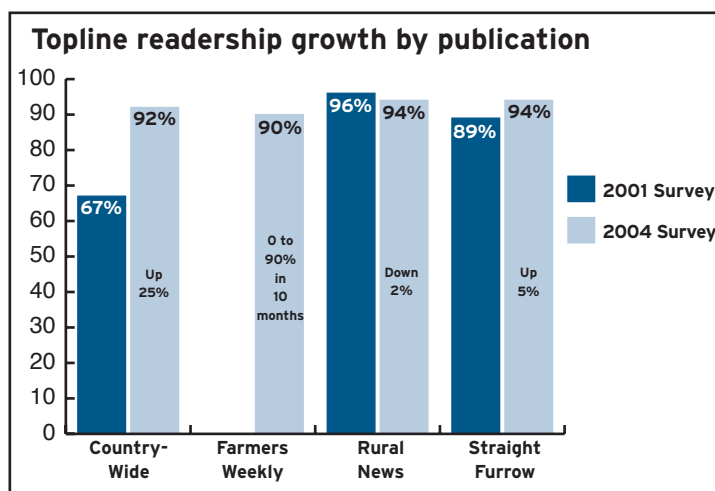


Summary of the 2004 Colmar Brunton Rural Readership Survey

The Colmar-Brunton rural readership survey has removed concern about clutter in the farming publications market. Farmers have identified some clear leaders.

Our readers are a new breed of farmers - business focussed and always looking for relevant information to stay competitive.

Top line readership (read 2+ minutes)			
Country-Wide	Farmers Weekly	Rural News	Straight Furrow
92%	90%	94%	94%



There is very little difference between the four main national publications in the 2 min + readership. That is the percentage who open each publication for two minutes or more. The difference is negligible. But there are clear differences in how farmers rate each title.

Country-Wide and Farmers Weekly are publications going forward. Ours is an innovative company dedicated to leading the farming publications market. The 25% growth of Country-Wide and the outstanding first survey result for Farmers Weekly (0-90% in 10 months) reinforce our leadership position.

Depth of reading	Country-Wide	Farmers Weekly	Rural News	Straight Furrow
Read every issue	52%	53%	50%	49%
Picked up 3+ times	37%	27%	29%	28%
Average time spent reading	34min	24min	27min	28min
Once read, kept for future reference	13%	8%	8%	9%

Country-Wide is the clear leader in these depth of reading statistics (above). Due to its size Farmers Weekly is the outstanding performer. Country-Wide and Farmers Weekly are first and second in all the attitudinal ratings (below).

How farmers rate them	Country-Wide	Farmers Weekly	Rural News	Straight Furrow
Satisfaction (extremely satisfied)	27%	24%	19%	19%
Enjoyable to read (agree strongly)	32%	27%	22%	21%
Ease of reading (agree strongly)	34%	34%	29%	28%
Indepth coverage (agree strongly)	30%	27%	21%	22%
Useful in day-to-day operations (agree strongly)	18%	18%	13%	13%
Excellent editorial quality (rated excellent)	19%	19%	16%	16%

We've made the reading choice easy for farmers and Colmar Brunton has made the publication choice easy for media buyers and marketing managers.

To advertise to business focussed farmers in publications they read and respect call us on 0800 85 25 80.

Colmar Brunton topics of importance to farmers

Topics ranked in order of importance	Country-Wide	Farmers Weekly	Rural News	Straight Furrow
1st Research & Development	41%	30%	39%	38%
2nd News and issues	50%	59%	57%	58%
3rd Animal health	34%	22%	31%	29%
4th Pasture management	25%	14%	18%	17%
5th Livestock	46%	39%	38%	38%
6th Market information	14%	34%	18%	19%
7th Farm management	35%	24%	28%	27%
8th Agribusiness	33%	38%	33%	34%
9th Equipment & Machinery	29%	21%	42%	49%
10th Humor & Satire	9%	10%	17%	12%
11th Real Estate	18%	12%	13%	20%
12th Tree/Vine Health	8%	4%	7%	7%

Our titles Country-Wide and Farmers Weekly rated best for the top eight topics of importance to farmers. Farmers Weekly for all the 'outside-the-gate' topics: news and issues, market information and agribusiness. Country-Wide for all the 'inside-the-gate' topics: R&D, animal health, pasture management, livestock and farm management.



Our readers are a new breed of farmers – business focussed and always looking for relevant information to stay competitive. The farm publications market has changed. There are new leaders. Our titles are the publications of choice for progressive farmers.

Your challenge now, and it's the same for media buyers and marketing managers everywhere, is to understand the new order and assign your print marketing budget to the publications farmers read for longer and respect.

The market is no longer cluttered. Anyone who thinks it is hasn't read the survey. You can see it at www.country-wide.co.nz and www.farmersweekly.co.nz. Then call us on 0800 85 25 80.

Dean Williamson
Director, Country-Wide



"They're b_____ marvellous. They've got heaps of interesting information and they're easy-to-read. They're the first ones I read. Most of the other stuff I don't even get to. I like the Weekly – it's to the point."

Guy Didsbury
Pirinoa



Country-Wide is outstanding. It's well rounded and has some meat to it. It's the best paper without-a-word. The Farmers Weekly is a good paper. I go straight to the middle pages – the market section.

Gary and Raewyn Moar,
Pohangina Valley



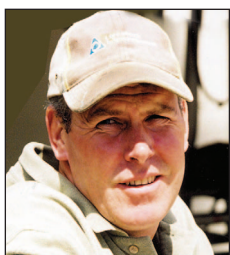
"They're both informative. The Farmers Weekly is the most up-to-date with what's happening in the farming scene. You also have the sales from around the country – what other paper does that? Country-Wide concentrates on the farming side of things. It's all useful information."

Richard Orr, Red Oak Romney & Angus
Amberley



"I enjoy the indepth management articles in Country-Wide. It's a great source of continuing education for me. You can learn so much from what other people do. It's great stuff. I make a point of reading the Weekly. I thrive on information and we need to be informed to make good decisions – it certainly helps – I'm a fan."

Simon Buckley, Alfredton.



"Country-Wide's a fantastic magazine. It has a lot of farm management and agribusiness information that takes about a month to read – they're all good indepth articles on progressive people. And I like the international and topical news in the Weekly. That's where it's really relevant – the news is up-to-date."

Murray King, dairy farmer, Nelson



"Country-Wide is very informative and good for catching up on innovative farming practises. The Farmers Weekly is the new generation of farming magazines. I look forward to both of them in my letterbox."

Simon Wright, Fairlight Station
Northern Southland

NEW ZEALAND
Farmers Weekly

The
publications
farmers
read

Country-Wide