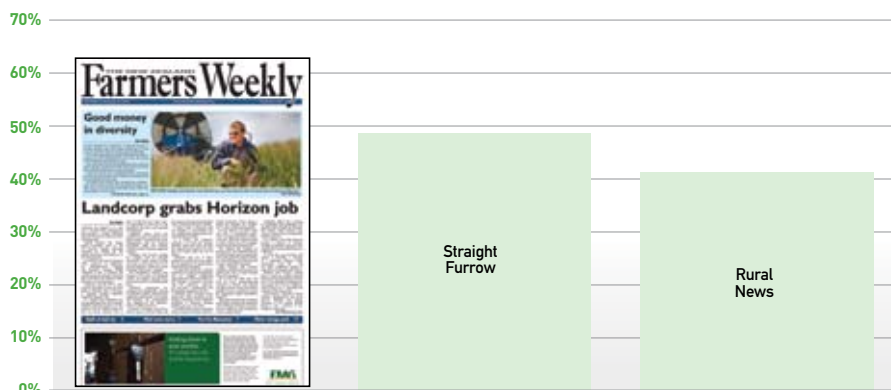
Jim Rainey - Mangaweka

Feb 2010

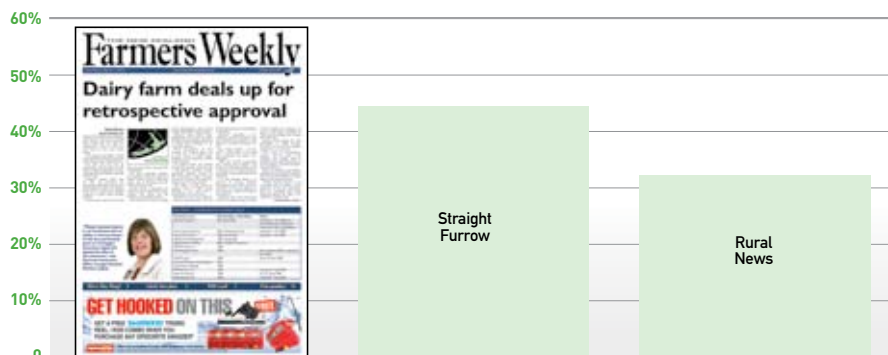
New Zealand's leading farmer's paper for farm news and market information

- ▶ 40% more farmers associate it with Market Information than the nearest competitive rival
- ▶ 16% more farmers associate 'The New Zealand Farmers Weekly' with News than nearest competitive rival

Farm News, Issues and Agri-business



Market Information & Analysis



* Source : TNS Conversa Research Aug 09 Base 451.

Roy Morgan Research		Top-line Readership 12 months to September 2009
NZ Farmers Weekly		144,000
Rural News		121,000
Straight Furrow		135,000
Released November 24, 2009		

Nielsen Research		Top-line Readership - Farm Owners and Farm Managers 12 months to December 2009
NZ Farmers Weekly		61,000
Rural News		62,000
Straight Furrow		Not included
Released November 2009		

Valued Content

Colmar Brunton Last Readership 3 yearly survey - 2007			
	Top-line Readership	Overall value to all farmers Rated Excellent	Overall value to dairy farmers Rated Excellent
NZ Farmers Weekly	96%	27%	24%
Rural News	94%	17%	13%
Straight Furrow	95%	17%	13%

Feb 2010